Charleston Learning Center
Education, Training, Community

Data Decoded
Transforming data into actionable intelligence

Summary:

Data is all around you—whether you're managing business finances, tracking customer behavior, or even planning your next trip. But the truth is most of us don't know how to identify or usefully analyze the data we're already interacting with daily. This class will help you uncover the invisible data driving your decisions without getting lost in spreadsheets or complicated tools. Whether handling finances, customer activity, or organizing your day-to-day tasks, this course breaks down how data is intertwined with today's technology and shows you the common traps businesses fall into when handling data.

We'll start by briefly exploring the history of data and how technology transformed its role in today's world. You'll learn to recognize the hidden data you already interact with and build a simple, decisive data strategy that helps you make smarter decisions—no coding or technical expertise required. Data should be approachable and actionable. By the end of this course, you'll have the confidence to speak the language of data and use it as a tool for success in your business or career.

Topics to be covered:

- The history of data and how technology changed it.
- How data shapes today's business landscape.
- Common pitfalls businesses face when working with data.
- Spotting hidden data in your everyday life.
- Building a data strategy without needing complex tools

What you will learn:

By the end of this course, you will be able to understand how data influences decision-making, recognize hidden data patterns that affect your everyday life, avoid common business pitfalls related to data management, and create a simple yet effective data strategy without relying on complex technical tools.

Prerequisites:

No prior experience with data is needed. This course is for anyone ready to start using data to improve their business or career. A laptop computer is required.

About your presenter:

Sarah Nell-Rodriquez is a data literacy advocate with over a decade of experience in data education. She's helped thousands of individuals and businesses understand and use data to unlock new opportunities. Sarah is passionate about making data accessible and empowering for everyone.

Vitals

Cost:	$30 ($20 CDC members)	Difficulty:	Beginner
Class start time:	9:00am	Computer:	Required
Class length:	2 hours	Scholarships:	Available
Class size:	15 persons		

Location: 4 Conroy Street, Suite A, Charleston, SC 29403   **Parking:** Charleston Tech Center garage