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	Nota di contenuto	Cover -- Copyright -- Contributors -- Table of Contents -- Preface -- Part 1: Understanding the Data Literacy Conceptss -- Chapter 1: The Beginning - The Flow of Data -- Understanding data in our daily lives -- Analyzing data -- Searching and finding information -- An

introduction to data literacy -- The COVID-19 pandemic -- The organizational data flow -- The DIDM journey -- The success story of The Oakland A's -- Summary -- Chapter 2: Unfolding Your Data Journey -- Growing toward data and analytics maturity -- Descriptive analyses and the data path to maturity -- Understanding descriptive analysis -- Identifying qualitative or quantitative data -- Understanding diagnostic analysis -- Understanding predictive analytics -- Understanding prescriptive analytics -- AI -- Can data save lives? A success story -- Summary -- Chapter 3: Understanding the Four-Pillar Model -- Gaining an understanding of the various aspects of data literacy -- Introducing the four fundamental pillars -- Becoming acquainted with organizational data literacy -- Discussing the significance of data management -- Defining a data and analytics approach -- The rapid growth of our data world -- Tools -- The rise of ML and AI -- Moving to the cloud -- Data literacy is a key aspect of data and analytics -- Understanding the education pillar -- Mixing the pillars -- Summary -- Chapter 4: Implementing Organizational Data Literacy -- Implementing organizational data literacy -- Planning the data literacy vision -- Communicating the data literacy vision -- Focusing on desired outcomes -- Adopting a systemic perspective -- Getting everyone involved in the whole process -- Developing a data-literate culture -- Managing change -- Driving resilience -- Managing the organization's skills and knowledge -- Creating a data literacy educational program -- Identifying employee roles. Learning levels -- Covering all moments of need -- Learning methodologies -- Including all knowledge types -- Learning elements -- Organizing content -- Searching for content -- Measuring success -- Celebrating successes -- Summary -- Further reading -- Chapter 5: Managing Your Data Environment -- Introducing data management -- Understanding your data quality -- Intermezzo - Starting to improve data quality in a small-scaled healthcare environment -- Delivering a data management future -- Data strategy -- Taking care of your data strategy -- Creating a data vision -- Identifying your data -- Discovering where your data is stored -- Retrieving your data -- Combining and enriching data -- Setting the standard -- Processes -- Control -- IT -- Summary -- Part 2: Understanding How to Measure the Why, What, and How -- Chapter 6: Aligning with Organizational Goals -- Understanding the types of indicators -- Identifying KPIs -- Characteristics of KPIs -- Leading and lagging indicators -- Reviewing for unintended consequences -- Applying Goodhart's law to KPIs -- Defining what to track -- Activity system maps -- Logic models -- Summary -- References -- Chapter 7: Designing Dashboards and Reports -- The importance of visualizing data -- Deceiving with bad visualizations -- Using our eyes and the usage of colors -- Introducing the DAR(S) principle -- Defining your dashboard -- Choosing the right visualization -- Understanding some basic visualizations -- Bar chart (or column chart or bar graph) -- Line chart -- Pie chart -- Heatmap -- Radar chart -- Geospatial charts -- KPIs in various ways -- Tables -- Presenting some advanced visualizations -- Bullet charts -- Addressing contextual analysis -- Summary -- Chapter 8: Questioning the Data -- Being curious and critical by asking questions -- Starting with the problem - not the data. Identifying the right key performance indicators (KPIs) ahead of time -- Questioning not just the data, but also assumptions -- Using a questioning framework -- Questioning based on the decision-making stage -- Questioning data and information -- Questioning analytic interpretations and insights -- Summary -- References -- Chapter 9: Handling Data Responsibly -- Introducing the potential risks of data

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Sommario/riassunto

Understanding data is a powerful skill. This book will help you build a sound understanding of data literacy basics and build your confidence to work with data every day. Guided by best practices and real-world examples, you'll master the skills to make smarter decisions with data, fast.
