LTEN® 2023

FOCUS FORWARD

Welcome and Thanks for Attending

LTEN 2023

Learning & Data Literacy

Don Dwyer
with Renate Milos, AbbVie

Principal, Performance & Learning

Foster Rosenblatt in collaboration with AbbVie

Today's Presenters

Don Dwyer
Principal
Performance and Learning
Foster Rosenblatt

Renate Milos
Lead
Learning & Development
abbvie

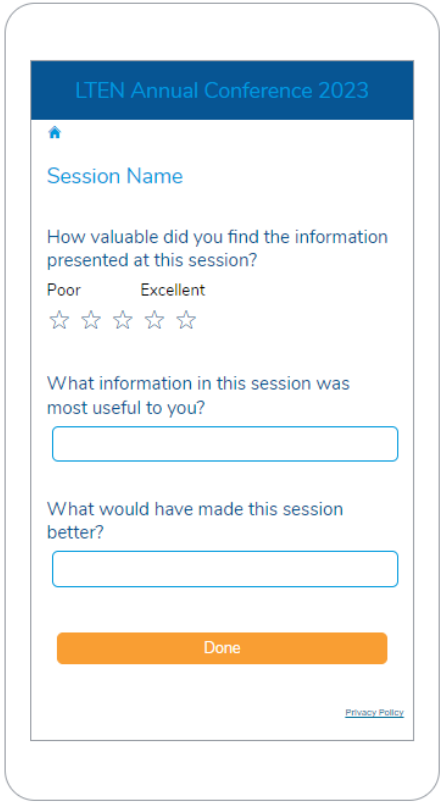
Tell Us How We Did

Take One Minute to Share Your Feedback

From the app:

1. Select this Workshop
2. Click on Survey to Complete

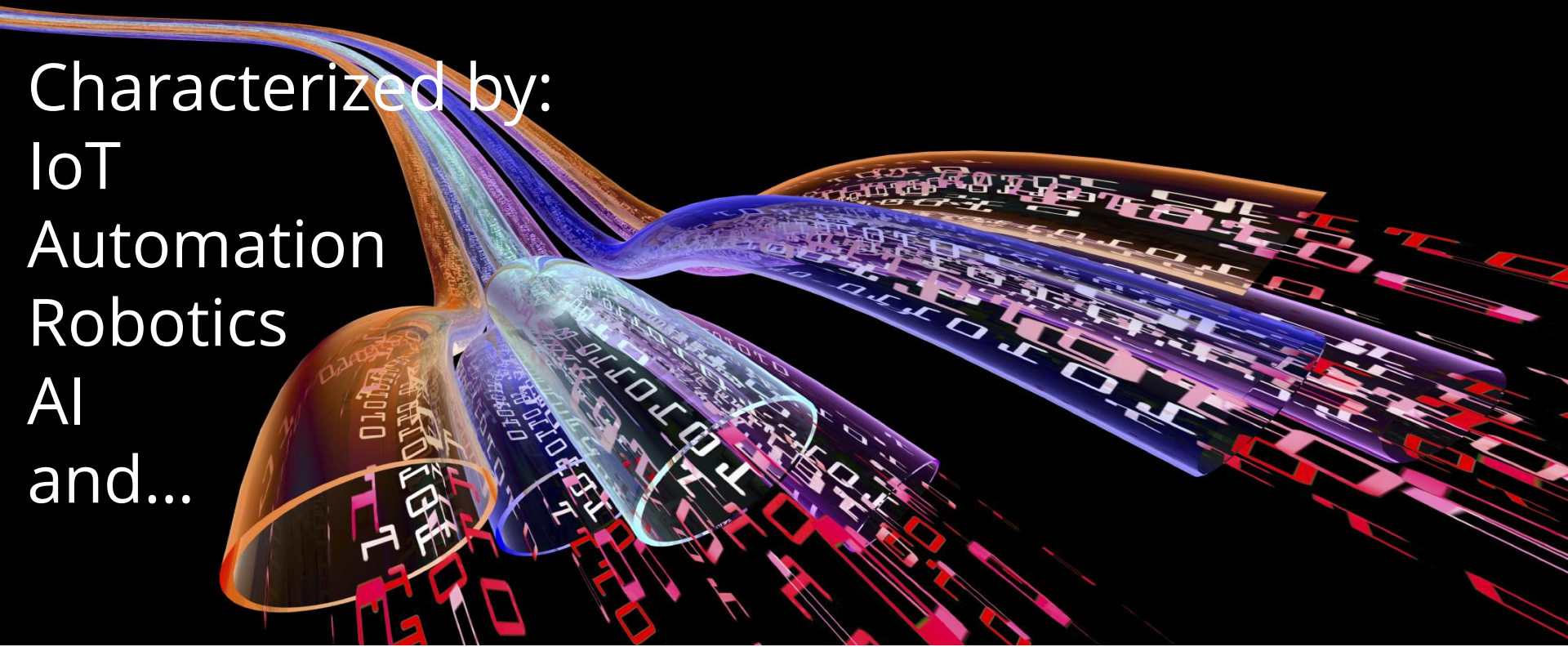
Every Workshop Survey you submit enters you into a daily drawing for **one of three $25 Amazon gift cards**!

