**Overview**

In today's data-driven world, the ability to transform complex information into compelling narratives is essential. This course equips you with the principles and techniques of storytelling, coupled with data visualization skills, to craft captivating stories that engage and influence diverse audiences. Through hands-on exercises and real-world case studies, you will learn to distill intricate data into clear and concise narratives, enabling you to drive organizational impact and make informed decisions. Data storytelling bridges the gap between data analysis and human interpretation, enhancing communication, transparency, and decision-making. By the end of this course, you will be adept at crafting engaging stories that drive informed decisions and organizational impact. This course is a part of the program titled **Fractal Data Science Professional Certificate.**

**Requirements/Prerequisites**

Technical expertise? Not required! While the course doesn't teach specific visualization tools like Tableau or Power BI, it rather shares knowledge about storytelling principles that breathe life into visualizations and analyses. For those already well-versed in technical skills, this course acts as a bridge, transforming your data and charts into a captivating narrative that resonates with any audience.

For non-technical learners, this journey equips you to contribute confidently to data-driven projects and understand what goes behind impactful presentations. You'll discover how to frame your data as a compelling story, ensuring your voice is heard clearly and your insights take center stage.

**Course Structure**

The course consists of the following materials:

***Videos:*** The lectures are delivered via videos, which are broken into small chunks, usually between five and seven minutes each.

***Reading:*** We have made available some external links or references for further reading.

***Practice Quizzes:*** There will be short practice "quiz" questions that will follow some of the videos to help you gauge your understanding. This is part of every module.

***Graded Quizzes:*** There will be *graded* short "quiz" questions that will follow some of the videos to help you gauge your understanding. This is part of every module.

***Discussion Forums:*** *D*iscussion forums to exchange views and perspectives with peers.

**Course Topics**

**Week 1: Introduction to Data Storytelling**

In this module you will explore the relevance and potential of data storytelling in the present and future. You will delve into the uses of data storytelling today and how it can impact decision-making processes. Through engaging videos and insightful readings, you will gain a comprehensive understanding of the significance of data storytelling and its critical role in effective decision-making. Get ready to unlock the potential of data and harness it to drive impactful narratives and informed choices.

**Week 2: Role of Data in Data Storytelling**

In this module you will delve into the pivotal role of data in storytelling by learning to assess your data sources critically, ensuring credibility, accuracy, and timeliness. Align your data with your narrative to create impactful stories backed by relevant information. Explore strategies to address irrelevant data, fostering adaptability in your storytelling approach. By the end of the week, you'll have developed the skills to craft compelling narratives, engaging and informing your audience effectively.

**Week 3: Visualization and Data Storytelling**

In this module you will explore the integral connection between visualization and data storytelling. Learn to communicate complex information visually using various techniques and tools. Understand different visualization types, like charts and graphs, and choose the most suitable format for specific messages. Gain insights into design principles, color usage, and techniques to reduce cognitive load in visualizations. Discover the concept of adding interactivity to enhance data visualizations through examples and techniques. By the end of the module, you'll possess the knowledge and skills to wield visualization as a potent storytelling tool, presenting data-driven narratives with impact and clarity.

**Week 4: Narrative in data storytelling**

In this module you will delve into the art of narrative within data storytelling. Explore fundamental storytelling elements like plot, characters, conflict, and resolution, and learn to apply these principles to data-driven narratives. Understand effective story structure with clear beginnings, middles, and ends to engage and captivate your audience. Discover techniques to seamlessly incorporate data as evidence, enhancing the overall story. Additionally, learn about upholding ethical standards in data storytelling and its real-life implications. Through real-life examples, gain a profound understanding of narrative's role in data storytelling and refine the skills to craft compelling, ethically sound narratives.

**Grading**

Your grade in the course will be based solely on the graded quizzes. Case studies, reading materials and discussion prompts – will help.  You are free to follow the course without completing the graded quizzes, but then you will not receive a certificate of completion.