



From Numbers to Knowledge

A Data Literacy Workshop

Presented by ALX Corporate Training

Why is data literacy important?

Nearly every time customers engage with a business, they leave a **digital footprint** – from phone calls and payments to purchase histories and service requests. All of these interactions are **valuable data points**. Analyzed and interpreted correctly, these data points can be turned into a **business asset** that predicts purchases and stock levels; even informing staffing requirements. However, in order to use the data, you need to understand the data, and unlocking that understanding is what this workshop aims to accomplish.

The ALX Data Literacy Workshop provides organizations with insights to:

- Strengthen **data-driven decision-making** by improving employees' ability to interpret and work with data.
- Equip professionals with **practical techniques** to analyze and extract insights from everyday business data.
- Enhance organizational efficiency by teaching structured **problem-solving frameworks** for data interpretation.
- Improve reporting and communication skills, enabling teams to transform raw data into **actionable insights**.

Who should attend?

This workshop is designed for professionals of all experience levels who want to develop or refine their data skills. It is ideal for:

Employees
handling data but struggling with structuring, analyzing, or drawing meaningful insights.

Professionals
looking to improve their ability to use spreadsheets, charts, and dashboards for data-driven decisions.

Team leads and managers
who need to interpret reports and communicate insights effectively.

Anyone interested in developing data confidence to make better business decisions.

No prior data experience is required—just a willingness to learn and apply practical skills in real-world scenarios.

For more details contact sales@alxafrica.com →

Workshop Outcomes

By the end of this workshop, participants will be able to:



Confidently analyze and interpret data using structured problem-solving techniques.



Organize and manipulate data through spreadsheets, descriptive statistics, and visualizations.



Build dashboards to transform raw data into clear, actionable insights.

What will be covered in this 2-day workshop?

DAY 1

- An introduction to data and data analytics concepts
- Using a problem-solving framework: Explain, Gather, Analyze, Deploy
- Using logic trees
- **Practical** → Flowcharts and pseudocode
- An introduction to using data
- **Practical** → Data sources and access

DAY 2

- Data aggregations and descriptive statistics
- **Practical** → An introduction to data visualizations
- Samples and distributions
- Common tips and the most useful tricks in spreadsheets
- Identifying patterns and interpreting charts
- **Practical** → Building a dashboard in a spreadsheet

Format & Pricing

DELIVERY

Available **in-person** or **virtually**

DURATION

2 day workshop

PRICING

\$590 per person
(volume-based discounts negotiable)



Take your learning further →
Complement your interest in Data Literacy with these curated programs and workshops

DATA GOVERNANCE
AI ETHICS
AI FUNDAMENTALS

