BDC ACADEMY

Business
Data
Challengers

BI Consulting | Services | Solutions

Unleashing the Potential of Data Literacy

"Embrace the Data Renaissance and Ignite Your Potential, Empower Your Journey."

1 - 3 days

On site & virtual

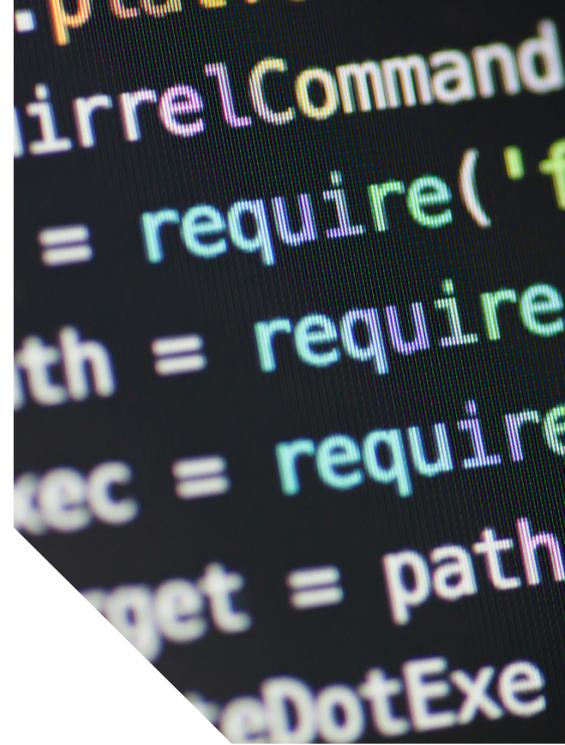On request

Classrooms

Certificate

About the BDC Academy

In recent years, there has been a notable surge in the demand for Data Literacy and Data Visualization, which includes building data models, graphs, and dashboards. This trend is evident across various domains, such as business data analysis, user statistics, the use of dashboards for monitoring the COVID-19 pandemic (commonly known as Corona dashboards), as well as the visualizations employed in financial markets to track shares, cryptocurrencies, and other assets.

The process of transforming raw data into informative visualizations that yield valuable insights requires substantial effort. A crucial step in this process involves selecting and developing appropriate data models and visualizations but also questioning the things that we are looking at. We call the total of all those elements "Data Literacy."

At the BDC Academy, our primary focus is to deliver comprehensive training and share knowledge encompassing all aspects of Data & Analytics. Our mission is to empower individuals and organizations with the necessaryskillset in Data Literacy, Data Modeling, Data Visualization, and more, while underscoring the significance of making Data Informed Decisions to extract accurate information and insights. We offer a range of trainingprograms delivered in various formats, including online courses, classroom-based training, and personalized one-on-one mentoring.

Organisation

Angelika Klidas
BDC Academy Challenger

Willem de Fiouw
Business Data Challengers

Hans van Diggelen
Business Data Challengers

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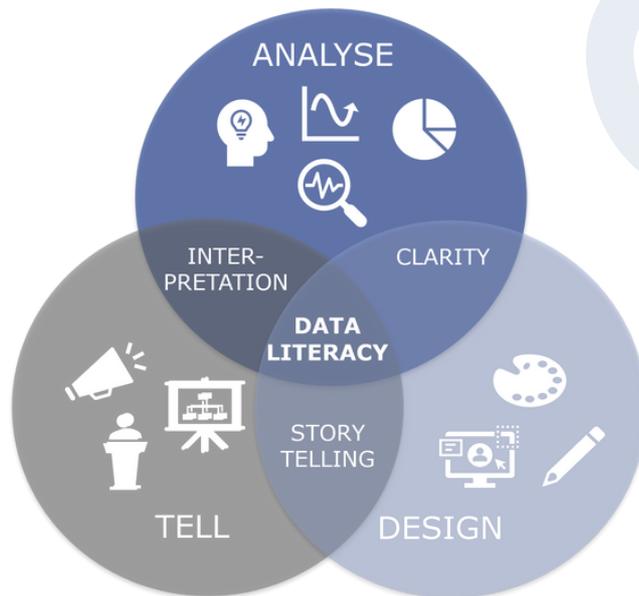
What is Data Literacy and why?

Data Literacy is the ability to read, work, analyse and argue with data!

