

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 workshoping 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