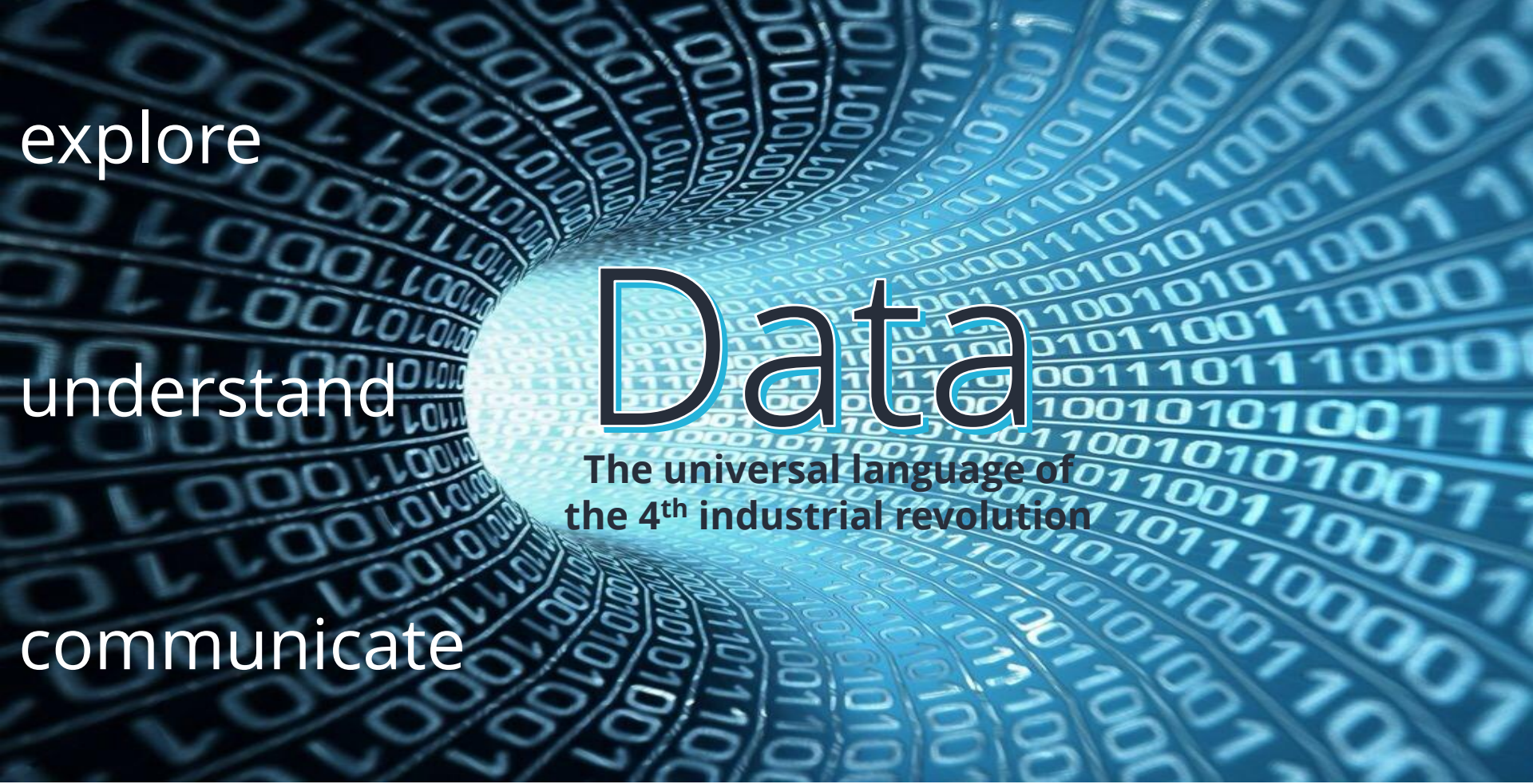


Learning & Data Literacy

The 4th Industrial Revolution

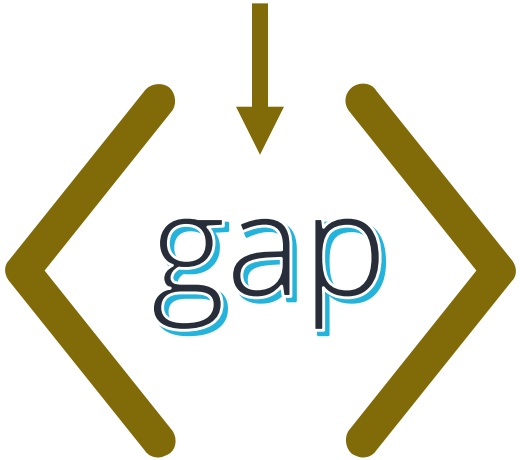
Characterized by:
IoT
Automation
Robotics
AI
and…




explore
understand
communicate
Data
The universal language of
the 4th industrial revolution

Why?

