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Autore	Klidas Angelika
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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

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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.
