

## Data Storytelling



**Length:** 1 Day / 2 Half Days

**Overview:** Elite's Data Storytelling course teaches participants how to effectively navigate data to ask the right questions and define the right metrics, 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. **Available for Tableau, Power BI and Excel.**

**Objectives:**

- Understand the difference between exploratory and explanatory analysis
- Distinguish between data visualization and data storytelling
- Learn the data storytelling process
- Ask the right questions to impact business decisions
- Choose the appropriate story type for the data story
- Construct the data story
- Apply best practices of data visualization
- Identify common pitfalls of data analysis and visualization

### Set Up/Context

- Understanding the difference between data visualization and data storytelling
- The data storytelling process overview
  - Question/problem statement/obtain context
  - Analysis
    - Exploratory to get to Explanatory
  - Select your data story type
  - Sketch
  - Communicate
    - Which story book (the different ways to communicate your data story) should you use

### Analysis

- Exploratory Analysis
- 5 Types of Analysis

### Prerequisites

All students should have prior experience working with corporate reporting.

### Materials

- Internet access
- Related data and lab files provided

**Other courses available:** Data Literacy

### Select Your Data Story

- Seven types of data stories
- Using secondary characters

### Sketch

- How will this be visually represented?
- Sketch it out considering:
  - Purpose
  - Audience
  - Rising Action
  - Climax/Peak
  - Conclusion/Ending
- Applying visualization best practices

### Communicating through story "books"

- Dashboard
- Slide deck/Story Points
- Written/oral report