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TOP
DATA SKILLS
2025

EMPLOYERS ARE LOOKING FOR

SANTIAGO TACORONTE

Introduction

The world of work is constantly evolving, and 2025 brings new challenges and opportunities for professionals worldwide.

Employers increasingly value flexibility, digital literacy, and adaptability to innovation.

This e-book explores the key skills that will be crucial for success in the 2025 job market and offers advice on how to develop and apply them in everyday business operations.

1 "Data Literacy"

Definition

Data literacy is the ability to read, work with, analyze, and argue with data . It involves understanding various data formats, interpreting data visualizations, identifying patterns and trends, and drawing meaningful conclusions from data.

Application

In a business setting, data literacy enables professionals to make informed decisions based on data insights, communicate effectively with data-driven arguments, and identify opportunities for improvement.

70% of workers cite career advancement as their primary motivation for improving their data literacy

Example

A marketing manager with strong data literacy skills can analyze campaign performance metrics, identify key drivers of customer engagement, and optimize marketing strategies to maximize ROI.

How to Improve this Skill

"The Complete Data Analytics Course: From Basics to Expert Insights" provides a solid foundation in data literacy by teaching you how to interpret data, analyze trends, and communicate insights effectively.

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2 "Data Visualization"

Definition

Data visualization involves presenting data in a visual format, such as charts, graphs, and dashboards, to make it easier to understand and interpret.

Application

Data visualization helps businesses communicate complex data in a clear and concise manner, identify patterns and trends that might be missed in raw data, and make data-driven insights more accessible to non-technical audiences.

Data visualization is a key skill required for data analyst jobs, highlighted in 20.7% of postings

Example

A data analyst can use data visualization to create a dashboard that tracks key performance indicators (KPIs) for a company, allowing managers to quickly identify areas of concern and opportunity.

How to Improve this Skill

The "Complete Data Analytics Course" introduces you to the principles of data visualization and provides resources with popular tools like Tableau and Power BI.

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"Statistical Analysis"

Definition

Statistical analysis involves applying statistical methods to collect, organize, analyze, interpret, and present data .

Application

Businesses use statistical analysis to understand customer behavior, measure the effectiveness of marketing campaigns, predict sales trends, and make data-driven decisions in various areas.

Statistical analysis appears in 11.9% of job ads across all sectors

Example

A financial analyst can use statistical analysis to assess the risk of an investment, forecast future market trends, and make recommendations for portfolio optimization.

How to Improve this Skill

The "Complete Data Analytics Course" covers fundamental statistical concepts and techniques

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"Data Cleaning and Preparation"

4

Definition

Data cleaning and preparation involve identifying and correcting errors, inconsistencies, and missing values in datasets to ensure data quality and reliability.

Application

Data cleaning and preparation are crucial for ensuring accurate and reliable data analysis. Inaccurate data can lead to flawed insights and poor decision-making.

Data scientists spend 45% of their time cleaning and preparing data for analysis

Example

A data analyst working with customer data might need to clean and prepare the data by removing duplicate entries, correcting inconsistencies in addresses, and filling in missing values.

How to Improve this Skill

The "Complete Data Analytics Course" emphasizes the importance of data quality and provides practical techniques for cleaning and preparing data for analysis.

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"Predictive Modeling"

Definition

Predictive modeling uses statistical techniques and machine learning algorithms to forecast future outcomes based on historical data and trends.

Application

Businesses use predictive modeling to forecast sales, predict customer churn, identify potential risks, and optimize pricing strategies.

Predictive modeling is mentioned in 8% of data science job postings

Example

A retail company can use predictive modeling to forecast demand for certain products, allowing them to optimize inventory levels and minimize stockouts.

How to Improve this Skill

The "Complete Data Analytics Course" introduces you to predictive modeling concepts and provides a foundation for understanding how to apply these techniques in a business context.

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6 "Machine Learning"

Definition

Machine learning is a type of artificial intelligence (AI) that allows software applications to become more accurate in predicting outcomes without being explicitly programmed to do so.

