



The Millennials' Guide to Data Literacy

Never before has so much changed so fast, with technology and vast amounts of data giving rise to new opportunities and careers that we don't even have a name for yet.

Not only are we seeing more new career types generally but, due to the rapid pace of technological change and growth in data, an explosion of new jobs is soon set to be upon us.

There is, however, one demographic that is at the forefront of this changing world of work. One group of individuals that spans the generational gap between those that had 'a job for life' and those wrestling with the 'gig economy.' If you haven't already guessed it, millennials, we're talking about you.

We believe that the future world of work will be driven by a need for individuals, like you, to possess data literacy skills. It becomes less of a nice to have and more of a necessity. With the working world riding on a wave of hyper-competitiveness, what's going to grow your personal value to organizations? What will set you apart and enable you to reach that career goal?

We believe the answer is data literacy. There's growth of interest and excitement in the data and technology industries about this phrase. As organizations and enterprises try to manage and utilize their data better, they are stumbling upon one major roadblock; lack of data literacy skills amongst their employees.

So what is data literacy? Well, it can be defined as having the ability to read, work with, analyze and interpret data. A large survey taken to understand the state of data literacy across the world* found that only 24% of business decision makers felt comfortable in saying they are data literate.

Closer to home, the research found that only 21% of those aged 16-24 classified themselves as being data literate.

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It is evident that there is a skills gap that has not yet been addressed. Organizations will fall behind if action is not taken, and those organizations that have recognized this downfall are embracing and putting into place data literacy initiatives to improve this area long term.

These surprising statistics may appear to paint a daunting or even gloomy picture but, in fact, there is definitely an opportunity to be grasped. Those who take on data literacy skills and work can empower themselves, especially as the digital world we live in today is changing rapidly.

*Qlik – How to drive data literacy within the Enterprise

As you know only too well, your generation now exists in a digital sphere where most individuals are extremely dependent on either their smartphone, tablet or other connected device. Even in your lifetime, you've experienced the advent of the internet and the explosion of technologies such as AI and IoT.

If your age group, in particular, utilized the skills that you have developed unintentionally over the years and combined them with the skills and power of data literacy, imagine what the outcome could be?

So, when you hear the term 'data literacy', do you think it means you need to become a data scientist? The answer is no, not everyone needs to be a data scientist, but you can harness and interpret the skills you currently own to become storytellers with data, communicators, analytical and more.

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You are the perfect candidate to pursue a career with data literacy skills in your back pocket and those that recognize the need and necessity now, will be the first movers who reap the advantage.

How can you develop these skills or expand your existing skills further?

Start by taking our simple self-assessment test. This will provide you with your data persona. From here, you can continue your journey and learn data literacy skills through a range of content and connections made available on the TheDataLiteracyProject.org site.

What are you waiting for? Get ready to market yourself as data literate and confidently make data driven decisions that will provide you with the game-changing advantage in the future world of work.

