Analytics 101

The Importance of Data Literacy
Sprinklr Analytics Features
Best Practices

Why this matters

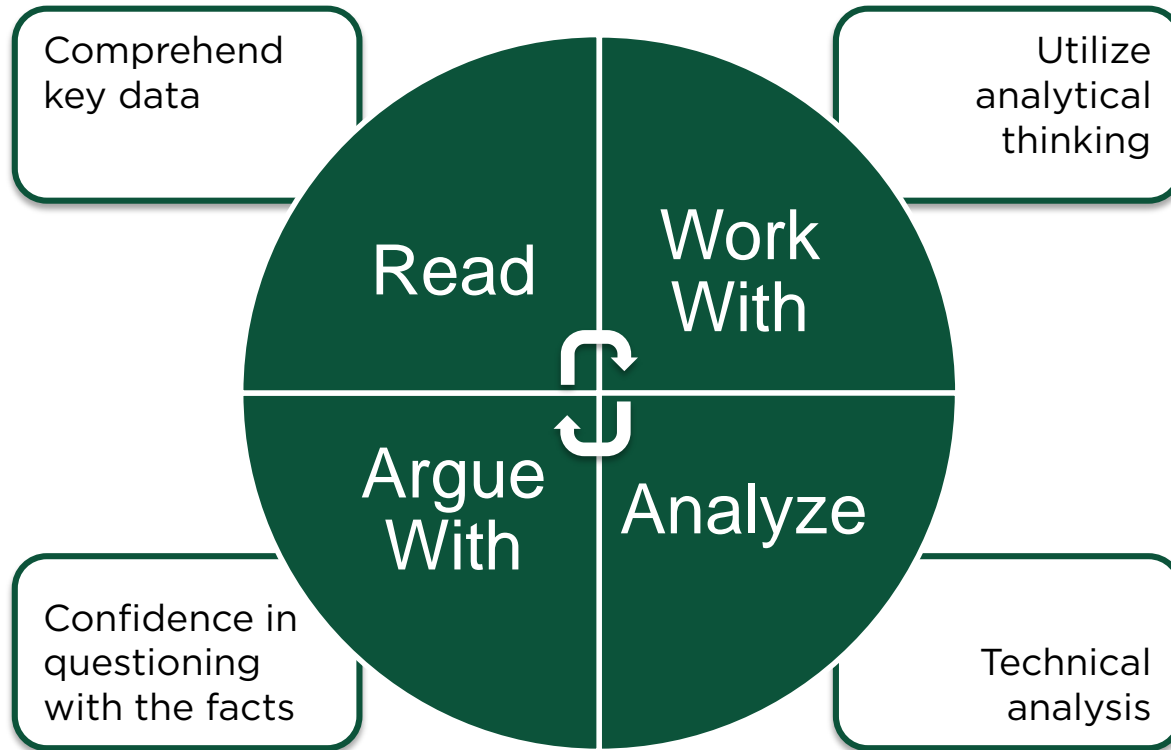and why we need to make this a priority.

Only 24% of business decision makers, from junior managers to the C-suite, feel fully confident in their ability to read, work with, analyze and argue with data.

Source: Qlik Continuous Classroom

Building data literacy increases the likelihood of teams looking for opportunities to improve business.

Source: Qlik Continuous Classroom

What is Data Literacy?

What is Data Literacy?

The ability to derive meaningful information from data.

Comprehend key data

Utilize analytical thinking

Read

Work With

Argue With

Analyze

Confidence in questioning with the facts

Technical analysis

Understanding Data

What is data?

Data: Facts or information that can be used for reporting, calculations, planning or analysis

Every 60 Seconds...

216,000 Instagram Posts	277,000 Tweets
72 Hours of Footage to Youtube	204,000,000 Emails

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Source: Qlik Continuous Classroom

What is unstructured data?

Unstructured Data: Data that does not have structure to its set up. Analysis of unstructured data allows us to find sentiment trends, feelings towards services, etc.

Unstructured Data

- Social Media
- E-mail
- Videos
- Websites

Why is this important to know?

