Publication date : 07/10/2025

Course : Data Literacy: mastering data to make informed decisions

Understand the data lifecycle to make better use of it

Synthesis course - 1d - 7h00 - Ref. DLY

Price : 990 CHF E.T.

This program aims to improve participants' understanding and skills with data, helping them to become [[data literate]]. You'll see how this approach is essential to understanding how data is generated. You'll learn how to identify, collect, process, analyze and interpret all data in order to make relevant decisions based on it. This course will turn data literacy into a functional skill for your company.

Teaching objectives

At the end of the training, the participant will be able to:

- Distinguishing between qualitative and quantitative surveys, asking the right questions before analysis
- Understand the data lifecycle and set up a dataset before launching a project
- Relevant evaluation of data, identifying potential biases, errors or manipulations
- Carry out appropriate calculations according to the type of data, using computer and statistical concepts
- Making data more relevant and readable

Intended audience

IT managers, decision-makers, project managers.

Prerequisites

Know how to use a spreadsheet program (e.g. Excel).

Practical details

Teaching methods

Active pedagogy based on examples, demonstrations, experience sharing and case studies. This training program is designed to be interactive, encouraging the active participation of learners through discussions, case studies and practical work.

Course schedule

PARTICIPANTS

IT managers, decision-makers, project managers.

PREREQUISITES

Know how to use a spreadsheet program (e.g. Excel).

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Introduction to data literacy

- Defining data literacy and its importance.
- Distinguish between data, information and knowledge.
- The foundations of data literacy: data mining, data management, data usage.

2 Data mining

- Qualitative versus quantitative surveys.
- Data collection objectives.
- How to collect data.
- Possible analyses.
- Exploitation of results.
- Historical successes linked to data mining.

Hands-on work

From the description of an organization, classify the elements illustrated as quantitative or qualitative data.

3 Data management and use

- Definition and examples.
- The origin of data in an organization.
- Information system architecture.
- Historical developments in information systems from 1990 to the present day.
- Data life cycle.
- Differences between data management and data governance.
- The different stages of data transformation in a BI information system.
- Different levels of data representation (operational, tactical, strategic).
- Basic graphs (histogram, sector, curve).
- Elaborate graphics (scatterplots, radar, combined, etc.).
- Data storytelling.

Hands-on work

Exercise: choosing the right graphs for the key message, selecting the right colors, identifying anomalies in existing dashboards.

4 Data analysis, lexicon and glossary around data

- The importance of data types and related uses.
- Basic aggregation functions.
- Common analyses like "time intelligence".
- Mistakes not to be made.
- Market tools.
- Data security and confidentiality.
- The terms used.
- Data intelligence disciplines.
- Data-related professions.

Hands-on work

Calculate basic indicators from a source file of historical food truck sales transactions.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS
2026 : 2 July, 15 Oct., 10 Dec.