



DATA STORYTELLING

EFFECTIVELY COMMUNICATE BUSINESS INSIGHTS

UNLOCKS TRUE POTENTIAL OF DATA INSIGHTS

JOIN NOW!

EDP  **Data Storytelling Program (2 days)**
Enterprise Data Practitioner **Instructor-Led Training**

Data Storytelling is one of the modules under CADS Enterprise Data Practitioner (EDP) Programme. EDP is a nine-day training program that super-charges Business Intelligence analysts with new skills to analyze and communicate insights effectively.

For more details about the program, visit:
<https://www.thecads.com/course/data-storytelling/>

Accredited by



HARNESS THE POWER OF YOUR DATA

Data is ubiquitous. Many organizations have spent a fortune on developing talent capable of competent data analysis but not many have equipped their workforce with the ability to communicate the insights they generate effectively to decision-makers.

Unlock insights trapped within your analysts through lessons in Data Storytelling.

Participants will learn to meaningfully articulate findings through both narrative and visual strategies. This module will enable participants to drive change through effective communication of data insights.

LEARNING OUTCOME

- Create stories that highlight value from data-driven insights.
- Enhances business insights through rich, interactive and intuitive visuals that are easy for any audience to interpret.
- Transform confusing data into stories that create clarity and inspire action.
- Learn how to create, display and distribute data in a meaningful and impactful way.
- Equip yourself with a proven framework for developing impactful slide-decks that engage stakeholders and secure buy-in.

Who should attend?

This course is best suited for participants that are interested in learning the fundamentals of business analytics solely to be able to think in a data-analytics way.

Suitable for people with little or no experience in computer science, but with a grounding in undergraduate-level mathematics.

This course will allow you to analyze data rigorously, communicate results as well as summarize achievements to present to decision-makers.



MODULE OUTLINE

Why Data Storytelling?

Give data the voice to communicate insights effectively. By harnessing the power of Data Storytelling, minds will be informed of potential solutions, valuable data conversations will be triggered, teams will be better aligned and the path forward for organizations will become clearer with transformative insights.

Poor Storytelling

The first step to improving storytelling skills is to recognize errors. Participants will see poor examples of storytelling in the wild and discuss on how these came to be. Together, participants and the instructor will brainstorm ideas and concepts for improved effectiveness.

Who, What, How

The first step to crafting a Data Story is to consider three key questions: Who is your audience? What do you want to tell them? And how can you bring this story to life with your data? This process facilitates the prioritization of information to a decision-maker.

Graphical Integrity

Misleading visuals are everywhere. Protect your company from misinformation (or from spreading it) by learning about training in Graphical Integrity.

Insight & The Big Idea

Putting together the 'Who, What, How' enables us to form the 'Big Idea'. This 'Big Idea' serves as a guide to ensure there is a consistent narrative in our visuals, and thus a singular takeaway for the audience.

Storyboarding

Stories help us make sense of information in a clear and structured way. Our method and materials emphasize multiple methods of structuring a story, like Head-to-Toe.

Graphical Perception

Learn the weaknesses and limits of the human brain as well as design visuals that are accessible to your audience. Better visuals mean a clearer message.

Choosing a Visual

There are Bar charts, Line, Charts, Stacked Bar, Pie Charts, Area Maps, Impact Metrics, Scatter Plots, Heat Maps and Xenographics among other options. Participants will learn about common pitfalls for popular chart types to avoid replication. Discussions will also include the best charts to use when trying to convey certain types of information.

Gestalt Principles of Visual Grouping

Design through visual grouping creates intuitive visuals - the 6 Gestalt Principles. Intuitive visual grouping makes it easier to convey essential information.

Visual Hierarchy

By designing a hierarchy of information into visuals, participants will learn to make charts that explain data for intuitive consumption. This reduces the strain on decision-makers to understand every part of the results.

Chart Junk

Participants will learn to create visuals where form follows function, making data insightful. Exhibiting impact to decision-makers spurs change in an organization.

Design Thinking

Fonts, formats and colors are key elements in any visual. Participants that master these elements can communicate difficult concepts with ease.

Dissecting Model Visuals & Chart Redesign

Participants will apply the lessons of the course to existing visuals for diagnosis and redesign. Our materials will help others to create a vibrant community of storytellers.