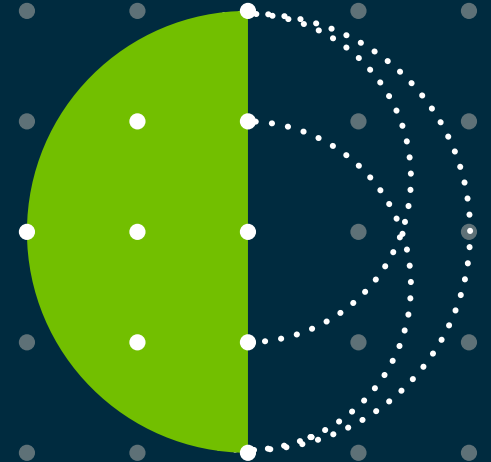# Promoting data literacy

Using Collibra and Tableau to establish the right foundations for a data-driven organization

What do we mean by data literacy?

Data literacy represents the fluency with which individuals and organizations can comprehend and communicate with data.

This fluency is crucial for modern data-driven organizations because highly data literate organizations derive the most value from their data.

They are the ones that can overcome siloed architectures to interpret enterprise data consistently and derive trusted insights — whether they relate to global operations, 360° views of customers, or end-to-end supply chains.
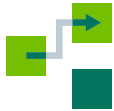
Why is data literacy so important?

Data and analytics have the potential to transform all businesses. Taking a data-driven approach can help organizations improve every aspect of their operations – from understanding market and customer requirements, driving product and service innovations, process efficiencies, to mitigating risks.

But to realize that potential, organizations need the right levels of data literacy.

Transforming Data With Intelligence (TDWI) recently asked executives to rank the top obstacles in their organization's analytics journey. 'Data literacy' was the second most popular choice, capturing 34% of the vote, only fractionally behind 'siloed data architectures.' [1]

[1] Collibra and Tableau hired TDWI to carry out an independent survey of data and analytics professionals in March 2021. The survey drew responses from just under 400 executives from across the globe, representing a wide mix of industries and companies of all sizes. The full report will be published in July 2021. To receive a copy, register your interest here.

Who needs to be data literate?

Data literacy can sometimes be seen as the confines of technical roles, like business analysts, data scientists, and engineers. But to enable a truly data-driven culture, where decisions are based on accurate and trusted analysis, data literacy needs to be promoted across every echelon of the organization.

It is true that different teams may require different levels of data literacy. Not everyone will need to read and write SQL queries or develop machine learning models to detect patterns and anomalies, but the basics of data literacy should be attainable by all.

At the very least, individuals should know how key business terms and metrics are defined, particularly those relevant to their function. Ideally, they should also have a basic grasp of statistics and the ability to interpret charts and analytics accurately.

TDWI asked survey respondents to identify where data literacy was lacking. The least data literate teams were seen to be in 'human resources, research & development, and sales,' while the highest levels of data literacy were in 'analytics, IT, and finance' teams.

How can organizations promote data literacy?

The most obvious answer lies in training - ensuring everyone has the requisite data-related skills and understanding to do their jobs effectively.

Training can take a variety of forms:

Expert led	OR		**Self-service**
Delivered in-person	OR		**Virtually**
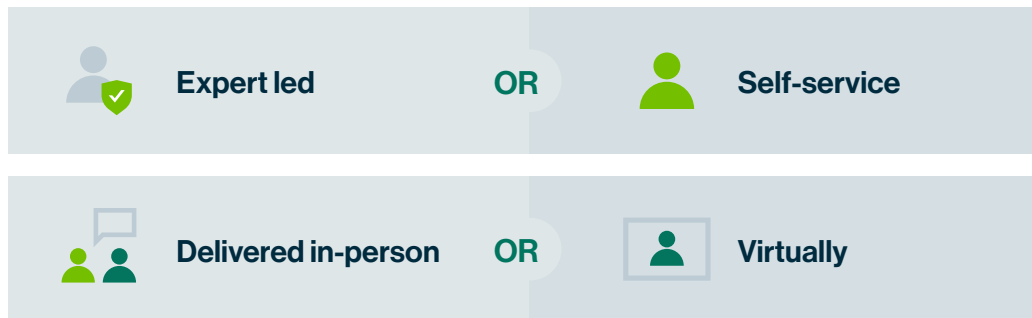
But whatever form it takes, it needs to be as engaging as possible, and in that respect, adding an element of fun always helps.

"When it comes time to teach groups about data, make sure it's in a fun and open environment, and think outside the box for training ideas."

Gartner

Data and analytics leaders guide to data literacy, 2019

Gartner®

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Which tools help to foster data literacy?

In tandem with training, it is vital that individuals are armed with the right tools to make data easy to discover, understand, and trust.

These are all essential resources:

Data catalogs

Business glossaries

Data quality tools

Business intelligence tools

Being able to communicate effectively with data also requires the right tools, particularly when it comes to displaying data in visually intuitive ways to ensure key insights are highlighted and easily grasped.

Finally, it is important that data and analytics teams are supported by well-integrated technologies, not only helping to automate workflows, but also enhancing collaboration between key constituents, including data owners, stewards, and data consumers.

What prevents organizations from achieving data literacy?

If the right training and tools can help promote data literacy, what is it that holds organizations back? This is where culture plays the most evident role.

Instilling an effective data-driven culture requires buy-in from all levels. Securing C-suite sponsorship through the appointment of a chief data officer and/or chief analytics officer is a crucial step. But senior executive buy-in also needs to permeate through the organization.

In support of that goal, organizations have increasingly begun appointing data literacy evangelists. Their mission is to foster data communities, aid collaboration across the enterprise, address blockers to change, and properly communicate the business benefits of being data literate.

TDWI's survey noted that the biggest obstacle to data literacy lies in properly communicating the benefits that can be achieved as a data literate organization.

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Driving data literacy
with Collibra and Tableau

If data literacy represents the fluency with which organizations can comprehend and communicate with data, then Collibra and Tableau offer a powerful proposition to promote that capability across any enterprise.

Collibra ensures that enterprise data can be easily found, understood, and trusted. By properly implementing an enterprise data catalog, business glossary, and data dictionaries, organizations can give meaning to data, promoting consistency in interpretation and ensuring different operating units speak the same language. Data quality tools enhance trust, helping to ensure that enterprise data, along with the insights gleaned from that data, are accurate and credible.

Tableau helps people see and understand data. With Tableau, organizations can communicate more effectively with data and empower their workforce. By displaying information in ways that are visually compelling, Tableau enables individuals to easily connect the dots, spot patterns, detect outliers, and understand conclusions gleaned from the analysis of data.

Learn how the integration of Collibra and Tableau fosters a strong, consistent long term culture of data.

Access an on-demand recoding of a joint demo

Start your test drive of Collibra

Visit collibra.com/tableau

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