how organizations perceive the importance and relevance of data

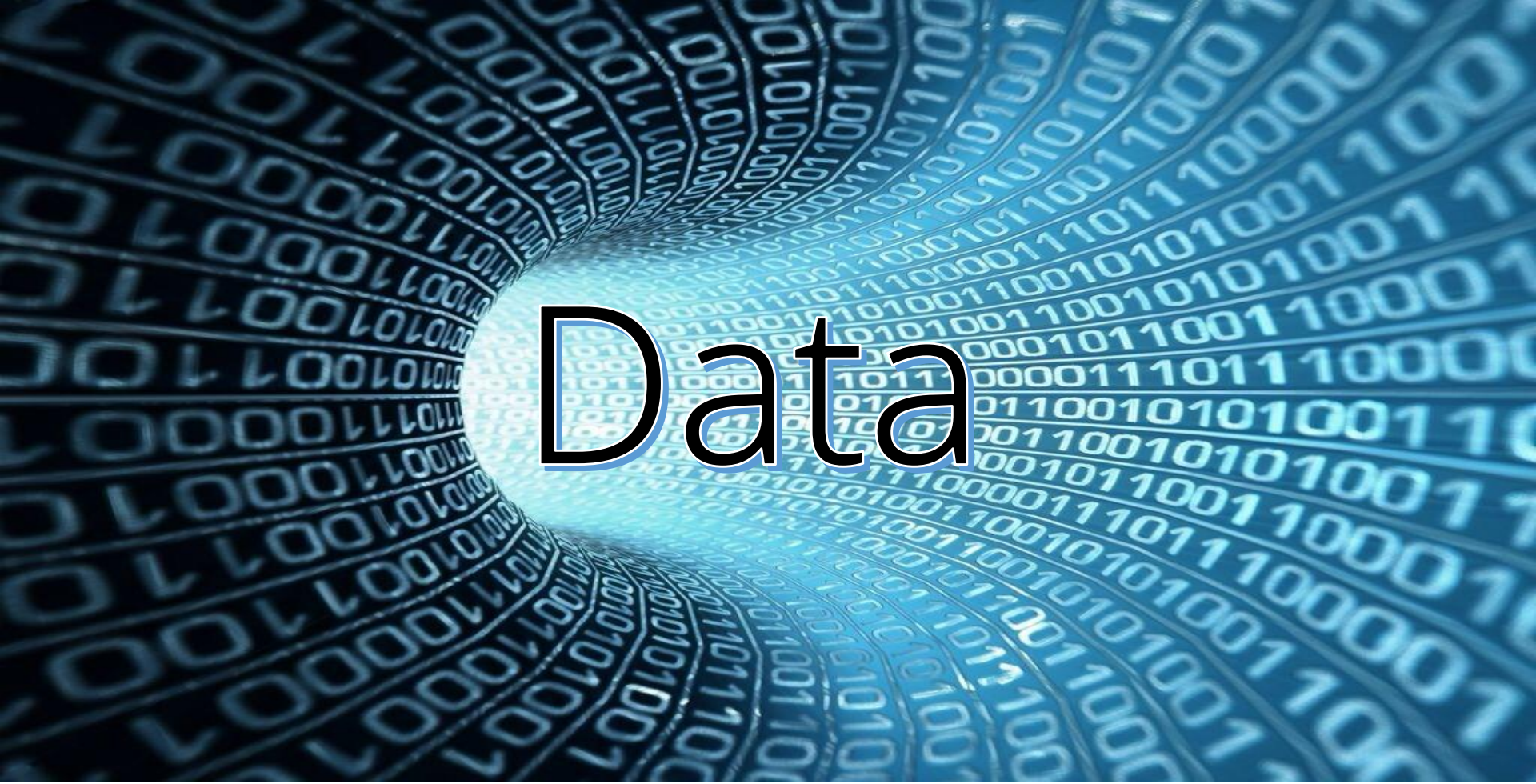


the appreciation for the value of data literacy

The ability of an organization to read, analyze, use for decisions and communicate data and insights throughout their organization.

CONTEXT

What REALLY is Data Literacy?


Data

You can access the polling using the QR code provided using your smart device, phone or iPad

You can also access the polling questions by going to MentiMeter.com and entering the code XXXXXX

How many google searches were conducted on a daily basis in 2023?

