Data Literacy: Spreading the Knowledge
Got data literacy?

Today’s most innovative organizations share one thing in common. They are clued into the all-important role that data literacy plays in leveraging information. They recognize that understanding data, communicating it internally, and then using it to strategize is the pathway to finding your competitive edge.

The more that knowledge workers, from every level and faction, have access to data intelligence, the more that they can interact with it. When every business professional is made privy to pertinent data points, they become informed, morph into influencers, and help make the informed decisions that will drive your organization forward.

Data literacy covers a continuum of how employees interpret, understand, and communicate their data. Join the bandwagon of the most inventive.

A Corporate Culture of Data Illiteracy

It can be troublesome when you hear about the benefits of data literacy in your industry, but your corporate environment fails to effectively promote it. Data literacy does not occur overnight. Here are some pretty typical challenges:

- Inaccessibility to the data
- Absence of analytics capabilities
- Lack of support within apps
- Data latency

Limited access and a lack of sophisticated tools makes it difficult to expand wide-scale user adoption of data analytics. There are several barriers to building a data culture in an organization. The most common is the absence of a champion to prioritize, evangelize, and lead individuals and teams on a transformative path to data literacy. Additionally, lacking a scalable data strategy prohibits data access and limits analytics expertise to siloed functions.
insightsoftware’s Logi Composer is the master of two core elements that are sure to boost the stalled rates of data literacy that plague your business. First, insightsoftware’s Logi Composer setup allows you to intuitively create your own reports and analysis. It takes the data points that you know were “somewhere” within the company to your very own desktop. Second, and perhaps most important to your product team, is the ability to embed core functionalities directly and easily into your app.

**Benefits of insightsoftware’s Logi Composer**

The business sphere becomes your oyster with advanced analytics. When you reach this level, actionable insights will guide big-picture decisions. For the average employee, it means exceeding objectives, better job performance, and direct contributions to company success. What could be more empowering for a knowledge worker and more exciting for an organization?

These key capabilities have every department smiling on day one of launch:

**Advanced Features**
- Automation
- The clear path to streamlined ops

**IT Support**
- Security-ready
- Easy maintenance of permissions
- Begin using and building reports immediately
- Short span of time to launch

**Communications**
- Accessibility & shareability
- Speedy ramp-up and training
- Intuitive and dynamic data mining

**Personalization**
- Self-service, i.e., build your own reports
- Drill up or down with dashboards
- No IT support required
- Customizable data visualization

What do the above benefits mean for your team and its many departments? And what’s the impact on your app?
The end result is a personalized data experience that will give users access to information that directly impact them. This is sure to set many down the right path to increased data literacy. What’s even more exciting, is that self-service analytics can provide meaningful insights to employees who tout varying data literacy levels.

As organizations focus on data-driven approaches, business leaders may benefit from incorporating analytical tools that encourage data literacy in end users. Product managers should carefully consider their end users’ data literacy levels, and then personalize these analytics to meet individual needs. By providing all employees with valuable insights, it can set an application apart from their competitors.

**In a Nutshell**

High data literacy rates in your department leads to increased and more in-depth knowledge of the current operations of your business. It’s no secret that a data-driven decision-making culture also demands more democratized data – the concept of data for everyone and every skill level. Decisions based primarily on gut instinct or opinion are too risky for today’s organizations.

Applications that are supercharged with advanced analytics have the power to combine data democratization with data literacy, so that a wide range of users can make decisions based on objective, verifiable information from the data they’ve collected. There is a distinct correlation between a business’s success and its analytics capabilities and prowess. Choose better and aim higher for your organization.

**Truly transforming a company’s data culture with BI begins by understanding the current data literacy levels of every user, and then investing time and resources to make realistic improvements.**
About insightsoftware

insightsoftware is a leading provider of reporting, analytics, and performance management solutions. Over 30,000 organizations worldwide rely on us to support business needs in the areas of accounting, finance, operations, supply chain, tax, budgeting, planning, HR, and disclosure management. We enable the Office of the CFO to connect to and make sense of their data in real time so they can proactively drive greater financial intelligence across their organization. Our best-in-class solutions provide customers with increased productivity, visibility, accuracy, and compliance.

Learn more at insightsoftware.com.