Lack of understanding can lead to:

| Incorrect data visualization | Incorrect information being shared | Incorrect interpretation of data |

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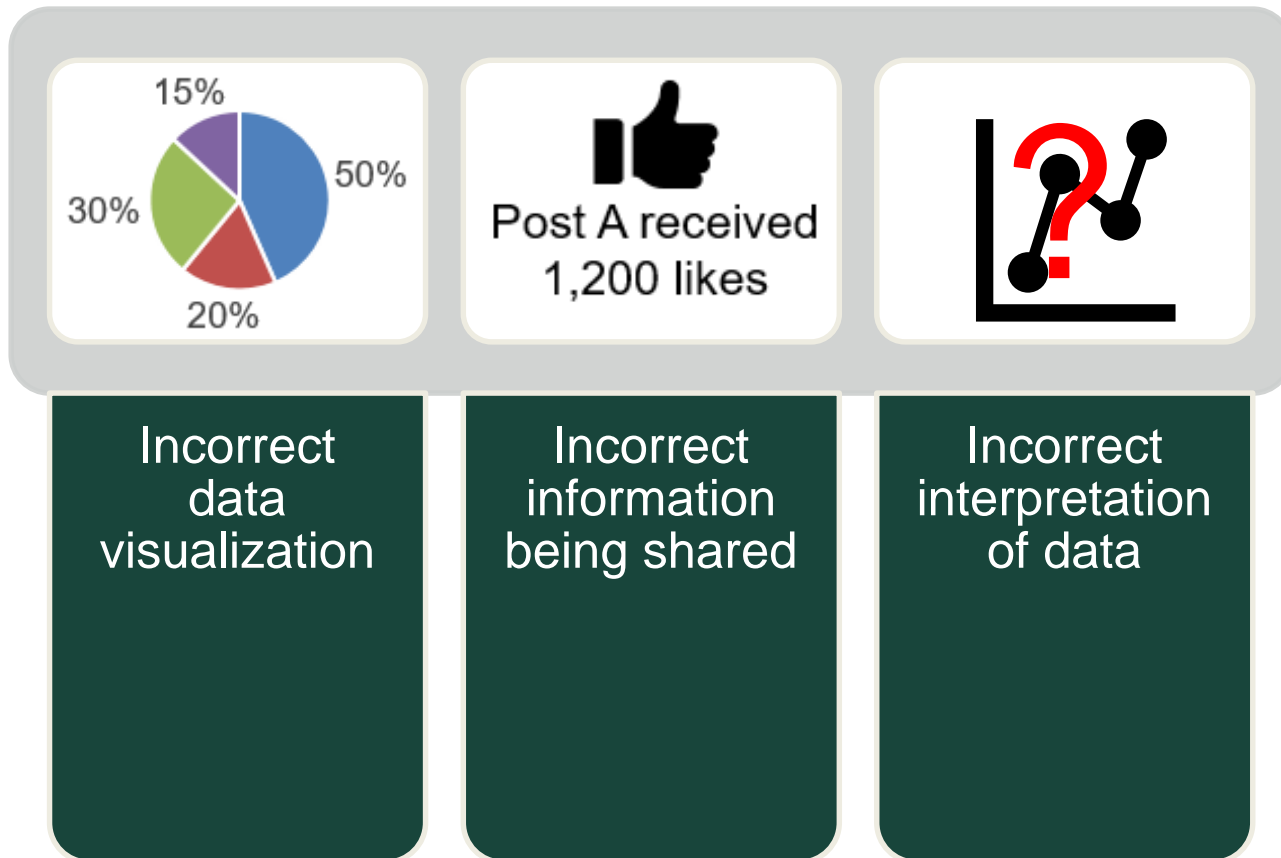
Sprinklr dashboard examples