WHAT

Data Literacy is the aptitude to understand, interpret, and proficiently engage with data. It surpasses mere software proficiency and encompasses the embrace of a transformative mindset, i.e. critical thinking. Thankfully, you don't need immediate expertise in Data Literacy. Developing Data Literacy skills is a gradual process that requires time and effort.
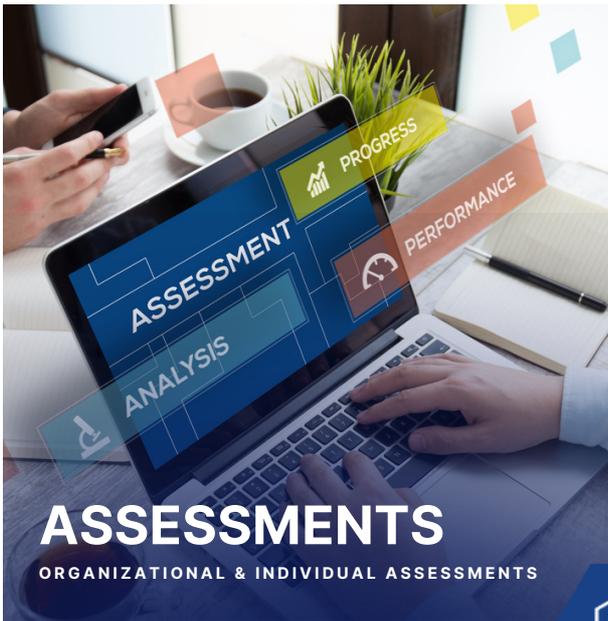
WHY

Why is Data Literacy crucial for businesses? In today's digital era, the ability to make Data-Informed Decisions is paramount. Without the necessary tools and expertise to navigate and harness data, businesses face the risk of making sub-optimal strategic choices and potentially lagging behind in the competitive market landscape.

Our Educational Program

Go on a transformative journey of knowledge, where the training transcends boundaries and illuminates the path to data enlightenment.

ASSESSMENTS
ORGANIZATIONAL & INDIVIDUAL ASSESSMENTS

SERIOUS GAMING
DATA ESCAPE ROOMS

DATA LITERACY
VARIOUS DATA LITERACY COURSES

SOFTWARE COURSES
VARIOUS SOFTWARE COURSES

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Data Literacy Assessments

Unveil the untapped potential within, as you navigate the seas of knowledge and unlock a world of endless possibilities.

Organizational Data Literacy Assessment

For those eager to conduct an organizational Data Literacy evaluation, two distinct paths are available. First, you can embark on a swift, yet insightful journey with our concise 16-question assessment to reveal your business's current standing in terms of Data Literacy. Alternatively, for a comprehensive exploration, you can immerse yourself in our robust assessment, meticulously crafted with five dimensions and subdimensions, to reveal a multifaceted perspective of your Data Literacy prowess

We can discuss the findings of these assessments and help you with a plan for your organization's Data Literacy.

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Data Literacy Assessments

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Individual Data Literacy Assessment

At our academy, we believe that Data Literacy is not a one-size-fits-all concept. It varies based on roles and proficiency levels. Whether you're new to Data Literacy or more experienced, we offer a simple evaluation to measure your core abilities and mindsets. Additionally, for those wanting a more in-depth assessment, we provide a link to a comprehensive 22-question self-assessment that takes just 15 minutes to complete. Discover where you stand and unlock your Data Literacy potential with us.

After completing the assessment, you will discover your Data Literacy Persona, as well as recommended resources such as courses, books, and articles to help you grow in this field. Also, if you need personalized advice or further assistance, feel free to get in touch, and we will be more than happy to help you.

Data Escape Rooms

Increase your data awareness subconsciously!

Go on a captivating and exhilarating journey into the world of data and knowledge. In this immersive adventure, you and your team will face the challenge of decoding, solving puzzles, and uncovering hidden secrets within a vast sea of data and insights. With just 60 minutes on the clock, your problem-solving, reasoning, and critical thinking skills will be put to the test. Work together, pooling your collective knowledge, to escape the room before time runs out. Are you ready to embrace the challenge? Let the adventure begin!!

