

Business Intelligence & Digital Literacy - Empowering Users with Data

CTO Avishay Bason, Thinkwise, Israel

Organizations generate vast amounts of data every day, yet only a fraction is effectively analyzed and used.

The real challenge is not the lack of data, but the ability of employees to understand, interpret, and apply it in their daily decision-making.

Without data literacy, dashboards remain unused or misinterpreted, while with literacy, organizations build trust, ask better questions, and drive performance.

This tutorial explores the intersection of Business Intelligence (BI) and Digital Literacy, showing how modern BI tools, from self-service dashboards to AI copilots, can empower all employees, not just analysts.

Key topics include common organizational challenges (data silos, lack of trust, outdated reports), the evolution of BI, and the role of a strong data culture in unlocking value.

Case studies from healthcare, finance, and retail will illustrate how BI improves efficiency, security, and profitability. The tutorial also highlights best practices, such as continuous training, clear visualization standards, and secure, ethical use of data.

By the end, participants will take away practical insights into how BI and digital literacy together can transform organizations, foster smarter decision-making and prepare teams for the future of data-driven work.