Data Storytelling

CADS
FUTURE PROOFING THE WORLD!

2-days, Instructor-led Live Workshop
(Online and Physical Class Options Available)

Data Storytelling

For anyone who wants to become a better Data Storyteller

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.

The Science to Gain Actionable Business Insight

Data Storytelling is suited towards any professional who works with data and charts. If you need to tell better stories with your data, then this course is for you. The curriculum challenges participants to communicate effective and impactful data-driven narratives, focusing on principles of effective data storytelling.

Learning Outcome

- Learn data science process: Acquire, wrangle, analyse, model, visualize, share.

- Apply the data science technique and use case.

- Know the tools used in Data Science.

Who Should Attend

Professionals that work with data

EDP
Enterprise Data Practitioner

AICB
ASIAN INSTITUTE OF CHARTERED BANKERS
CPD Approved

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

HRDF CLAIMABLE

MBOT
LEMBAGA TEKNOLOGIS MALAYSIA
MALAYSIA BOARD OF TECHNOLOGY

12 CPD HOURS

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Course Outline

Why Data Storytelling?	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 insight they generate effectively to decision-makers. Effective Data Storytelling unlocks the true potential of data insights.
Examples of poor Storytelling	The first step to improve skills is to recognize errors. Students will see poor examples of storytelling, and why this had happened. Together students and the instructor will brainstorm ideas and concepts for improved effectiveness.
Who, What, How	The first step to craft 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 understanding the meaning of 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 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 on head-to-toe approach in structuring a story.
Activity: Part 1	Students put their new-found skills together to create and organize a story from scratch.
Graphical Perception	Learn the weaknesses and limits of the human brain and design visuals that are accessible to your audience. Better visuals means a clearer message.
Choosing a Visual	Bar charts, Line Charts, Stacked Bar, Pie Charts, Area Maps, Impact Metrics, Scatter Plots, Heat Maps, Xenographics Students will learn about common pitfalls for popular chart types to avoid replication. Then we discuss 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 visuals make it easier to convey essential information.

REGISTRATION:
Register at
www.thecads.com/trainings
or email engage@thecads.com

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Course Outline

Visual Hierarchy	By designing a hierarchy of information into visuals students 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	Students will learn how to create visuals where form follows function, make data insightful, which impacted positively in the organization's decision-making process.
Design Thinking	Fonts, formats, and colors are key elements to any visual. Students that can master these can communicate difficult concepts with ease.
Dissecting Model Visuals & Chart Redesign	Students apply the lessons of the course to existing visuals for diagnosis and redesign. Our materials emphasizes helping others to create a community.
Activity: Part 2	Students work in teams to design their own presentation using all the concepts covered in the 2 days of Data Storytelling. Presentations what the course is all about.

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