Technology Ireland DIGITAL

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Digital Skillnet in partnership with Microsoft and The Analytics Institute presents

Data SMART Programme

Empowering Data Literacy for the Digital Age

Duration: 12 Weeks
Delivery: Online, Blended

Cutting-Edge Data Skills and Key Industry Insights

DataSMART | Analytics Institute | Microsoft | digitalskillnet.ie

Skillnet IRELAND

Rialtas na hÉireann
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Closing the Data Skills Gap for non-IT Professionals with the

Data SMART Programme

The Data SMART Programme, created by Digital Skillnet in partnership with global technology leader Microsoft and The Analytics Institute, is designed for non-IT professionals eager to harness data strategically and thrive in today's rapidly evolving digital landscape.

This flexible 12-week programme combines engaging online tutorials with hands-on, interactive workshops, equipping participants with the confidence and skills needed to analyse and apply data strategically and effectively. The programme also features a Datathon event, offering excellent networking opportunities.

Technology Ireland DIGITAL Skillnet   **Analytics Institute**   **Microsoft**

> "Data skills aren't just for people working in tech or IT roles. In every industry, data helps people make better decisions. This programme, in partnership with The Analytics Institute and Microsoft, will give professionals the tools to use data in practical ways that benefit their everyday work."

Máire Hunt Network Director, Technology Ireland DIGITAL Skillnet

Technology Ireland DIGITAL Skillnet

Who Should Apply?

Aimed at professionals across all sectors, The Data SMART programme equips professionals with the foundational skills in data collection, cleaning, transformation, visualisation, and storytelling, while exploring cutting-edge topics like AI, data governance, and emerging technologies.

It is ideal for non-IT professionals seeking to build confidence in using data, make informed decisions, or communicate more effectively in a data-rich environment. Participants will gain the foundational data skills required to leverage insights and drive impact in their role. No prior data expertise is required—just a desire to grow and adapt in a digital-first landscape.

Flexible Online Learning

Running over the course of 12 weeks, the flexible learning delivery is designed for non-IT professionals and those with key responsibilities who may find full-time study challenging.

The programme includes a combination of online tutorials and live workshops facilitated by Microsoft. Recordings will be available on Digital Skillnet's dedicated online learning platform after each session.

Over 80% of employers expect workers to have data skills, with a projected increase in data usage by 2025.

Building Data Literacy, Forester, 2022

Programme Details

A Cutting-Edge Learning Experience Delivered Over 12 Weeks

The Data SMART Programme offers a blended approach with 12 core modules and 2 interactive workshops, providing hands-on learning that reflects real-world challenges. Participants will engage with case studies and simulations to build practical data literacy skills that can be immediately applied in their organisations.

Over the 12 weeks, the programme delivers 16 hours of engaging, skill-building content. Integrated knowledge checks and reflection journals throughout the modules reinforce learning and ensure participants develop a thorough understanding of the key concepts.

Learn from Global Experts

Participants will learn from global industry experts, leaders in the field of data literacy and its practical application.

Award

Upon successful completion, participants receive the Data SMART Foundation Certificate in Data Skills co-certified by The Analytics Institute of Ireland and Microsoft.

The Data SMART Programme at a Glance

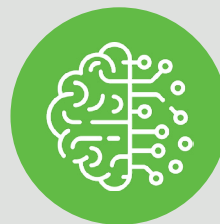**Learn from Global Industry Experts**

Flexible, Online, Blended Learning

16 Hours over 12 Weeks

Real-world Scenarios

AI and Data Governance

Networking Opportunities and Industry Insights

Programme Schedule

12 Modules, 12 Hours
The Data SMART Programme consists of 12 online, self-directed modules designed to build essential data literacy skills through engaging, flexible learning.

2 Interactive Workshops, 4 Hours
Week Six: Interactive Workshop (Hybrid)

Week Twelve: Datathon in Microsoft HQ (Hybrid)

Supplementary Self-paced Learning, 6 Hours

Week One: Introduction to Data
Gain a solid understanding of data fundamentals and discover how data-driven insights can empower smarter decisions in your everyday work.

Week Two: Data Collection and Cleaning
Learn essential techniques for collecting reliable data and cleaning it effectively to ensure accurate, actionable insights every time.

Week Three: Data Transformation
Master the basics of data transformation to organise, structure, and prepare your data for meaningful analysis and insights.

Week Four: Data Interpretation
Learn how to assign meaning to data, interpret key statistics, identify trends, and extract actionable insights to inform business decisions.

Week Five: Data Visualisation
Learn how to create compelling visualisations that make complex data clear and impactful.

Week Six: Storytelling with Data
Discover how to turn data into engaging narratives that inform, persuade, and drive action in any audience.

