



## Fundamentals of Data Literacy: From Information to Impact

*Duration: 4 half days live online*

### Course Overview

In today's data-driven world, understanding data is a critical skill—no matter your role. Fundamentals of Data Literacy is a hands-on course that starts from scratch (no technical background needed) and empowers you to work with data confidently. You'll learn to ask the right business questions and turn information into meaningful insights. This interactive course is designed for professionals who want to use data more effectively in their current role without becoming a data scientist and getting involved in the algorithm weeds. By the end, you'll be able to engage in data-driven conversations, collaborate across teams, and contribute to smarter decisions in your organisation, helping foster an innovative and informed culture. The overall aim is to democratize data for everyone.

Learn to read, write, and communicate with data—empowering you to make informed decisions, create compelling visualisations, and confidently contribute to your company's data-driven culture, no matter your role.

### Who should attend?

No prior data experience? No problem! This course welcomes leaders and professionals from any business or technical support function who want to build a solid foundation in data literacy and analytics. It's ideal if you're looking to understand data analytics fundamentals, create simple dashboards, or participate more confidently in data-driven discussions. Maybe you've felt left out of the "data talk" at work or intimidated by data tech jargon – this fundamentals course is made for you. If you can use Excel and have an open mind, you can succeed here. In a time when AI and automation are making headlines, now is the perfect moment to focus on the data skills that power those technologies (because without quality data, even the best AI models fall short).

### How certification is earned

Expect a highly engaging experience with team-based exercises and individual practice to reinforce learning. You'll work with real-world datasets to build dashboards and tell data stories, learn by doing in a supportive environment.

Complete the course and the practical exercises to earn your certificate – a testament to your new data skills and confidence.

### Prerequisites & pre-reading guidelines

All you need is a laptop with a free trial version of Microsoft Power BI installed (we'll provide instructions). Basic Excel and Microsoft Office familiarity is helpful, but no prior data or programming experience is required. We start from the basics and guide you step-by-step.

**NB:** To hit the ground running, we'll send you a brief 20-minute Power BI tutorial video before the course. This prep will help you become familiar with the tool ahead of time.

### Context

In today's digital-first world, data literacy is no longer optional—it's essential for both individuals and organisations. As Generative AI and advanced analytics reshape industries, businesses must ensure their workforce can confidently read, interpret, and communicate with data. For professionals, being data-literate is a career accelerator. Employees who can effectively use data to create compelling visualisations and support decision-making stand out, contribute more strategically to data-driven transformation, and drive measurable business impact.

### Course Objectives

By the end of this course, participants will be able to:

- **Understand the Data Landscape:** Gain a foundational understanding of modern data concepts, architectures, and tools, and learn why high-quality data is essential for AI and analytics success. Grasp core concepts of modern data analytics and why high-quality data is essential for success (especially when feeding advanced tools like AI).
- **Create Meaningful Data Visualisations:** Get hands-on with Microsoft Power BI to turn data into informative charts and dashboards. You'll learn how to visualise data to uncover actionable insights and trends.
- **Tell Compelling Data Stories:** Learn how to transform data into clear, impactful narratives, ensuring insights are effectively communicated to stakeholders and decision-makers.
- **Contribute to a Data-Driven Culture:** Build confidence in using data, collaborate across business and technical teams, and take an active role in data-informed decision-making within your organisation.

## Course Outline

### Day 1: Introduction to Data Literacy

- Lesson 1:
  - The data world.
  - Why is data important
  - The crowded vendor spaces.
- Lesson 2:
  - Modern Data Analytics Use Case approaches.
  - Delivery Methodology & Collaboration
- Lesson 3:
  - Modern Data Architectures
  - Microsoft Analytics Technology Stack
  - Microsoft Power BI
  - Microsoft Power BI Service
- Group & Individual Exercise
  - What is the right business Question?
  - What expertise & Team do you need?

### Day 2: Generative AI and Data

- Lesson 1:
  - Business Adoption of Generative AI
  - Large Language Models
  - Implementation dependencies and cautions
- Lesson 2:
  - Product and Customer Lifecycle Use Cases
  - Prompt Engineering Frameworks
  - Company role-based examples
- Group & Individual Exercise
  - Choose your role
  - Choose your Chatbot
  - Generate your output

### Day 3: Get to know your data

- Lesson 1:
  - Power BI Power Query
  - Using visuals to assess data.
- Lesson 2:
  - What to look for in your data with Power BI
  - How to Visualise Data
  - Classified and Unclassified data.
- Group & Individual Exercise
  - Load your data – incl. Demo by tutor
  - What visuals would you use to describe your data in Power BI?

### Day 4: Present your data

- Lesson 1:
  - Know your audience!
  - Preparing your data to present to your audience.
  - What insight can your data give?
  - What action do you want your audience to take?
- Group & Individual Exercise:
  - Load New data to Power BI – incl. Demo by tutor
  - Agree the business question.
  - Assess the data.
  - Present your visualisation!

### Related courses

Attendees may also consider:

- Data Analytics Success – From Question to Impact

Expleo Academy is happy to discuss your specific training needs to advise on your optimal learning pathway.

## Contact

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