Best Practices

Validate your data
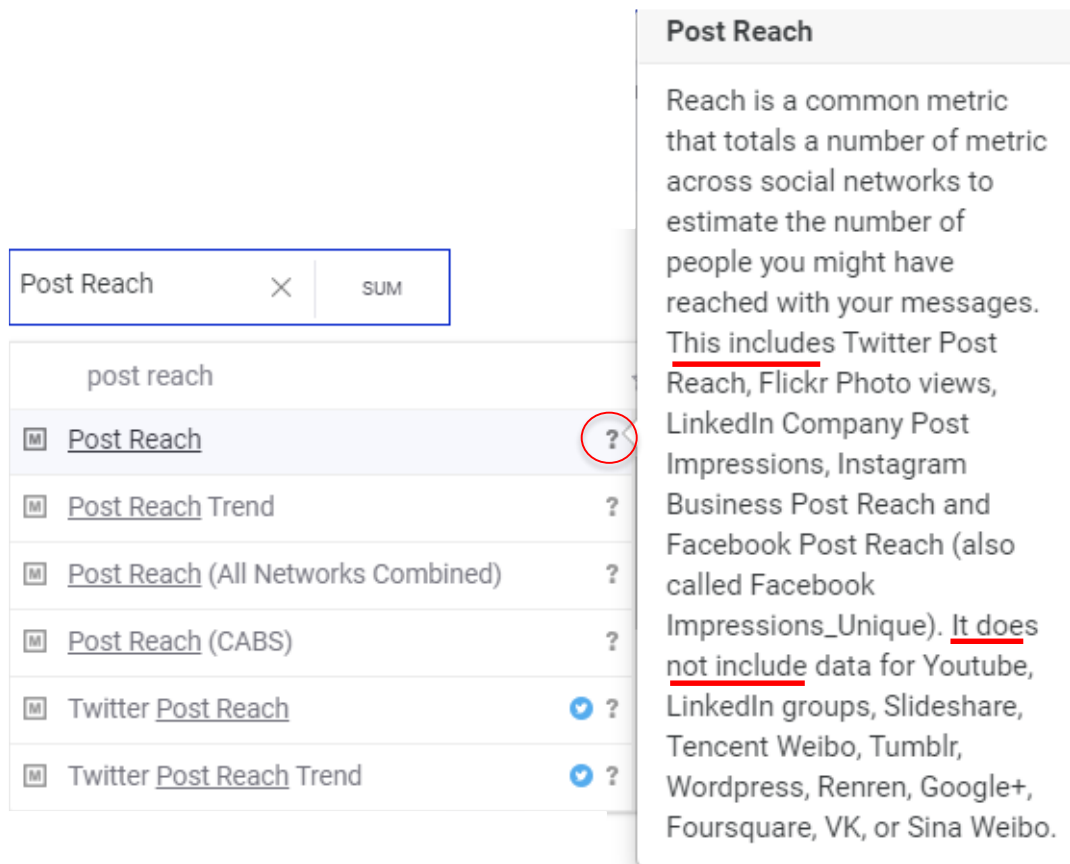
Know your metric definitions

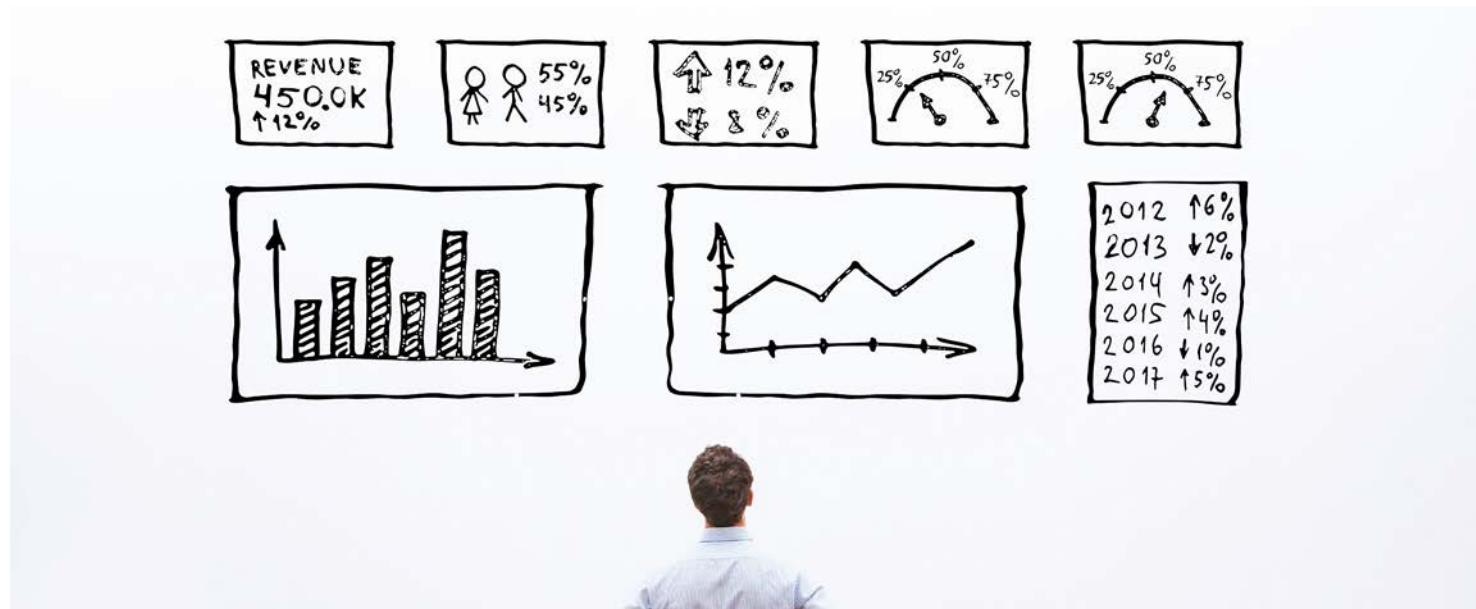Reach - number of users who have come across a particular piece of content on a social platform

Be intentional with success metrics

Thank You