

DATA LITERACY FUNDAMENTALS

Data literacy is one of the top 10 skills required for the future of work, and it is essential for navigating the Fourth Industrial Revolution - World Economic Forum

As data permeates every facet of operations, organizations prioritize responsible data usage and ethical principles. This involves ensuring data accuracy, integrity, and compliance with regulations to maintain trust and meet social responsibilities. Beyond technical prowess, data literacy now encompasses ethical awareness, which is crucial for maintaining integrity and mitigating risks. The EBDF Data Literacy Fundamental Certificate provides a comprehensive understanding of data literacy and ethical practices; the course empowers professionals to navigate the data-driven landscape effectively while upholding integrity and accountability.

TARGET AUDIENCE

- 1. Professionals Transitioning to Data Roles:** Individuals shifting to data-centric roles or seeking to enhance their data literacy skills to remain competitive in their careers.
- 2. Entry-Level Data Analysts:** Recent graduates or professionals entering the field of data analysis who require foundational knowledge and skills to excel in their roles.
- 3. Business Managers and Decision Makers:** Managers and decision-makers in various industries who recognize the importance of data-driven decision-making and seek to improve their understanding of data concepts to drive organizational success.
- 4. Data Enthusiasts and Hobbyists:** Individuals with a keen interest in data analysis and visualization who wish to formalize their skills and gain credibility in the field.
- 5. Small Business Owners and Entrepreneurs:** Owners of small businesses or startups who want to leverage data effectively to make informed decisions and drive growth.
- 6. Professionals in Non-Technical Fields:** Individuals in non-technical roles, such as marketing, sales, or human resources, who aim to develop a basic understanding of data concepts to enhance their job performance and decision-making abilities.

EXAM DETAILS

Passing mark

26 OUT OF 40

Format

MULTIPLE CHOICE



KEY FEATURES

- 1. Comprehensive Curriculum:** The certificate program covers fundamental data concepts, data collection, analysis, visualization techniques, and ethical considerations in data management, providing participants with a well-rounded understanding of data literacy.
- 2. Practical Learning Approach:** Participants engage in hands-on activities, case studies, and real-world examples to reinforce theoretical concepts and gain practical skills applicable to various industries and job roles.
- 3. Accreditation:** Accredited by APMG International, a globally recognized accreditation body, ensuring the program's quality and legitimacy on an international scale.
- 4. Lifetime Certification:** Participants receive a lifetime certification upon successful completion of the program, eliminating the need for recurrent renewal and providing long-term validation of acquired skills.
- 5. Industry-Relevant Content:** The curriculum is designed to address current industry trends and challenges, ensuring that participants acquire skills and knowledge that are relevant and applicable in today's data-driven business environment.

JOB DEMAND

- Data literacy is one of the top 10 skills required for the future of work, and it is essential for navigating the Fourth Industrial Revolution. - World Economic Forum
- Demand for data literacy skills is expected to grow by 39% by 2026, creating 6.5 million new job openings globally. - International Data Corporation (IDC)
- By 2025, there will be a global shortage of around 1.5 million data literacy professionals, indicating a significant skills gap in the workforce. - Microsoft and International Data Corporation (IDC)



+39%

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International Data Corporation (IDC)

TARGET INDUSTRY

- 1. Manufacturing:** Data analysis is essential for optimizing production processes, supply chain management, and quality control in manufacturing industries. Professionals in manufacturing operations, supply chain management, and quality assurance can improve their decision-making abilities by enhancing their data literacy skills.
- 2. Education:** Data-driven decision-making is increasingly important in educational institutions for student performance analysis, curriculum development, and resource allocation. Professionals in education administration, curriculum development, and educational research can use the certificate to better utilize data for improving educational outcomes.
- 3. Government and Public Sector:** Government agencies and public sector organizations rely on data to inform policy-making, deliver public services, and measure performance. Professionals in public administration, policy analysis, and government planning can benefit from the certificate to enhance their ability to analyze and interpret data for effective governance.
- 4. Hospitality and Tourism:** Data analysis plays a significant role in hospitality and tourism for understanding customer preferences, optimizing pricing strategies, and enhancing guest experiences. Professionals in hotel management, tourism marketing, and hospitality operations can benefit from the certificate to improve their ability to use data for strategic decision-making.
- 5. Retail:** Data analytics is transforming the retail industry, enabling businesses to better understand customer behavior, optimize inventory management, and personalize marketing strategies. Professionals in retail management, e-commerce, and customer analytics can benefit from the certificate to stay competitive in the evolving retail landscape.
- 6. Advertising and Media Planning:** Data plays a crucial role in advertising and media planning, helping marketing professionals target the right audience, optimize ad placements, and measure advertising effectiveness. The certificate enables advertising and media planning professionals to understand how to use data to identify target audiences, allocate advertising budgets effectively, and evaluate the performance of advertising campaigns.
- 7. Marketing Analytics:** Marketing analytics professionals specialize in analyzing marketing data to measure the effectiveness of marketing campaigns, track key performance indicators (KPIs), and identify opportunities for improvement. The certificate provides marketing analytics professionals with the skills to use advanced analytics techniques and tools to extract valuable insights from data and drive data-driven marketing decisions.

KEY BENEFITS

- **Comprehensive Curriculum:** Covers fundamental data concepts, data collection, analysis, visualization techniques, and ethical considerations in data management.
- **Practical Learning Approach:** Includes hands-on activities, case studies, and real-world examples to reinforce theoretical concepts and gain practical skills.
- **Accreditation:** Accredited by APMG International, ensuring global recognition and legitimacy.
- **Lifetime Certification:** Participants receive a lifetime certification upon successful completion, eliminating the need for recurrent renewal.
- **Industry-Relevant Content:** Curriculum designed to address current industry trends and challenges, ensuring participants acquire relevant and applicable skills.
- **Supports Career Transition:** Tailored for professionals transitioning to data-centric roles or seeking to enhance their data literacy skills.
- **Scalable Across Industries:** Beneficial for professionals in manufacturing, education, government, hospitality, retail, advertising, and marketing.
- **Vendor-Neutral Certification:** Unlike vendor-specific certifications, it equips learners with versatile skills applicable across various platforms and technologies.
- **High Job Demand:** Addresses the growing demand for data literacy skills, essential for the future of work and navigating the Fourth Industrial Revolution.
- **Continuous Education Path:** Offers the opportunity to pursue specialized certifications within the EBDF certification scheme for further career advancement.
- **Data Ethics Focus:** Emphasizes ethical practices in data management, ensuring data accuracy, integrity, and compliance with regulations.

CONCLUSION

The EBDFA Data Literacy Fundamentals Certificate equips professionals with essential skills for data-driven decision-making in today's dynamic business landscape. Accredited by APMG International, the certification ensures global recognition and legitimacy, providing a competitive edge to individuals transitioning to data roles, entry-level data analysts, business managers, and decision-makers.

With a comprehensive curriculum, practical learning approach, and industry relevance across sectors such as manufacturing, education, government, hospitality, retail, and marketing, the certification prepares individuals to excel in their careers and drive organizational success. Moreover, its lifetime certification and commitment to staying updated ensure long-term value and relevance in a rapidly evolving field.



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