

Analytics Storytelling for Impact

Modality: On Demand

Duration: 24 Hours

About this Course:

This intermediate-level training program is specifically designed for Business Data Scientists and IT Professionals striving to master the Fundamentals of Analytic Storytelling. Data Analysts and Professional working within Data Environment can greatly benefit from the teachings of this course. The primary objective of this course is to help Data Professionals leverage the core features and functionalities of Analytic Storytelling to conduct effective business communications.

Through this course, professionals will learn to leverage visual science essentials to deliver substantial business insights and data to business executives. This course overviews the core concepts of Storytelling Principles and helps professionals understand its application in Analytic Works. Candidates will also get to know how Analytics can Improve Presentation and will learn the art of developing High-Impact Presentation & Reports. The teachings of this course are designed to help professionals communicate data and information effectively and in a hassle-free manner.

Course Objectives:

The core objective of this course is to help professionals develop a better understanding and sound knowledge of the following key concepts:

- Storytelling Principles and their Application to the Analytics Works
- Understanding the Power of Analytics and Crafting Analytic Story
- Practical Analytic Story Examples and Leveraging Visual Science
- Enhancement of Analytics Presentations with the help of Storytelling
- Best Practices and Guidelines for Developing High-Impact Presentations and Reports
- Analytic Story Landing and Delivery

Audience:

This course is specifically tailored for the following group of professionals and interested candidates:

- Corporate Data Scientists
- Data Analysts
- IT Professionals & Experts

Prerequisites:

Professionals planning to enroll in the Analytics Storytelling for Impact course must comply with the following prerequisites:

- Experience of Working with PowerPoint

- Analyzing and Visualizing Data through Excel Certification

Analyzing and Visualizing Data through Power BI Certification

Course Outline:

The Power of Analytics Storytelling

- The Power of Storytelling
- Analytics Storytelling
- Lab

Craft Your Analytics Story

- Scope Your Analytics Story
- Craft Your Analytics Story
- Lab

Perfect Your Analytics Story

- Leverage Visual Science
- Analytics Story Examples
- Lab

Land Your Analytics Story

- Land Your Story
- Next Steps for Mastery
- Lab

Final Evaluation

- Final Evaluation
- Wrap Up?