A – 1.9 Billion
B – 2.5 Billion
C – 2.9 Billion
D – 3.5 Billion

What was the % increase in data interactions from 2010 to 2023

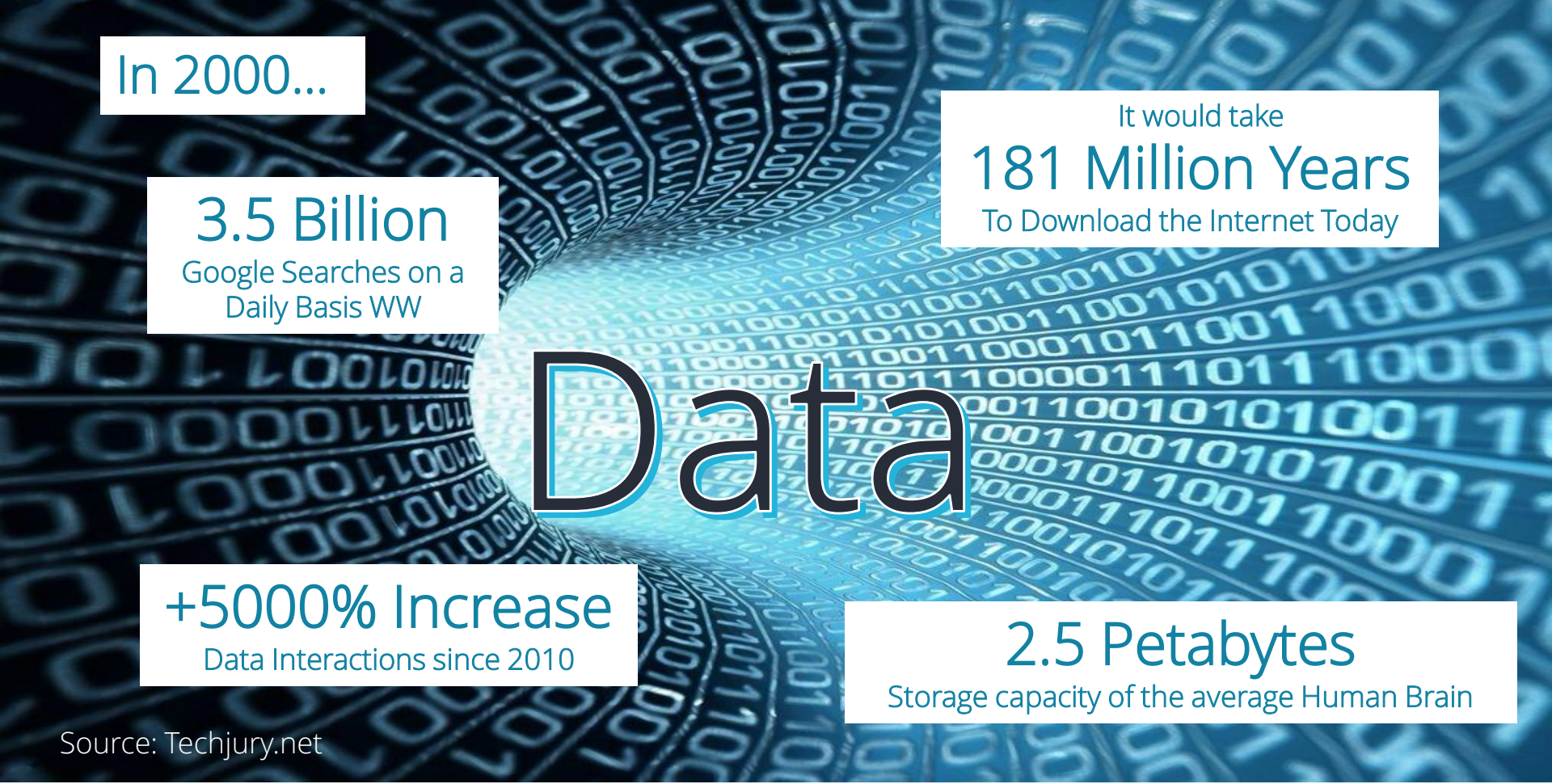
A – 750% (7.5 X)
B – 2000% (20 X)
C – 5000% (50 X)
D – 10000% (100 X)

How many years would it take to download all data on the internet?

A – 18.1 years
B – 181 years
C – 181,000 years
D – 181,000,000 years

How much data is stored in the average human brain?

A – 25 gigabytes
B – 250 gigabytes
C – 250,000 gigabytes
D – 2,500,000 gigabytes


In 2000...
3.5 Billion
Google Searches on a Daily Basis WW
It would take
181 Million Years
To Download the Internet Today
Data
+5000% Increase
Data Interactions since 2010
2.5 Petabytes
Storage capacity of the average Human Brain
Source: Techjury.net