Two types of Data Escape Rooms

Serious Executive Training (Data Escape Room – Help the CEO of your Organization)
Discover how your team works together how they will solve the occuring issues. Lean if:
- Your team speaks the same business/data language?
- If your team can verify the accuracy of the data and confidently question its validity
- If they will make informed decisions based on the data?
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Serious Data Training (Data Escape Room – Solving a murder on the Erasmus Bridge)
Discover how your teams work together and how they wil solve the occuring issues. Learn if:
- Your team has the ability to question the data, and see the flaws?
- Can they share data resposnbily for decision making?
- If your team will make informed decisions based on the data that they discovered?

These crucial factors determine the effectiveness of individuals or teams in leveraging data to drive successful outcomes.

Serious Executive Training

The Magic of the Serious Executive Training

Our Serious Executive Training, in partnership with the Smart Training Center, commences with an engaging knowledge session where practical examples and insights are shared. Right after that, participants apply their newly acquired knowledge in practice by engaging in a Serious Game (Data Escaperoom). Here, teamwork, enjoyment, and mutual learning come together. Of course, the winning team takes home a well-deserved prize.

Our program consists of

- An inspiratioinal "get your lights on" session to understand the basics of Data Literacy
- Playing the Data Escaperoom for Executives and Senior staff
- Discuss the outcomes based on the Data Literacy Fundamental principles
- Reflect, look back and learn what you would do differently tomorrow

Our prices are upon request!

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4 Fundamental Pilars

Discover the 4 pillars to build a solid Data & Analytics environment

ORGANIZATIONAL DATA LITERACY

Organizational Data Literacy, describing future-proof plans and safeguarding the human aspect

DATA MANAGEMENT

Data Management, what are the organizational objectives and the associated data strategy?

DATA & ANALYTICS

Data Analytics, the tools and ability to analyze through dashboards and reports.

EDUCATION

All the necessary education to drive Data Literacy from a technical perspective to a business & organizational perspective

Data Literacy basics

About the training

Welcome to the illuminating "Lights On" session! Brace yourself for an inspiring journey filled with practical examples, insightful discussions, and a captivating exploration of the world of Data Literacy. Witness the range of visualisations, from the brilliant to the flawed, as we delve into the framework that surrounds this empowering concept. This is not merely a one-way street – your active participation and personal examples are encouraged, as we believe that mutual learning is the key to growth. We can tailor the training to suit your organization's specific needs, ensuring a focused and enriching experience for all workshop attendees.
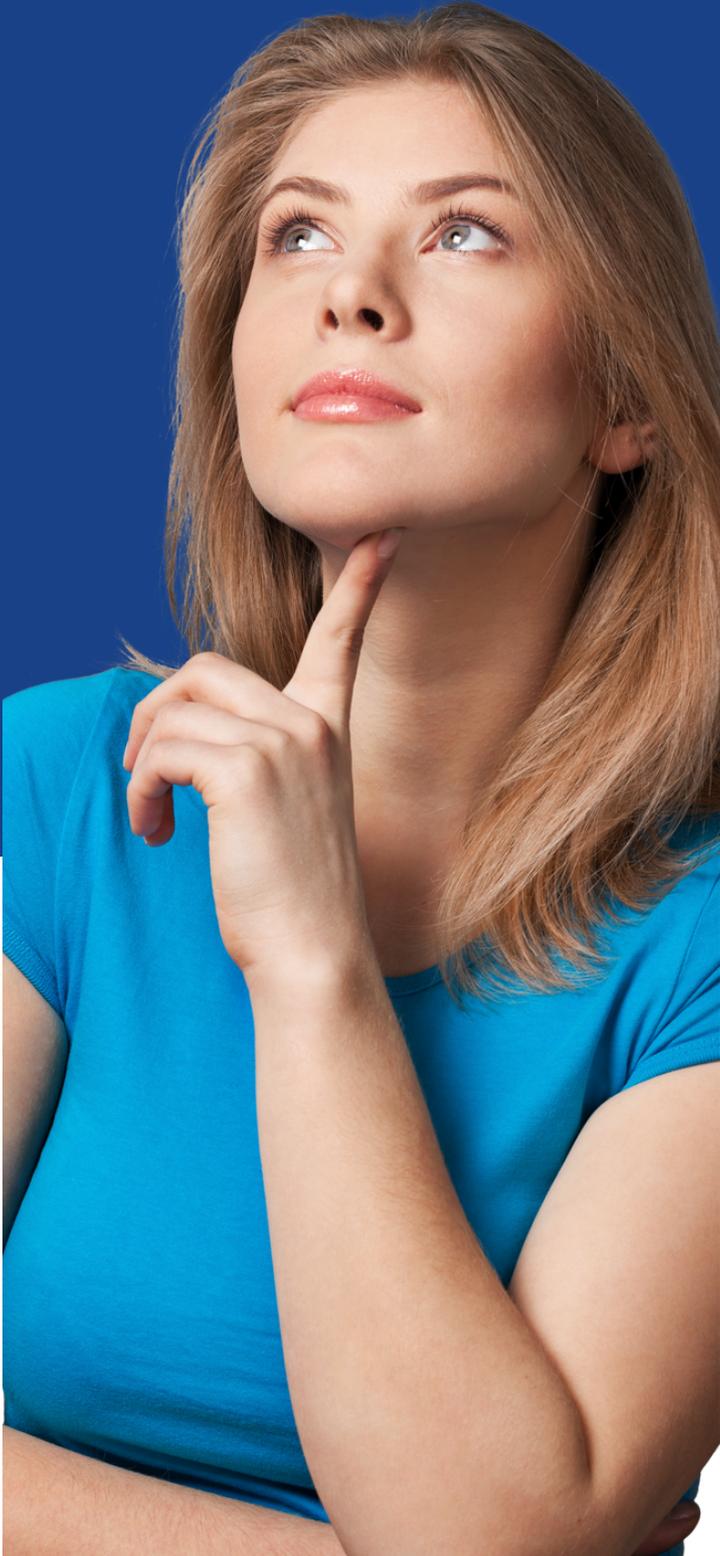
Duration : 1 day
Costs: 595 per person
For groups contact us at academy@b21s.nl

