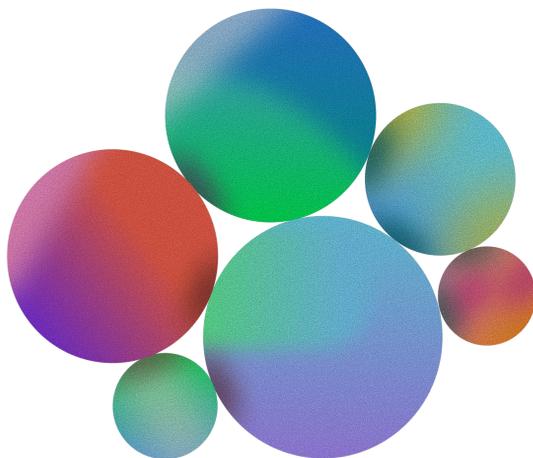


# The State of Data & AI Literacy

Top takeaways from 500+ enterprise leaders across the US and UK

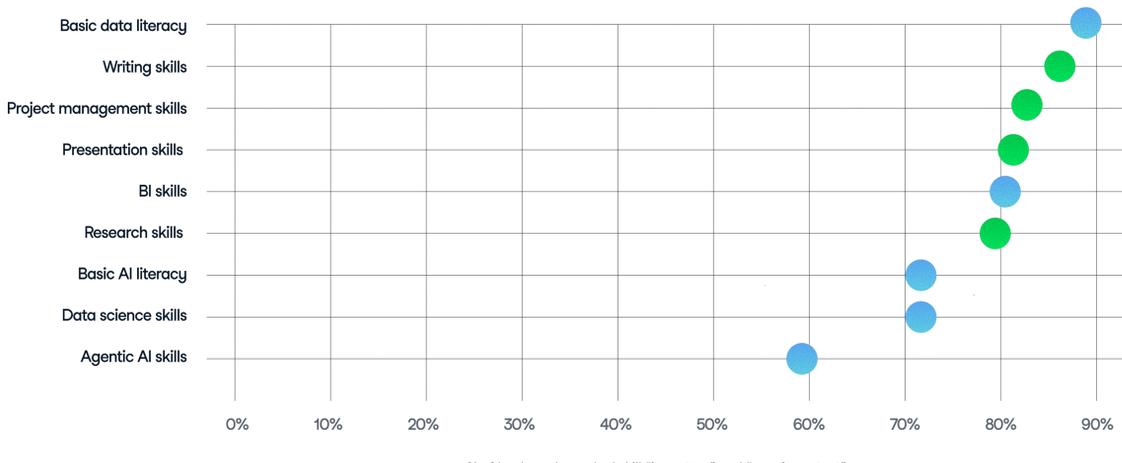


## Expectation (and perceived impact) are high

Data and AI literacy are now table stakes. Nearly every leader ranks them alongside writing, presentation, and project management as core workplace skills. As generative AI lowers technical barriers, expectations haven't fallen, they've expanded, placing renewed emphasis on communication and execution.

### Skills important to peoples' day-to-day tasks

● Data and AI literacy skills ● Other workplace skills



### Estimated performance uplift from AI literacy skills

These results are in line with the [2025 Generative AI at Work Brunjolfsson paper](#) showing customer service workers with gen AI access get a 15% uplift in productivity and [research from Kevin Cui at Princeton](#) showing a 26% uplift in PRs for software developers from using Copilot

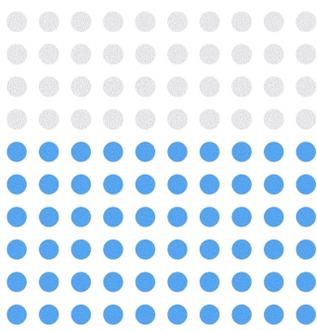


3 out of 4 leaders say employees with data literacy skills outperform those without

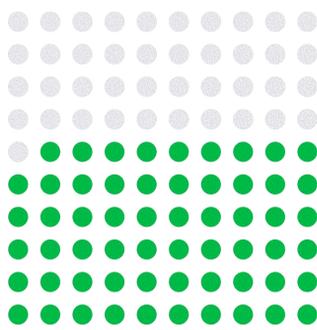


## Capability gaps persist, leaving ROI on the table

AI ambition is high, but skill development hasn't kept pace. Organizations with mature, organization-wide upskilling programs report meaningfully stronger AI returns than those without—proof that capability is the multiplier.