The New Oil

Discovery

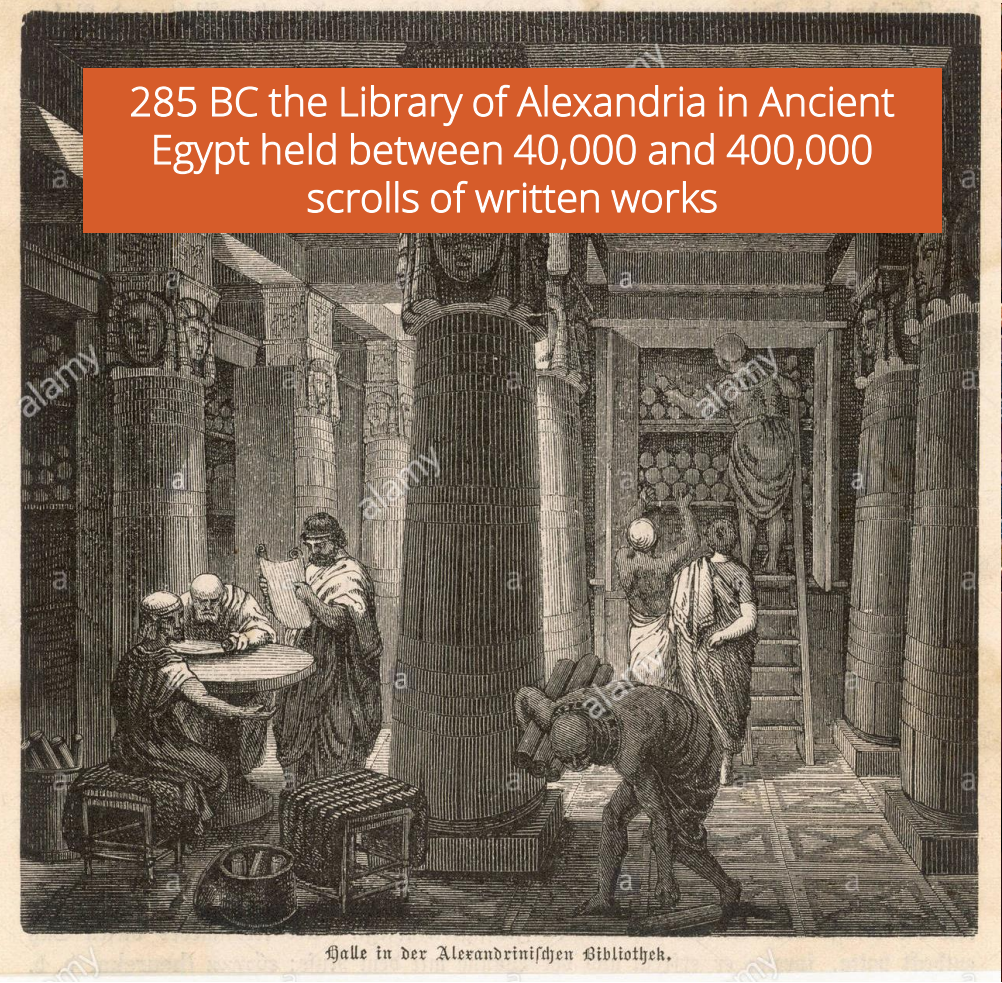
Mining

Refining

