

Data Story Telling

Duration – 16 Hours

Program Description

This program teaches participants how to transform complex data into compelling stories that drive insights and decision-making. Emphasizing the combination of analytics, visualization, and narrative techniques, participants will learn to communicate data effectively to diverse audiences. The program includes hands-on exercises to create impactful dashboards, reports, and presentations.

Learning Goals

- Understand the principles and importance of data storytelling
- Learn to analyze data and identify key insights
- Develop skills in visualizing data for clarity and impact
- Craft compelling narratives around data for business communication
- Gain proficiency in tools and techniques for creating dashboards and reports
- Apply data storytelling to real-world business scenarios

Course Topics

- Introduction to Data Storytelling
- Understanding Your Audience and Purpose
- Data Analysis for Storytelling
- Principles of Visual Design
- Creating Charts, Graphs, and Dashboards
- Narrative Techniques for Data Presentation
- Tools for Data Storytelling (Power BI, Tableau, Excel)
- Case Studies and Hands-on Projects
- Communicating Insights for Decision-Making