COURSE GLOSSARY

Introduction to Data Culture

Adoption (maturity level): A stage where some teams begin using data to inform decisions but efforts remain limited, inconsistent, or siloed

Automation (in data workflows): The use of tools and scripts to perform repetitive data tasks—like collection, processing, testing, or reporting—without manual intervention to increase speed and reliability

Awareness (maturity level): The initial stage where an organization recognizes the importance of data but lacks coordinated plans or widespread use of data

Cloud infrastructure: Remote, scalable computing and storage services (hosted by providers like AWS) that enable organizations to store, process, and analyze large volumes of data without on-premises hardware

Data consumers: Individuals or teams who use data and analytical outputs to inform decisions, such as managers, marketers, operations, and researchers

Data culture: An organizational mindset and set of practices that prioritize using data to inform decisions, improve processes, and drive business outcomes

Data ethics: Principles and guidelines that ensure data is collected, analyzed, and used in ways that are fair, transparent, and respectful of individuals' rights

Group By: A transformation that groups rows by one or more columns and computes aggregations (like sum or average) on each group to change dataset granularity

Disaggregated data: Raw, transactional, or unsummarized data where each row represents an individual event or observation, enabling flexible analysis and custom aggregations

Data literacy: The ability to read, interpret, question, and communicate about data effectively so nontechnical and technical employees can use data in their roles

Data privacy: Practices and policies that protect individuals' personal or sensitive information from unauthorized access and misuse

Data quality: The degree to which data is accurate, complete, consistent, and timely, making it reliable for analysis and decision-making

Data security: Technical and organizational measures (such as encryption and access controls) designed to prevent data breaches and unauthorized data access

Data silo: A repository of information isolated within a team or department that is not easily shared across an organization, hindering collaboration and unified insights

Data-driven decision-making: The practice of making choices based on analyzed evidence and metrics rather than intuition or opinion

Executive buy-in: Commitment and resource support from organizational leaders that enable data initiatives to scale, including funding, staffing, and strategic alignment

Innovation (maturity level): The highest stage where data is embedded across the organization and actively used to discover new opportunities, products, and business models

Maturity model: A staged framework for assessing and improving an organization’s capabilities, where each level represents a higher degree of competency and alignment with best practices

Optimization (maturity level): A stage focused on improving efficiency by coordinating data streams and workflows to make data-driven work smoother and faster

Standardization (maturity level): A stage where processes, tools, and data practices are unified across teams to enable consistent, organization-wide data use