What will you learn?

- What is data, what is a Data Literacy Maturity Level and what does it mean to be Data Literate?
- Discover Data Literacy and its significance in our line of work.
- Why is it crucial to advocate for Data Literacy?
- Discuss the 4-pillar methodology and how you can mix the pillars.
- Engage in discussions on compelling examples, drawing valuable insights to successfully implement Data & Analytics within your organization.
- Take your first steps towards "Questioning and System thinking"
- And so on....

Questioning your data

About the training

IIn today's data-driven world, harnessing the full potential of data requires more than just collecting and analyzing information. It demands a skilful blend of curiosity, scepticism, and critical thinking – questioning the data that we have in front of us. Developing this ability is crucial for making well-informed decisions and uncovering deeper insights that lead to business success.

In this training, you will gain the knowledge of learning to identify the flaws in vizualisations, how we can use a methodological approach in questioning. We will use comprehensive examples and discuss the available frameworks and checklists.

Duration: 1 day
Costs: $ 595,00 per person
For groups contact us at academy@b21s.nl

What will you learn?

We will help you to understand our framework, the way to discuss and look at visualizations and how to question them:

- Questioning your data starts with cultivating a healthy dose of scepticism.
- When analysing data, don't settle for superficial findings. Embrace the "Why" technique.
- Learn how to use critical thinking and challenge assumptions and explore alternative explanations.
- Learn to discover the patterns or anomalies that matter.

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Empowering your Enterprise with Data & Analytics

About the training

The Data Literate Organisation is designed to supercharge your organization's potential and drive remarkable growth! In this course, we will delve into the core aspects of Data Literacy and its transformative impact on business. Through our framework, we'll guide you on how to analyze your organization's data environment effectively, fostering a culture of critical thinking and systemic understanding. Aligning Key Performance Indicators (KPIs) with strategic objectives will be a key focus, ensuring that your data initiatives tie in seamlessly with your business goals.

Duration: 2 days of 6-8 hours
Costs : $ 1.100,00 per person
For groups contact us at academy@b21s.nl

This training is customizable to fit the specific needs and requirements of your organization.

Topics

- Implementing an OrganiZational Data Literacy Strategy
- Planning your Data Literacy vision and the necessary communication
- Developing a Data Literate Culture Creating a Data Literacy Educational Program
- Discussing various levels of analysing and structuring your Data Strategy and aligning your Key Performance indicators.
- And so on.

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Developing an Agile Data & Analytics Organization

About the training

Agility is essential for data strategy success. Adopting an iterative approach allows organizations to continuously refine and enhance their data strategies.
Agile development for Data & Analytics projects focuses on delivering value quickly, fostering collaboration, and adapting to changing requirements in the data-driven landscape.

