Online Training: Data Literacy for Everyone

With the advent of automation, humans' role has become to do what computers cannot. Many more white-collar workers—perhaps all of them—will end up "working with data" to some extent. Using data to provide insights and guidance that computers alone cannot requires "data literacy", which is doubly important for anyone working alongside, supporting, leading, or hiring a data science and analytics team.

Data literacy involves a broad range of skills, including:
• an appreciation of the language of data
• understanding uncertainty (expressed as probabilities) and complexity
• interpreting relationships in data (multivariate correlation) and visual representations of them
• reading visual representations of data

This course introduces a range of skills and applications related to critical thinking in such areas as forecasting, population measurement, set theory and logic, causal impact and attribution, scientific reasoning and the danger of cognitive biases. It is highly recommended for managers and workers who have not had quantitative work as the basis of their career to date, and for many IT professionals. The main tool used will be Microsoft Excel, and other tools for data manipulation, analysis and visualisation will also be introduced. There are no prerequisites beyond high-school mathematics; this course has been designed to be approachable for everyone.

Detail

Course Objective:
• An appreciation of the language of data
• Understanding uncertainty (expressed as probabilities) and complexity
• Interpreting relationships in data (multivariate correlation) and visual representations of them
• Reading visual representations of data
• It also includes the ability to think rigorously and abstractly about evidence-based decision-making and manipulate data accordingly

Duration: 12/4 to 15/4 2:00pm-6:00pm (16 hrs)
Language: English / Cantonese with English material
Mode: Online Course
Course Fee: The course is seeking approval in the list of registered public courses under the Re-industrialization and Technology Training Programme (RTTP)
Training Fee: HKD 3,340
Apply through LinkedIn enjoy further 10% off

Registration or Enquiry: Please send your name, company, email, phone to Mr. Ben Yu via email ben.yu@tuv.com or Whatsapp at 9720 2901.

Trainer

Frances Luk is an analytics consultant and holds a MSc. in eScience (Data science). She has over 13 years of commercial data analytics and data warehousing experience. She has consulted for multiple international organisations in data analytics projects, and has built up an analytics department for a management consulting company in Scandinavia. Frances assists businesses on defining data analytics strategy, helping businesses to scope and to implement business cases to gain value from data. In the past years Frances has given guest lectures for Copenhagen Business School discussing data analytics applications in industries. Frances has also presented in multiple conferences and seminars/webinars, including the recent data analytics series at the German Chamber of Commerce Hong Kong.

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