

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-035

Data Literacy for Managers

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Managers are expected to make data-driven decisions, yet many lack confidence reading data, questioning analyses and communicating with data teams. Data literacy is now a core management skill.

This Aractech course covers data concepts, reading charts and dashboards, basic statistics, critical thinking about data, asking good questions, working with analysts, data ethics and building a data-driven team culture. No technical background is required.

Course Methodology

- Interactive sessions
- Chart interpretation exercises
- Case studies
- Group discussions
- Action planning

Course Objectives

- Understand key data concepts
- Read and interpret charts and dashboards
- Apply basic statistical reasoning
- Question data and analyses critically
- Work effectively with data teams
- Promote data-driven culture and ethics

Target Audience

- Managers and team leaders
- Senior professionals

Course content

- Project managers
- Department heads

Course outline

Detailed course outline

Day-by-day outline for Data Literacy for Managers.

Day 1 - Data Fundamentals

- 09:00-09:45 | What data is
- 09:45-10:30 | Data types
- 10:30-11:00 | Data life cycle
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Data life cycle (continued)
- 11:45-12:30 | Data quality
- 12:30-14:00 | Exercise: Data in your role

Day 2 - Reading Data

- 09:00-09:45 | Charts and dashboards
- 09:45-10:30 | Misleading visuals
- 10:30-11:00 | Averages and variation
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Averages and variation (continued)
- 11:45-12:30 | Trends
- 12:30-14:00 | Exercise: Interpreting dashboards

Course outline

Detailed course outline

Day-by-day outline for Data Literacy for Managers.

Day 3 - Thinking Critically

- 09:00-09:45 | Correlation and causation
- 09:45-10:30 | Bias
- 10:30-11:00 | Sampling
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Sampling (continued)
- 11:45-12:30 | Asking good questions
- 12:30-14:00 | Case study: Misleading analysis

Day 4 - Working with Data Teams

- 09:00-09:45 | Framing questions
- 09:45-10:30 | Briefing analysts
- 10:30-11:00 | Evaluating results
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Evaluating results (continued)
- 11:45-12:30 | AI and analytics
- 12:30-14:00 | Role play: Briefing an analyst

Course outline

Detailed course outline

Day-by-day outline for Data Literacy for Managers.

Day 5 - Data-Driven Culture

- 09:00-09:54 | Data ethics
- 09:54-10:48 | Privacy
- 10:48-11:00 | Team practices
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Team practices (continued)
- 12:12-13:06 | Personal development
- 13:06-14:00 | Capstone: Data action plan

Seminar dates

Available seminar dates

Live dates and pricing for Data Literacy for Managers generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Amsterdam	Classroom	€2,830
14 - 18 December 2026	London	Classroom	€2,315
18 - 22 January 2027	Istanbul	Classroom	€1,978
15 - 19 February 2027	Cape Town	Classroom	€1,625
15 - 19 March 2027	Barcelona	Classroom	€2,815
19 - 23 April 2027	Rome	Classroom	€3,460
17 - 21 May 2027	Munich	Classroom	€3,225
21 - 25 June 2027	Amsterdam	Classroom	€2,830
19 - 23 July 2027	London	Classroom	€2,315
16 - 20 August 2027	Istanbul	Classroom	€1,978

Seminar dates

Available seminar dates

Live dates and pricing for Data Literacy for Managers generated from the course details page.

Date	Location	Format	Fee
20 - 24 September 2027	Vienna	Classroom	€3,225
18 - 22 October 2027	Barcelona	Classroom	€2,815
15 - 19 November 2027	Rome	Classroom	€3,460
20 - 24 December 2027	Munich	Classroom	€3,225
9 - 13 November 2026	Online / Live	Online / Live	€1,815
14 - 18 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

Seminar dates

Available seminar dates

Live dates and pricing for Data Literacy for Managers generated from the course details page.

Date	Location	Format	Fee
17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
18 - 22 October 2027	Online / Live	Online / Live	€1,815
15 - 19 November 2027	Online / Live	Online / Live	€1,815
20 - 24 December 2027	Online / Live	Online / Live	€1,815