By embracing agile principles and practices in Data & Analytics development, organizations can gain a competitive edge, respond to market changes swiftly, and maximize the value derived from their data assets. Being agile enables teams to be more responsive, innovative, and successful in the ever-evolving data landscape.

During this course we will cover several elements to understand how Data & Analytics projects can be run successfully, understand the typical risks, and the strategical benefits for your organization.

Duration: 1 day
Costs : $ 595.00 per person
For groups contact us at academy@b21s.nl

Topics

- Understanding Agile Principles and Methodologies for Data & Analytics projects
- Rapidly Delivering Value and Insights using agile methods and how to describe and calculate them.
- How to set up collaborative data teams (which roles, tasks and activities)
- How to write project plans and business cases
- Identifying the stakeholders (who's involved in our project)
- How to identify risks, classify them and determine the mitigating actions.
- And so on.

Ethical Data Handling

About the training

Ethical data handling refers to the responsible and ethical practices associated with collecting, storing, processing, and sharing data. It involves adhering to principles and guidelines to ensure that data is treated with respect, integrity, and privacy. Responsible data handling is required and must be addressed.

This course outlines ethical principles and recommendations to assist you in evaluating your Data & Analyticsinitiatives. It answersquestions such as why we need to handle data "responsibly", what the hazards are, and what the present privacy and data protection standards are.
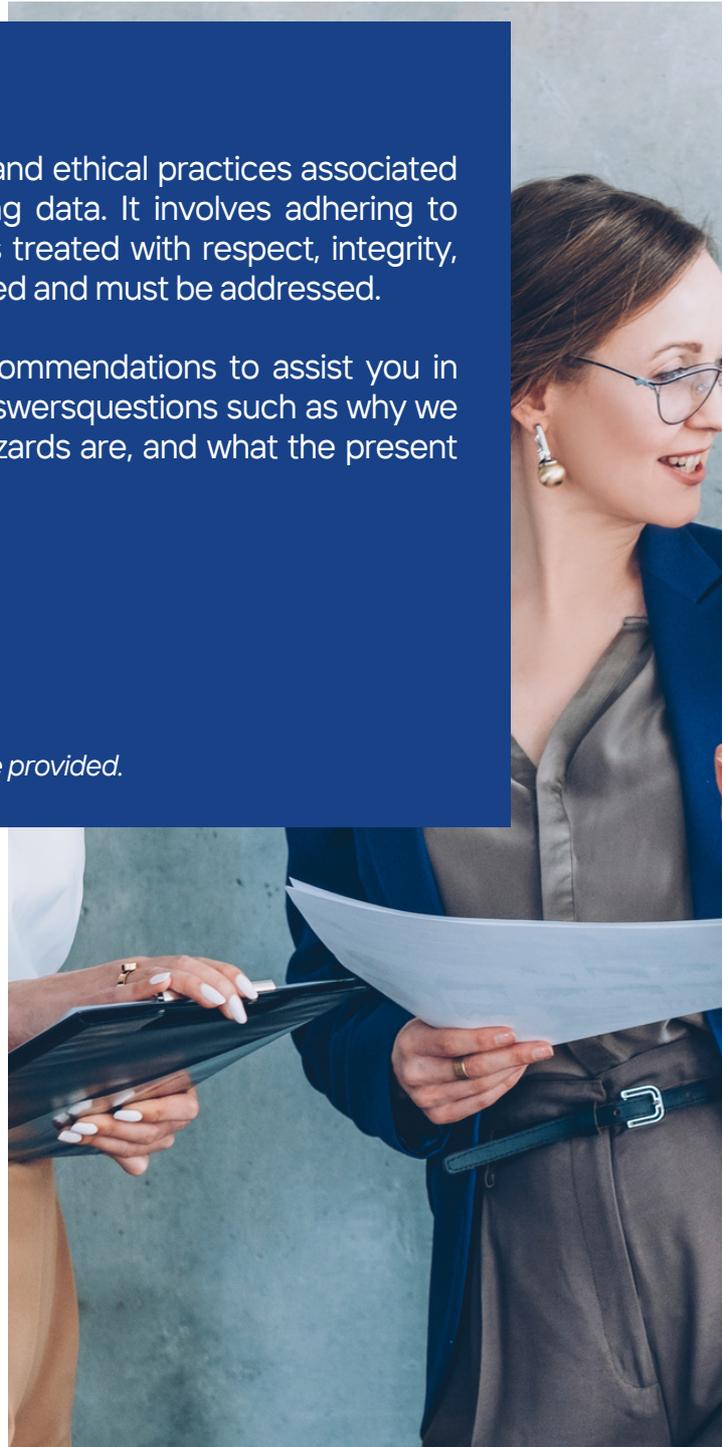
Duration: 1 day
Costs: $ 595,00 per person
For groups contact us at academy@b21s.nl

Data privacy ,security and ethical handling templates are provided.