**60%**  
of leaders believe there is a data skills gap



**59%**  
of leaders believe there is an AI skills gap

### State of AI investments

Overall

For those that said "We have a mature, organization-wide data literacy upskilling program for all employees"

For those that said "We have a mature, organization-wide AI literacy upskilling program for all employees"

We have not seen a positive ROI from our AI investments so far	17%	11%	11%
We've seen moderate positive ROI from our AI investments so far	42%	39%	42%
We've seen significant positive ROI from our AI investments so far	21%	42%	42%

%s for "I don't know" and "Not applicable" make up the rest, and have been excluded here.

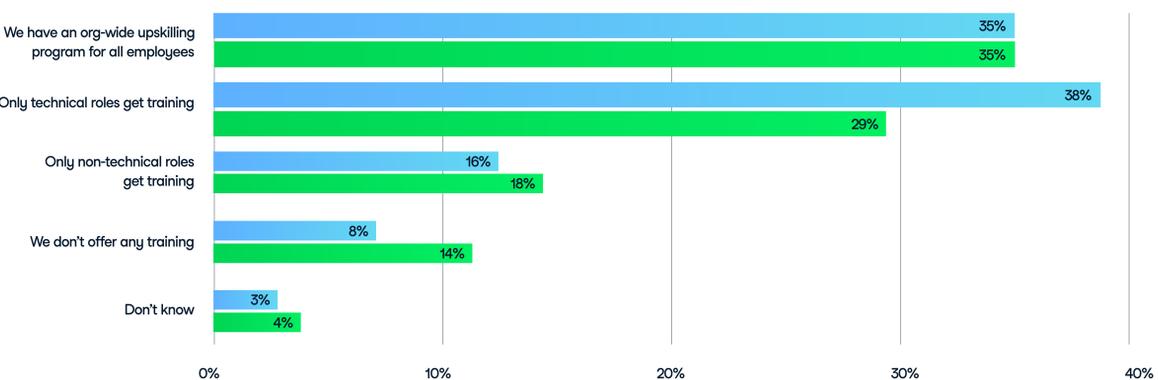
## Barriers to enterprise-wide capability

If AI ROI depends on workforce readiness, why do only one in three have organization-wide data and AI upskilling programs? We believe this boils down to two things:

1. Traditional learning fails to build practical capability at the scale organizations require
2. It is prohibitively challenging to create new learning systems that fit the pace, complexity, and scale of modern work

### The state of data and AI training

● for data skills ● for AI skills



### Challenges leaders identify with training today

<p><b>1 Passive learning</b></p> <p>Video-based courses make it difficult to apply learned skills in the real world <b>23%</b></p> <p>Not enough hands-on projects or labs <b>24%</b></p>	<p><b>2 Poor relevance</b></p> <p>The skills people learn are not relevant to their roles <b>21%</b></p> <p>Lack of role-tailored paths <b>23%</b></p> <p>Out of date content <b>13%</b></p>
<p><b>3 Lack of guidance</b></p> <p>Inability for employees to understand where to start learning <b>21%</b></p>	<p><b>4 No proof of impact</b></p> <p>Lack of certifications for learners <b>15%</b></p> <p>Difficulty reporting on the return on investment from training <b>26%</b></p>

## Explore the complete findings

This infographic highlights key trends from our survey of 500+ enterprise leaders, conducted in partnership with YouGov. The full report dives deeper into skill gaps, investment maturity, ROI patterns, and more, plus has a full breakdown of survey methodology and respondent demographics.

Get the Full Report

