Digital Skills

Foundations of Data Literacy

Course Details

Price

£170.00

CPD Points

2.00

Length

2 hours (09:00-11:00)

Course Overview

In an increasingly data-driven world, the ability to understand, work with and communicate data is no longer just for analysts, it is a core competency for every professional.

This 2-hour course demystifies "data literacy" and provides a practical framework for using data to drive value.

Delegates will explore how to move beyond simply viewing reports to asking the purposeful questions that lead to better business decisions.

Content

The course will cover the following:

- The data revolution: What data literacy really means and why it's one of the most in-demand skill of the decade
- Asking purposeful questions: Transitioning from "What happened?" to "Why did it happen?" and "What should we do next?"

- The data lifecycle: A high-level overview of how data is captured, cleaned, and curated for use
- Real-world impact: Case studies of successful digital transformations and data-driven decision-making in business
- Critical thinking with data: Identifying common pitfalls, biases, and the importance of data quality

Benefits

- Confidence: Gain the vocabulary and confidence to engage in data-related discussions
- Efficiency: Learn how to identify which data is relevant to your specific role and goals
- Problem solving: Develop a framework for asking measurable questions that yield actionable insights
- Strategic alignment: Understand how your role contributes to the wider data strategy of your organisation

Prerequisites

This course is designed for professionals at all levels that interact with data daily (i.e. through spreadsheets or otherwise) regardless of technical background.

Next Steps

If you would like to book a place on this course please click on the 'Book Course' button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the 'Register Interest' button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Katie Inder

Katie is the founder of a Guernsey-based data consultancy, working with organisations to turn data into clear insight, better decisions, and real-world impact. Her experience spans data analytics, visualisation, data strategy, and the practical application of AI in business. She is a board member of the Chamber of Commerce and Innovate Guernsey, where she supports initiatives focused on innovation, technology adoption, and future skills. Katie is passionate about upskilling the local workforce with data and AI skills, and her training style is practical, engaging, and focused on helping learners confidently apply what they've learned in their roles.