Category

Data & AI

Data Literacy for Non-Analyst Roles in Agile & Product Squads Playbook

Letting every squad member read the sprint and product data well enough to contribute to the conversation

- Beginner
- Beginner
- Template Included

- Mithun A. Sridharan

- 30 September 2018
- 4 minute(s)

Overview

A framework for building practical data literacy for non-analyst roles (designers, engineers, product owners) within agile and product squads — reading sprint and product metrics critically, understanding basic experiment interpretation, and contributing meaningfully to data-informed squad decisions without requiring formal analytics training.

Shouldn't data interpretation be left to the squad's dedicated

analyst or data scientist? A dedicated analyst adds real value, but squads make many day-to-day decisions where every member benefits from being able to read and discuss basic metrics competently — waiting for the analyst to weigh in on every small decision slows the team and limits genuine collective ownership of data-informed practice.

What's a realistic literacy bar for non-analyst squad members,

given limited time for formal training? Enough to read a sprint or product dashboard critically, understand basic experiment result interpretation, and ask informed questions — not technical analysis capability, but genuine critical engagement with data the squad already regularly encounters.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "Shouldn't data interpretation be left to the squad's dedicated", "acceptedAnswer": { "@type": "Answer", "text": "analyst or data scientist?\nA dedicated

analyst adds real value, but squads make many day-to-day\ndecisions where every member benefits from being able to read and\ndiscuss basic metrics competently — waiting for the analyst to weigh in\non every small decision slows the team and limits genuine collective\nownership of data-informed practice." } }, { "@type": "Question", "name": "What's a realistic literacy bar for non-analyst squad members,", "acceptedAnswer": { "@type": "Answer", "text": "given limited time for formal training?\nEnough to read a sprint or product dashboard critically, understand\nbasic experiment result interpretation, and ask informed questions —\nnot technical analysis capability, but genuine critical engagement with\ndata the squad already regularly encounters." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

- [ ] I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Data & AI

Data Literacy for Multi-Disciplinary Data & AI Communities of Practice Playbook

A framework for building and sustaining multi-disciplinary data and AI communities of practice — bridging genuinely different literacy levels and functional per

- Practitioner
- Intermediate
- Template Included

Read playbook

Data & AI

Data Literacy for Change Management & Transformation Leaders Playbook

A framework for building data literacy specifically for change management and transformation leaders — adoption-versus-compliance measurement distinction, leadi

- Practitioner
- Intermediate
- Template Included

Read playbook

Data & AI

Data Literacy for Cybersecurity & Threat Intelligence Teams Playbook

A framework for building data literacy within cybersecurity and threat intelligence teams — alert prioritization rigor, base rate reasoning for threat likelihoo

- Practitioner
- Intermediate
- Template Included

Read playbook

Talk to us about squad data literacy

Tags

- Data Literacy
- Agile Teams
- Product Squads

Author

Mithun A. Sridharan Thought Leader

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.