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Learning Style: On Demand

Technology:

Difficulty: Intermediate

Course Duration: 3 Hours

Analytics Storytelling for Impact

About this Course:

All analytics work begins and ends with a story. Storytelling with data is the analytics professional's missing link in delivering the essence of date signals and insights to executives, management, and other stake holders. You'll explore what a story is and, perhaps more importantly, what a story is not. Find out how stories

create value and why they matter. Learn to craft stories, command the room, finish strong, and assess your impact. Get practical help applying these ideas to your data analytics work. Plus, you'll earn guidelines and best practices for creating high-impact reports and presentations.

Course Objectives:

- How to apply storytelling principles to your analytics work
- How to improve your analytics presentations through storytelling
- Guidelines and best practices for creating high-impact reports and presentations

Audience:

- Corporate data scientists

Prerequisites:

- One of the following courses or equivalent knowledge and skills: Analyzing and Visualizing Data with Excel or Analyzing and Visualizing Data with Power BI Working knowledge of PowerPoint.

Course Outline:

This Course Includes:

- Course Introduction
- The Storytelling Process
- The Storytelling Process - Encoding Data, Visual Perception
- Effective Visual - Encoding, Grammar, and Layers
- Frame the Story - Audience, Information Graphics, Uncertainty