Topics

- What is Data Ethics and what considerations are essential for the organization?
- How do you determine the appropriate level of privacy required for working with data?
- The importance of data provenance: why is this vital for data management?
- Incorporating data ethics into impact analyses
- Developing strategies for ethical decision-making.
- Embracing common foundational principles for ethical data handling: a basis for responsible practices
- And so on.

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The basics of Data Visualisation

About the training

What is the purpose of Data Visualiaation? Why shouldn't we look at numbers in tables all the time? This is for a good reason: it has something to do with how our minds work.

When data is presented graphically, we perceive and comprehend it more effectively. This is because the human brain has developed to be visually orientated.

Exploring data, and especially giving it context and meaning, should always be accompanied by a combination of looking and thinking (visual thinking).

Duration: 1 day
Costs: $ 595.00 per person
For groups contact us at academy@b21s.nl

Topics

- Unveiling the power of visual data, Visualizing data theory, where numbers come to life
- Embracing the art of data visualization and visual perception
- Empowering your data literacy skills Mastering the craft of engaging data stories and data visualizations.
- Real-world examples: how to do it right and avoid misleading statistics
- Choosing suitable graphs and visuals
- and adding creativity combined with insight
- ·And so on...

The Art of Data Storytelling

About the training

Data storytelling is the art of weaving a compelling narrative around data to communicate insights, trends, or complex information effectively. Through a strategic blend of data visualization, context, and narrative, data storytelling transforms raw data into a compelling story that engages and informs the audience. It goes beyond presenting facts and figures, aiming to create a memorable and impactful experience that facilitates better understanding and decision-making. In essence, data storytelling is a powerful tool for translating data-driven insights into a narrative that resonates with and influences your audience.

Duration: 1 day
Costs: $ 595.00 per person
For groups contact us at academy@b21s.nl

Topics

- Introduction to Data Storytelling
- Understanding Your Audience
- Choosing the Right Visualizations
- Crafting a Compelling Narrative
- Adding Context and Meaning
- Effective Data Communication
- Ethical Considerations
- And so on…

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The world of conceptual data modelling

About the training

This course explores the conceptual processes involved in creating a visual presentation of a star schema,providing you with essential insightsto comprehend. The effectiveness of conceptual data modeling lies in its ability to provide a clear and high-level representation of an organization's data requirements and business concepts.

During this course, you will be given instructions on designing a conceptual scheme, differentiating data types, and effectively managing various data types and facts. Our guidance will help you understand distinctions between gradually shifting dimensions, monster and small dimensions, and facts in the fact table. Join us to enhance your skills in visualizing star schemes effectively.

Duration: 1 day
Costs: $ 595, 00 per person
For groups contact us at academy@b21s.nl

Topics

- Understanding techniques for data modeling
- Discovering the right approach to data modeling
- Learning more about the potential of data warehouses
- Exploring the benefits of data marts, specialized subsets of data warehouses
- Understanding the differences between various methodologies
- Grasping how measures, the facts within data models, generate actionable insights

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The Right Questions for the Right Answers

About the training

IIn any business, the strategic goals of each department and team contribute to success. These objectives are translated into key performance indicators (KPIs), critical metrics that should be included in dashboards and reports. For effective decision-making, it is essential to analyze information from multiple perspectives. Through a strategy for measuring information, requirements must be gathered to enable developers to create dashboards that align with specific business needs and objectives.

By asking the right questions and uncovering the underlying questions, a measurement plan can be developed to visualize the strategic goals. Strategic Goals, Gathering Requirements for Effective Decision-Making, and creating a Measurement Plan to make your organization's goals measurable.

Duration: 2 days
Costs : $ 1.100,00
For groups contact us at academy@b21s.nl

Templates for the informational measure plan as well as the required analyses are provided.

Topics

- Building a Strategic Map and Defining KPIs Understanding an Information Measure Plan
- Identifying Information Users and the required depth of detail.
- Designing dashboard mock-ups of the visualizations, reports and analytical variables.
- Defining Dimensions, Measures, and Metadata
- And so on.

