

Qlik Data Literacy

Organizational Benchmark



Example: Data Literacy Timeline

Phase 1: Establish baseline Corporate Data Literacy Score Phase 2: Assess, Review and Roadmap for Data Literacy Upskilling Phase 3: Launch of 1st wave of Data Literacy Active Learning

Phase 4: Assess against Scorecard and Analysis of Business Impact

Phase 5: Data Literacy Expansion

Organizational Benchmark

Data Literacy Launch Services & Online Platform



Data Literacy Organization Benchmark

1	

Organizational survey for departments and teams



3

4

5

Identify gaps and strengths across the organization

Compare to peer organizations

Target and prioritize training plan

Re-assess annually



Data Resources

Skill

Dispersion

Data Dispersion

• Corporate Data Literacy Score Assessment: 57 Questions / 0-100 Score gauging an organization on:

Data

Decentralization

- Data Literacy Skills (Human Skills)
- Data Driven Decision Making
- Data Dispersion

Training

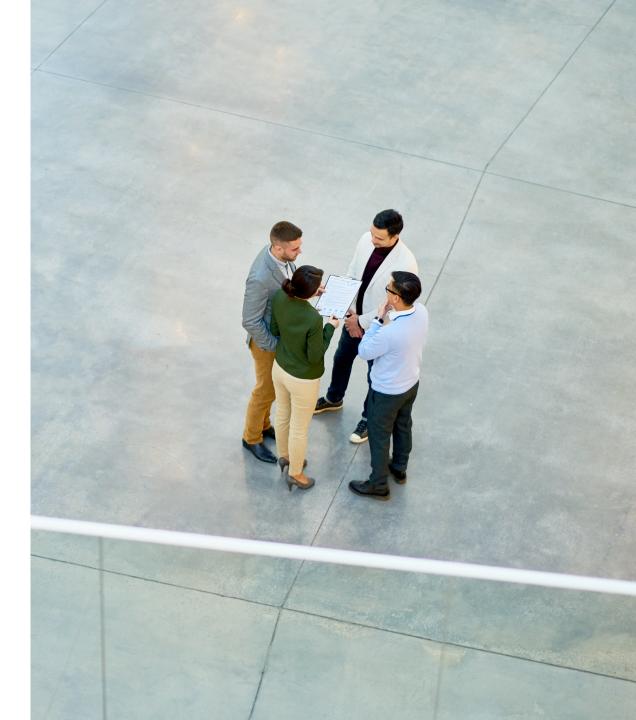
Hiring

 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

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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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