

DATA VISUALIZATION

INTERMEDIATE

5 DAYS

Storytelling with Data Visualization

Build a strong foundation in data visualization and storytelling to communicate insights clearly and influence business decisions. Learn how to design compelling visual narratives, apply ethical practices, use interactivity effectively, and tailor data stories to different stakeholder audiences.

Why Data Storytelling?

Communicating Complex Information

Data visualization allows businesses to present this information visually appealing and understandable, making it easier for stakeholders at all levels to grasp key points and make informed decisions.

Fostering Collaboration

Data storytelling promotes collaboration within the organization. When data is presented in a clear and accessible way, it becomes a common language that teams can use to share ideas, work together, and align their efforts toward common goals.

Data-Driven Decision-Making

When data is presented through visualizations and storytelling, decision-makers can gain deeper insights into business trends, customer behaviors, and market dynamics.

What you'll be able to do

- ✓ Gain a clear understanding of why data visualization and storytelling are essential for effectively communicating data-driven insights and influencing decision-making in various business contexts.
- ✓ Learn how to master Data Visualization Techniques.
- ✓ Acquire the skills to craft compelling data-driven narratives.
- ✓ Discover how to integrate data visualizations within a storytelling framework seamlessly.
- ✓ Understand the ethical implications of data visualization and storytelling.
- ✓ Learn to enhance data visualizations and storytelling with interactive features.
- ✓ Develop the ability to adapt your data storytelling to different stakeholder groups.

Who this is for

- Data Analysts and Business Intelligence Professionals
- Data Scientists and Analysts
- Marketing and Communications Specialists
- Researchers and Academics
- Journalists and Media Professionals
- Anyone passionate about data visualization, storytelling, analytics, and data science.

Curriculum

01 Visualization Foundations

- Apply visualization foundations in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

02 Chart Types and Advanced Visuals

- Apply chart types and advanced visuals in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

03 Design Principles

- Apply design principles in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

04 Data Storytelling Framework

- Apply data storytelling framework in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

05 Insights, Context, and Meaning

- Apply insights, context, and meaning in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

06 Dashboards and Infographics

- Apply dashboards and infographics in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

07 Ethics and Uncertainty

- Apply ethics and uncertainty in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

08 Interactive and Real-Time Visuals

- Apply interactive and real-time visuals in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

09 Domain Storytelling (marketing, finance, healthcare)

- Apply domain storytelling (marketing, finance, healthcare) in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

10 Presentation and Collaboration

- Apply presentation and collaboration in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback

11 Challenges and Trends

- Apply challenges and trends in practical visualization workflows
- Build and refine examples using realistic datasets
- Check clarity, accuracy, and stakeholder readability
- Document choices and iterate based on feedback