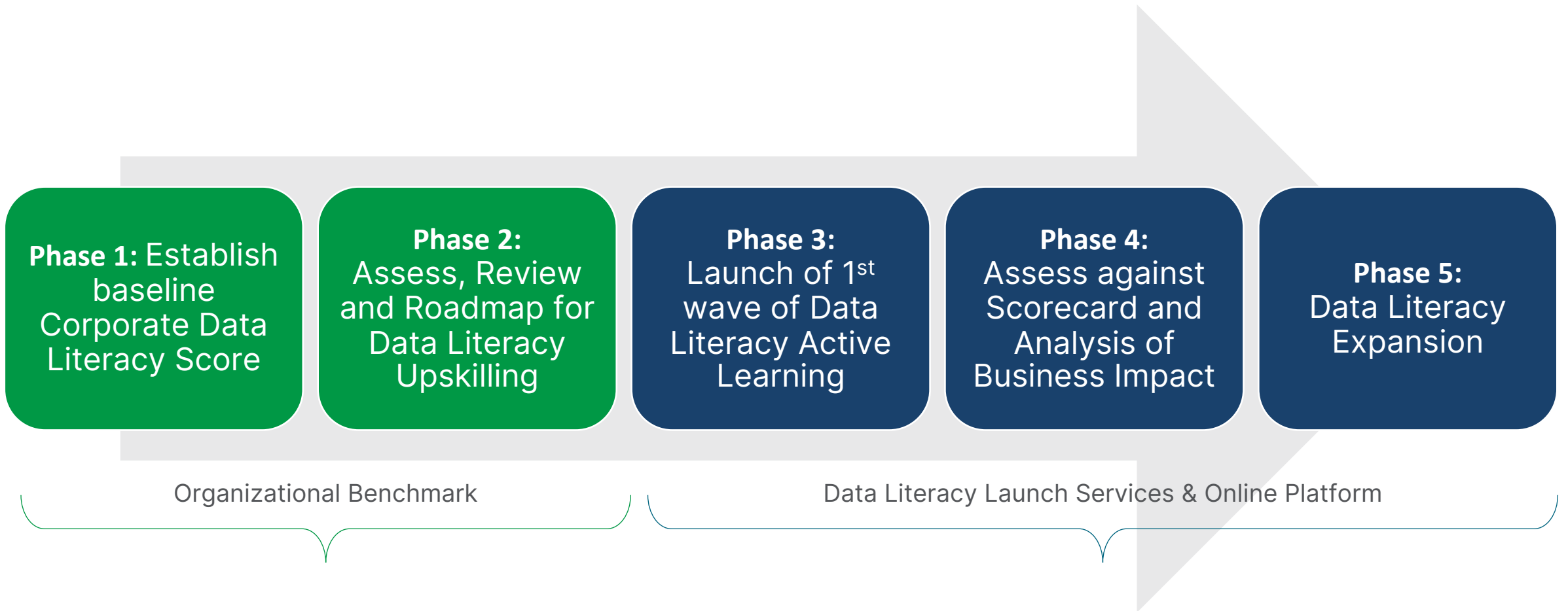




Qlik Data Literacy

Organizational Benchmark

Example: Data Literacy Timeline



Data Literacy Organization Benchmark

1

Organizational survey for departments and teams

2

Identify gaps and strengths across the organization

3

Compare to peer organizations

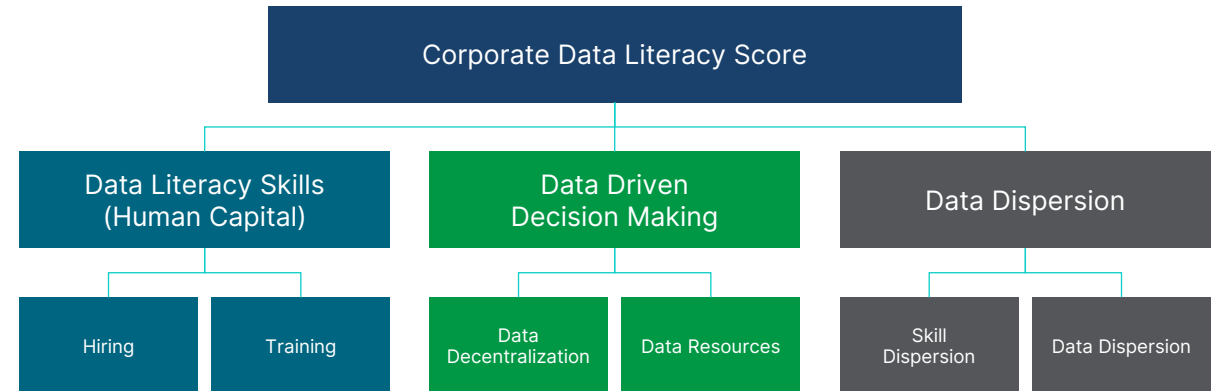
4

Target and prioritize training plan

5

Re-assess annually

The Pillars of Corporate Data Literacy



- Corporate Data Literacy Score Assessment: 57 Questions / 0-100 Score gauging an organization on:
 - Data Literacy Skills (Human Skills)
 - Data Driven Decision Making
 - Data Dispersion
- Data Literacy Index: Benchmark of responses and scores of over 600 Publicly traded organizations across 17 Industries and Roles.

Data Literacy Benchmark Planning

Engagement

- Review Data Literacy Index assets
- Discuss benchmarking metrics
- Identify initial survey participants



Data Literacy Survey Administration

Engagement

- Finalize survey participants
- Develop survey methodology for administration
- Distribution of survey
- Survey completion checkpoints

Question 1

Complete

Mark 1 out of 1

Flag question

In my current role, I would describe my interactions with data visualizations as the following:

☒ a. I am at ease, I work with, build and interpret data visualizations on a regular basis.

☐ b. Data Visualizations are just a hyped phrase that consumes time, I need to focus elsewhere.

☐ c. I am looking to utilize visualizations more regularly.

☐ d. I use data visualizations regularly, but need to improve my ability to drive insight from the visualization itself.

Question 2

Complete

Mark 1 out of 1

Flag question

How often do you use hypothesis testing or statistics in your current role?