Application

Machine learning is used in various business applications, including fraud detection, customer segmentation, personalized recommendations, and image recognition.

LinkedIn job postings that include mentions of artificial intelligence or generative AI attracted 17 percent more applications in the past 2 years

Example

A bank can use machine learning algorithms to detect fraudulent transactions by identifying patterns and anomalies in transaction data.

How to Improve this Skill

The "Complete Data Analytics Course" focuses on non-technical aspects of analytics, however, it provides an overview of machine learning concepts and their applications in business.

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7 "AI Skills"

Definition

AI skills encompass a broad range of abilities related to the development, implementation, and application of artificial intelligence technologies.

Application

AI skills are increasingly sought after in various industries, as businesses leverage AI to automate tasks, gain insights from data, and improve decision-making.

A study by Deloitte found that 25% of enterprises utilizing generative AI will deploy AI agents in 2025, rising to 50% by 2027.
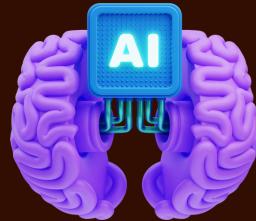
Example

As AI becomes more prevalent in various aspects of work and daily life, individuals across different roles and industries will need to develop AI literacy to effectively interact with AI-powered tools and systems.

How to Improve this Skill

The "Complete Data Analytics Course" provides a foundation for understanding AI concepts and their applications in business, even if it doesn't delve into the technical details of AI development.

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"Business Acumen"

Definition

Business acumen refers to the ability to understand and apply business principles and concepts to make informed decisions and achieve business objectives.

Application

Business acumen is essential for analysts to understand the business context of their work, translate data insights into actionable recommendations, and contribute to the overall success of the organization.

90% of Leadership & Development (L&D) leaders believe there is a need for business acumen in their organizations .

Example

An analyst with strong business acumen can identify how data analysis can be used to improve operational efficiency, increase revenue, or enhance customer satisfaction.

How to Improve this Skill

The "Complete Data Analytics Course" emphasizes the importance of business acumen and uses relatable examples to link data and analysis to real business problems.

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"Communication and Storytelling"

Definition

Communication and storytelling involve effectively conveying data insights to both technical and non-technical audiences using clear and concise language, compelling narratives, and visualizations.

Application

Effective communication and storytelling are crucial for analysts to share their findings, influence decision-making, and ensure that data insights are understood and acted upon.

According to LinkedIn, communication is the most in-demand soft skill across all industries, mentioned in nearly one-third of job postings

Example

An analyst can use storytelling techniques to present data insights in a way that resonates with stakeholders, highlighting the key takeaways and their implications for the business.

How to Improve this Skill

The "Complete Data Analytics Course" helps you develop strong communication and presentation skills, enabling you to effectively convey data insights to various audiences.

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"Problem-Solving"

Definition

Problem-solving involves using data and analytical techniques to identify, analyze, and solve business problems.

Application

People with strong problem-solving skills can identify the root causes of business challenges, develop data-driven solutions, and contribute to continuous improvement.

A survey by Burning Glass Technologies found that problem-solving is among the top 10 skills employers seek across all job categories

Example

An analyst can use data analysis to identify bottlenecks in a manufacturing process, leading to recommendations for process optimization and increased efficiency.

How to Improve this Skill

The "Complete Data Analytics Course" provides a framework for approaching business problems with an analytical mindset and developing data-driven solutions.

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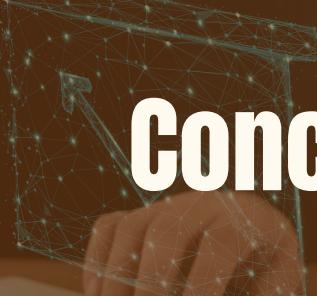
Conclusion

The field of analytics is constantly evolving, and professionals need to stay ahead of the curve by developing the skills employers seek.

The top 10 analytics skills identified in this article provide a roadmap for success in 2025 and beyond.

To gain these in-demand skills and jumpstart your analytics career, enroll in the Complete Data Analytics Course today!

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