XCELERATE TRAINING INSTITUTE

your learning & development partner

TRENDING

# Data Literacy for Non-Tech Professionals Training Course

| DURATION | LANGUAGE | FORMAT |
|---|---|---|
| 5 days | English | Classroom / Online |

## Upcoming dates

| Dates | Venue | Format | Fee |
|---|---|---|---|
| 17 – 21 May 2027 | Live online | Online (live) | €1,400 |
| 22 – 26 Nov 2027 | Live online | Online (live) | €1,400 |
| 27 – 31 Dec 2027 | Istanbul | Classroom | €5,000 |

### Register or ask a question

Online: staging.x8ti.com/course/data-literacy-for-non-tech-professionals-tra…

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# Data Literacy for Non-Tech Professionals Training Course

## Introduction

Data is at the core of modern decision-making, and understanding how to work with it is essential for professionals in every field. This course equips non-technical professionals with the skills to interpret, analyze, and present data effectively, fostering critical thinking and informed decision-making. Participants will gain hands-on experience with tools like Power BI and Tableau, and learn how to transform raw data into actionable insights, a hallmark of Xcelerate Training Institute's practical and learner-centric approach.

## Learning Objectives

By the end of this course, participants will:

- Understand key data concepts, including types of data, data sources, and data processing.
- Gain confidence in using tools like Power BI and Tableau for data visualization and analysis.
- Learn techniques for creating impactful dashboards and reports.
- Master the art of storytelling with data to effectively communicate insights to diverse audiences.
- Avoid common pitfalls in data interpretation and learn best practices for accuracy and reliability.
- Build foundational skills for a data-driven mindset and culture in the workplace.

## Training Methodology

Xcelerate Training Institute incorporates diverse and practical learning techniques to ensure participants acquire real-world skills, including:

- Hands-on Workshops: Practical exercises using real-world datasets to apply data literacy concepts.
- Interactive Tool Demonstrations: Live demonstrations of Power BI, Tableau, and other user-friendly tools.
- Case Studies: Analyzing real-life business scenarios to understand the application of data in decision-making.
- Group Discussions & Activities: Collaborative exercises to promote teamwork and shared learning experiences.
- Expert Lectures: Sessions led by data professionals to provide practical tips and industry insights.
- Assessments: Quizzes, exercises, and group projects to reinforce learning outcomes.

## Benefits for You

- Build confidence in understanding and working with data in daily tasks.
- Improve decision-making abilities through enhanced data interpretation and analysis skills.
- Gain proficiency in tools like Power BI and Tableau, opening new career opportunities.
- Learn how to communicate data insights effectively through impactful storytelling.
- Stay competitive in a data-driven world by acquiring in-demand data literacy skills.

## Benefits for Your Organisation

- Develop a data-literate workforce that can contribute to data-informed decisions.
- Improve the quality of team reporting and analysis, saving time and reducing errors.
- Foster a data-driven culture across the organization to support business intelligence initiatives.
- Empower teams with the skills to create dynamic dashboards and reports for actionable insights.
- Benefit from increased productivity and better communication of key findings.

## Who Should Attend

This course is designed for:

- Professionals in non-technical roles who need to work with data.
- Team leaders and managers looking to improve their analytical skills.
- Employees transitioning into roles requiring basic data analysis.
- Anyone interested in developing foundational data literacy skills.

## Course Outline

### Fundamentals of Data Literacy

- Introduction to Data Concepts: Structured vs. Unstructured Data.
- Types of Data Sources: Internal and External Sources.
- Data Ethics: Understanding Data Privacy, Security, and Compliance.

### Basics of Data Visualization

- Why Data Visualization Matters: The Power of Visual Communication.
- Overview of Visualization Types: Charts, Graphs, and Dashboards.
- Key Principles of Effective Data Visualization: Clarity, Simplicity, and Design.
- Common Tools for Data Visualization: Power BI, Tableau, and Excel.

### Getting Started with Power BI and Tableau

- Navigating the Interfaces: Power BI and Tableau for Beginners.
- Importing and Preparing Data for Visualization.
- Creating Dynamic Dashboards and Visualizations.
- Practical Activity: Building Your First Dashboard with Power BI.

### Storytelling with Data

- The Art of Data Storytelling: Turning Data into Compelling Narratives.
- Structuring Insights: The Story Arc and its Application to Data.
- Tailoring Your Message for Different Audiences: Executives vs. Teams.

### Avoiding Pitfalls and Practical Application

- Common Errors in Data Interpretation and How to Avoid Them.
- Identifying Biases in Data and Mitigating Their Impact.
- Hands-On Workshop: Analyzing Real-World Data Scenarios.
- Course Wrap-Up: Summary of Key Learning and Actionable Steps.

Xcelerate Training Institute Advantage

This course is designed and delivered by Xcelerate Training Institute, a leader in professional training and development. Our courses emphasize practical application, equipping participants with the skills they need to succeed in real-world settings. With experienced trainers, interactive sessions, and state-of-the-art tools, Xcelerate ensures participants are confident and prepared to excel in data literacy.

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# Registration Form

## Data Literacy for Non-Tech Professionals Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

### Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

### Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

### Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

### Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

**Call**
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Open the course page