☒ a. I don't work too heavily with statistics personally, but I work with those that do and help drive insight.

☐ b. I have heard these terms before, but I don't have any experience applying them.

☐ c. As often as appropriate, not every question requires advanced statistics but I am comfortable using them when needed.

Question 3

Complete

Mark 1 out of 1

Flag question

	HEARD OF DL			TECH ADOPTION			EMPLOYEE COUNT			IMPORTANCE IN DECISIONS			COMPANY'S USE OF DATA			CHANGES IN DATA USAGE			IMPORTANCE IN EMPLOYEES			IMPORTANCE IN HIRING			WILLING TO PAY MORE			INDUSTRY					
	Base	Yes	No/OK	Faster adoption	Slower adoption	500 to 4,999	5,000 or more	Very important	Not very important	Used in most decisions	Not used in most decisions	Quite a few	Not quite a few	Very important	Not very important	Very important	Not very important	Very important	Not very important	Very important	Not very important	Very important	Not very important	Yes	No/OK	Banking/Financial Services	Manufacturing	White Collar	Blue Collar	Other			
Base	684	408	198	243	361	232	372	371	233	248	268	247	257	271	233	261	403	229	264	119	89	162	63	180									
1 - We don't make any decisions using data	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
2	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%		
3	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%		
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10 - We use data in all aspects of our business processes/decision making	12%	17%	3%	14%	11%	12%	12%	19%	1%	30%	2%	14%	11%	22%	4%	20%	6%	20%	8%	20%	6%	20%	8%	20%	8%	20%	8%	20%	8%	20%	8%		
Top 3 Box	84%	48%	63%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Bottom 3 Box	8%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
NET Use Data	81%	70%	42%	85%	88%	87%	87%	80%	30%	100%	32%	83%	89%	77%	47%	72%	85%	71%	64%	75%	52%	58%	58%	58%									