The basics of Statistics

About the training

Statistics plays a pivotal role in data collection, organization, analysis, and interpretation. It is an essential skill for businesses to understand the basic concepts of statistics. As computerization expands, so does the accessibility of statistical data. From news sources to professional settings, statistics underpin decision-making processes.

Discovering the foundations of statistics is paramount in leveraging data-driven insights effectively. Equip yourself with the basic statistical knowledge to make informed decisions and unlock opportunities for your business.

Hours: 4 Hours
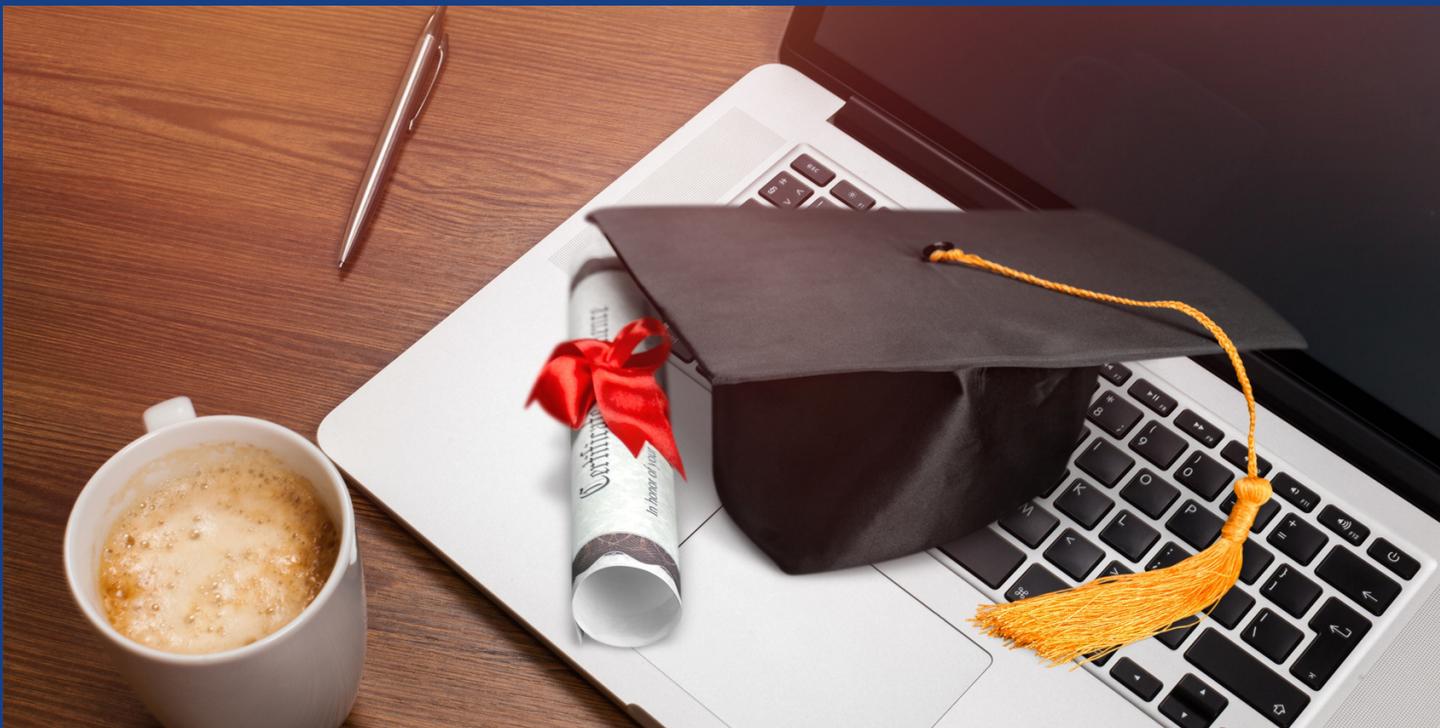Costs: $295,00
For groups contact us at academy@b21s.nl

Topics

- The key concepts in statistics: mean, median, and mode.
- Populations and samples
- Qualitative and quantitative variables
- Histograms, box plots, and so on.
- Recognizing noise in graphs
- And so on.

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Questions?

Get in touch with us !

Hollandse Kade 21
1391JD Abcoude

+31 6 2194 4524
Academy@b21s.nl
www.businessdatachallengers.nl