

## TMY-DS09: Data Storytelling

Course Code: TMY-DS09

Duration: 3 days

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

### OVERVIEW

#### *Data Storytelling*

Data storytelling is a critical skill for conveying data-driven insights in a compelling and meaningful way. This three-day course, designed for beginners, focuses on teaching the art and science of data storytelling. Participants will learn how to structure, visualize, and present data to engage and inform their audience effectively.

### SKILLS COVERED

By the end of this course, participants will:

- Understand the significance of data storytelling in decision-making and communication.
- Be proficient in selecting appropriate data visualization techniques.
- Gain practical experience in crafting a data narrative with insights.
- Learn to create engaging data-driven presentations and reports.
- Develop the skills to convey complex data in a clear and compelling manner.
- Feel confident to apply data storytelling in their work and projects.

### WHO SHOULD ATTEND?

- Beginner level courses for aspiring Data Scientist.
- Anyone who is interested in data science.

### PREREQUISITES

There are no prerequisites required to attend this course.

### MODULES

#### Module 1: Fundamentals of Data Storytelling

- What is data storytelling and its role in data-driven decision-making.
- The psychology of storytelling and its impact on data communication.
- Selecting the right data for storytelling.
- Data visualization fundamentals: Charts, graphs, and infographics.
- Hands-on exercises: Creating impactful data visuals.
- Practical projects in data visualization.

#### Module 2: Structuring Your Data Story

- The structure of a data story: Introduction, conflict, resolution.
- Crafting a data narrative that engages and informs.
- Analyzing and interpreting data for storytelling.
- Hands-on exercises: Building a structured data story.
- Data-driven case study: Creating a compelling narrative.
- Practical projects in data narrative.

**Module 3: Presenting Data with Impact**

- Data presentation techniques: Slide design, storytelling techniques, and public speaking.
- Storytelling ethics and data integrity.
- Creating an engaging data presentation
- Final data story presentations.
- Peer and instructor feedback.
- Course wrap-up, Q&A, and next steps in the data storytelling journey.
- Certificate distribution

**END OF PAGE**