

Your Guide to Data Literacy:

Follow the Four Steps to Data Literacy

Step 1: Approach the data with a plan

I want to understand _____
Part B: What information could help you?

so that I can _____
Part A: What's a situation in your destination where information could help?

Step 2: Source the data.

What data set is relevant to this question? Which module contains the data answers you are looking for? Find the most relevant chart.

Step 3: Analyze the data.

Adjust the filters to focus on any aspects of your question (ie. date, category, DMA). Look for patterns, relationships, and trends. Write down your key findings and create two or three points you want to share with your team. If you want someone to check your work, just ask!

Key Findings:

Step 4: Share the data.

Screenshot or capture the findings. Download a slide template and add the image and text.

Resources available at: support.zartico.com/zarticon-resources



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