Week Seven: Design Thinking
Explore how design thinking empowers you to approach problems creatively, empathise with users, and drive innovative, data-informed solutions.

Week Eight: Data Ethics, Privacy and Security
Learn about the ethical considerations in data usage, emphasising privacy, consent, fairness, and transparency.

Week Nine: Data Governance
Understand the principles of data governance to ensure data quality, security, and compliance, empowering responsible and ethical data use.

Week Ten: Introduction to AI
Get introduced to the world of artificial intelligence and learn how AI is transforming industries, with practical insights on its applications in everyday business.

Week Eleven: Emerging Technologies
Explore emerging technologies that are reshaping industries and unlocking new opportunities in the data-driven world.

Week Twelve: Bringing Value to the Business from Data
Discover how data can drive smarter decisions, improve efficiency, and enhance customer experiences through relatable examples and practical insights.

Programme Benefits

FOR PARTICIPANTS

Enhanced Data Literacy
Participants will be equipped with the necessary skills to understand, interpret, and leverage data, enabling smarter, more informed decisions that drive success across all areas of their work.

Increased Efficiency
The programme teaches participants how to streamline data management in their roles—from collection to presentation—helping them save time, reduce errors, and deliver high-quality results.

Future Proof Skills
Participants will stay ahead of the curve by gaining an understanding of emerging technologies such as AI and data governance, ensuring they remain relevant and adaptable in an increasingly data-driven world.

Strong Communication Skills
The programme provides participants with the ability to translate their work into clear, compelling visualisations and stories, making it easier to communicate insights and influence stakeholders.

Flexible Learning Experience
The programme is designed to fit busy schedules, ensuring participants can incorporate study into their daily lives.

FOR ORGANISATIONS

Nurture a Data-Driven Culture
Teams are equipped with essential data skills to foster a data-driven mindset, encourage collaboration, inform decision-making, and build confidence in their ability to leverage data effectively and efficiently.

Improved Customer Insights
By enhancing the data literacy skills of the workforce, organisations are better positioned to understand and respond to customer and client needs, driving engagement and satisfaction.

Future-Ready Workforce
Organisations can prepare for the evolving digital landscape by ensuring their teams are equipped with the most up-to-date data skills, building resilience in the market.

Build Operational Efficiency
Data-driven insights are used to streamline processes, reduce costs, and improve overall operational efficiency, resulting in a more agile organisation.

Tailored Programme
Workshops can be customised to align with specific challenges and goals, ensuring a targeted and impactful learning experience that delivers immediate, real-world value.

Meet the Trainers

Jordan Morrow, "Godfather of Data Literacy"

Jordan, known as the "Godfather of Data Literacy," is the founder and CEO of Bodhi Data and SVP of Data & AI Transformation at AgileOne, pioneering data literacy and helping global organisations harness data and AI.

Russell Kane, Microsoft

Russell leads Microsoft's university engagement in Ireland, leveraging over 20 years as a computing academic at Queen's University, Belfast, and expertise in AI, data science, and innovation across sectors.

Nicola Askham, The Data Governance Coach

Nicola, known as The Data Governance Coach, has over two decades of experience helping organisations manage their data, reduce inefficiencies, and build skills through coaching, consulting, and training across various sectors.

Andy Kirke, Data Visualisation Expert

Andy is an independent data visualisation expert, consultant, and lecturer. Andy founded Visualising Data Ltd and has worked with clients like Apple and JP Morgan, training over 8,000 people worldwide.

Brent Dykes, Data Storyteller

Brent, Founder and Chief Data Storyteller at AnalyticsHero, LLC, is the author of *Effective Data Storytelling* and a seasoned analytics expert with nearly 20 years of experience consulting for major companies like IKEA and Microsoft.

Susan Walsh, The Classification Guru

Susan, known as The Classification Guru, has specialised in cleaning and classifying data for over a decade, supporting over 80 global clients through her company. An industry thought leader and speaker, she is a two-time DataIQ Data Champion and author of *Between the Spreadsheets*, with a TEDx talk and online courses to her credit.

Further Details

This course is grant-aided by Technology Ireland DIGITAL Skillnet. Eligibility criteria apply.

Application Details and Eligibility

The Data SMART Programme will provide participants with the foundational data skills required to leverage insights and drive impact in their role. No prior data expertise or training is required to enrol on the programme.

Course Structure

The course includes 16 hours of content across 12 modules, delivered over a 12 week period. Additionally, it features 2 interactive sessions, a workshop and a Datathon, to deepen participant knowledge in practical application.

Further Details

For further details on programme costs, dates and the application process, please contact info@digitalskillnet.ie

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