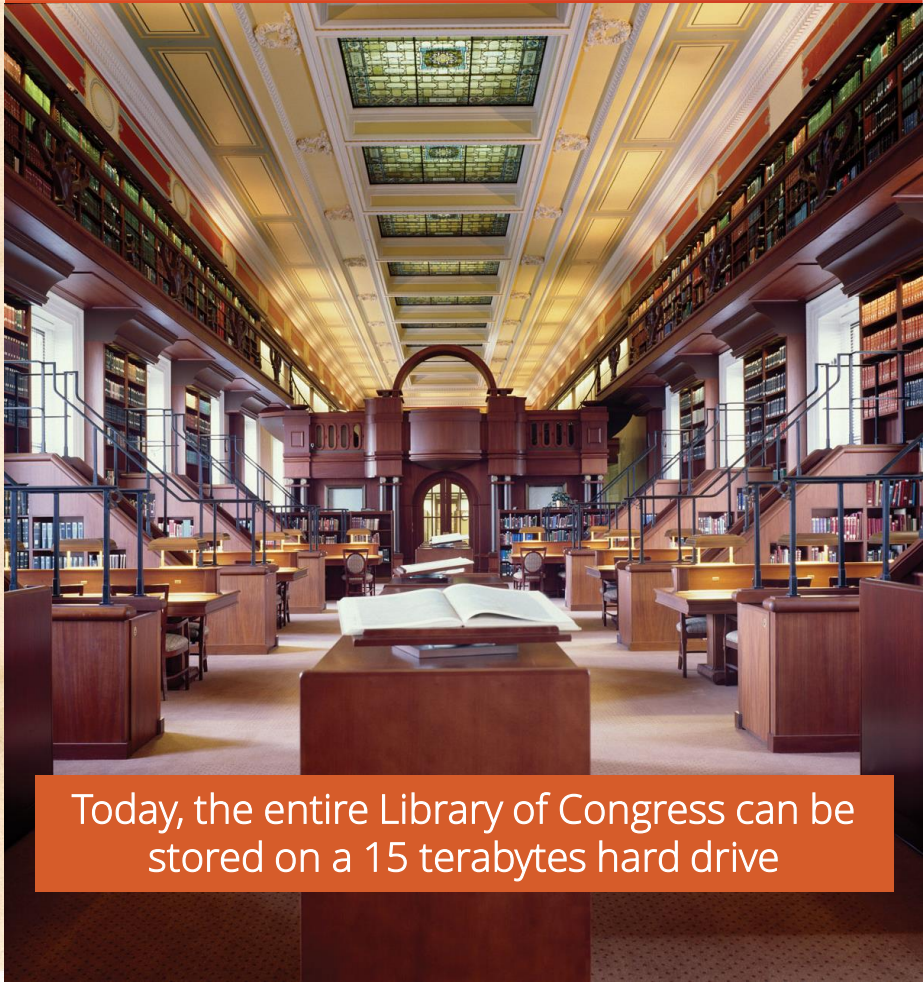
Where does this obsession with data gathering come from?

