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
- Confidence in questioning with the facts
- Technical analysis

Source: Qlik Continuous Classroom
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

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.

- 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

Source: Qlik Continuous Classroom
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