Data Storytelling

*Duration: 2 Days*

**Overview**

Data Crunch’s Data Storytelling course teaches participants how to effectively find and communicate insights in data, with a focus on context, design, communication, and automation. Class will include time for workshopping with your own data to make improvements and create more impactful data-driven narratives.

**Objectives**

All students will learn to:

- Understand how to get the right context for any analysis
- Understand what kinds of analyses to do
- Understand common pitfalls of data visualization and storytelling
- Understand best practices of data visualization and storytelling
- Understand how to tell a story that actually drives action

**Course Outline**

- What keeps the CEO up at night
- Obtaining context and tying analyses back to key business metrics
- Common pitfalls of data visualization
- Best practices of data visualization
- Using the 5 types of analyses
  - Trends and patterns over time
  - Distributions of data
  - Correlations between variables
  - Geographical and spatial relationships
  - Outliers
- Understanding story structure and how to create a data story
- Adding emotional impacts to drive action and change

**Prerequisites**

All students should have prior experience working with data visualization and corporate reporting.
Materials

All Tableau training students receive comprehensive courseware.

Software Needed on Each Student PC

- Data Visualization tool, like Tableau or Qlik Sense
- Microsoft Excel 2010 or later (2013 or later recommended)
- Internet access

Related data and lab files that will be provided