The earliest forms of written expression can be found in ancient civilizations who used cuneiform tablets and cave drawings to record and store data

285 BC the Library of Alexandria in Ancient Egypt held between 40,000 and 400,000 scrolls of written works



Halle in der Alexandriniſchen Bibliothek.



Today, the entire Library of Congress can be stored on a 15 terabytes hard drive

Data Literacy is…

The ability to…

Explore, Understand, & Communicate using data.

Explore

To get value from data, you need to know how the data is defined and how to ask the right questions

Communicate

Effective communication is key once all of your questions have been answered, and you share critical new insights with others

Understand

Next, as we begin to understand the data, we analyze it, measure its impact to draw insights and make informed decisions

Source: Tableau.com

FACT: Data-driven decision-making significantly improves business performance

Data acumen is a necessary competency across every role in the organization

The ability to analyze data, ask the right questions and draw customer insights are skills that anyone can develop

There are many ways for individuals to upskill themselves and for companies to support them, lift insight discovery capabilities, and drive change for the organization

Why is Data Literacy important?

Reason #1: First, data literacy is the ability to ask the right questions… to cultivate & act on relevant insights.

Reason #2: Which gives us a better understanding of customer behavior that can lead to competitive advantage.

Reason #3: We all need to be prepared to be part of the conversation (literally!)

Data Literacy is not

Data Science

Data science combines scientific method, math, statistics, specialized programming, advanced analytics and AI to prepare mostly unstructured data assets

You can access the polling using the QR code provided and your smart device, phone or iPad

You can also access the polling questions by clicking on the “ENGAGE” tab on your screen

What are the key differences between Big Data and traditional data?

A – Volume, Velocity, Variety, Veracity and Value
B – Size, Structure , Storage and Synthesizing
C – Largely Qualitative, Unstructured; may require AI to Process
D – All of the above

What is unstructured data vs. structured data?

A – Text-heavy, but may contain data such as dates, numbers, and facts

B - Does not have a pre-defined model or is not organized in a pre-defined manner

C - video, audio or image files, as well as log files, sensor or social media posts

What is a data lake?

A – A form of raw data storage that is used for unstructured, big data sources

B – A storage facility that uses a water-cooled ventilation system

C – A “nickname” for the man made lake in the center of the Oracle campus in Santa Clara, CA

The Language of Data Literacy

Source	Format	Storage	Processing
BIG DATA	**Unstructured**	**Data Lake**	raw data; natural language or AI
Vs.	**Vs.**	Vs.	Vs.
Data	**Structured**	**Database**	relational data; (Structured Query Language- SQL)

Source: Tableau.com

Omnichannel Marketing

Uses Big "unstructured" Data and Machine Learning to create a unique customer experience

Uses Big "unstructured" Data, Machine Learning, Natural Language Processing and AI to treat unique patients with targeted therapy

Personalized Healthcare

Source: Hubspot.com