Cell Contents:

- Count

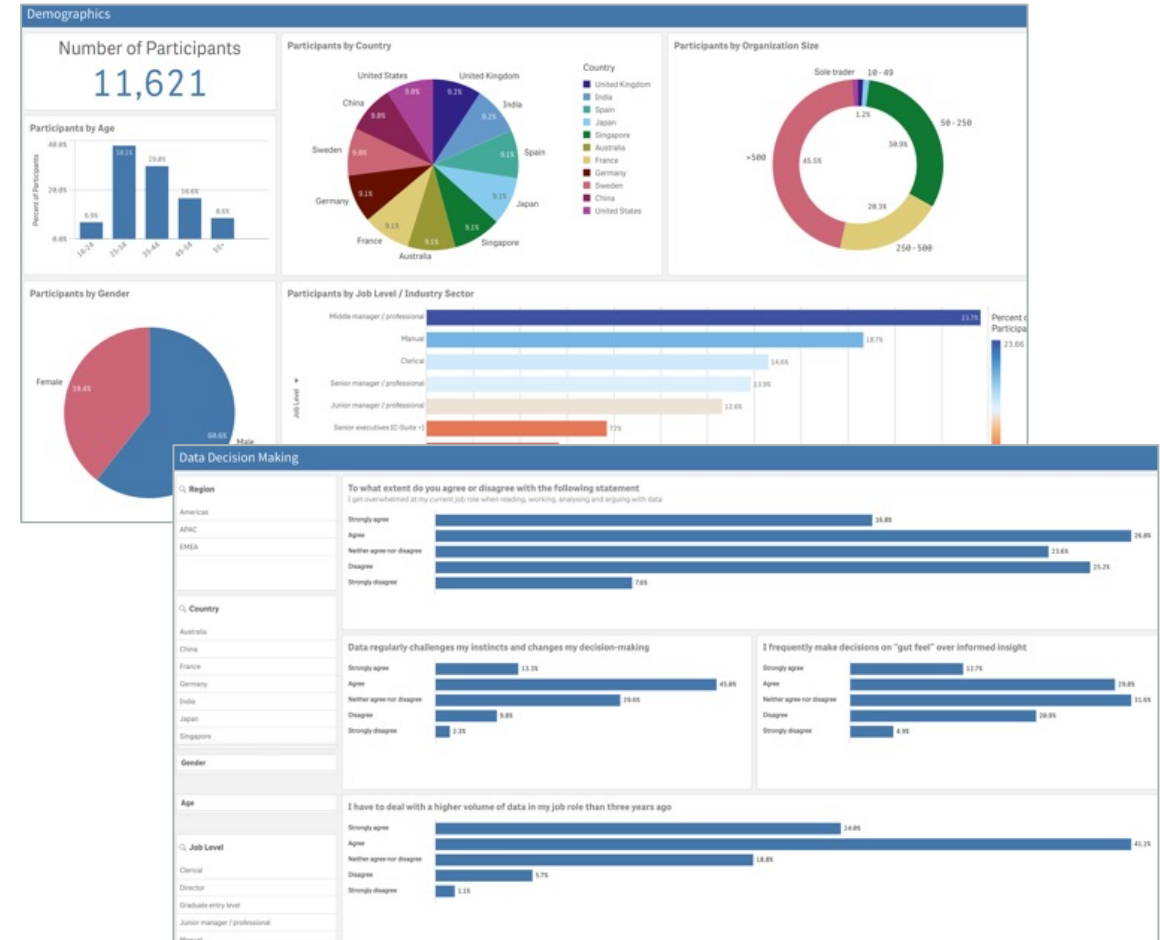
- Column Percentage

36

Data Literacy Survey Results Analysis

Engagement

- Evaluation of survey results by sector/roles
- Benchmark against Qlik Corporate Data Literacy Index
- Guidance on measurement framework and KPIs for assessing data literacy
- Development of client scorecard
- Results briefing with stakeholders





Thank You

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