

Data Storytelling

Are you struggling to convert your data findings into a data story when you meet with the decision-makers in your organisation?

Then this course is for you.

Data storytelling involves a story that explains your data insights and propel people to act based on data informed decision-making. Stories about your insights that evoke emotion, is what drives people to act and make better informed decisions.

Any data analysis is only as good as the narrative describing the insight. Data cannot speak for itself; it therefore needs a voice. You can use visuals and narrative to communicate easier and more effective. During this course, you will learn how to use Data Storytelling through a practical approach that will empower you.



Audience Overview

This course is ideal for any professional who needs to engage in data discussions using presentations, dashboards and daily interactions. You can make a powerful impact, while creating and sharing captivating insights. This course isn't focused on analysis or technical aspects; instead, it offers a practical approach, fostering the mindset necessary for living in a data-informed world.



Course Outcomes

At the end of this course, you should be able to:

- Understand the relevance of applying different approaches when it comes to communicating data
- Understand how storytelling and design thinking form the building blocks for engaging data conversations
- Develop skills to create impactful and engaging presentations and dashboards
- Learn how to construct a data story by putting all the elements together



Course Outline

Topics covered during the course include:

- Understanding the context of your story
- Choose the appropriate visual
- Eliminate clutter
- Focus the attention of the audience
- Think like a designer
- Tell a story

Included:

Course material includes digital decks.

Duration:

1
Day

Prerequisites:

- Microsoft Teams access