

Analytics Storytelling for Impact

Modality: On Demand

Duration: 24 Hours

About this course

All analytics work begins and ends with a story. Storytelling is the analytics professional's missing link in delivering the essence of signals and insights from data to executives, management and more for real business results.

In this analytics storytelling course, you'll learn effective strategies and tools to master data communication in the most impactful way possible—through well-crafted analytics stories.

Course Objective:

- 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 edX 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:

The Power of Analytics Storytelling

- The Power of Storytelling
- Analytics Storytelling
- Lab

Craft Your Analytics Story

- Scope Your Analytics Story

- Craft Your Analytics Story
- Lab

Perfect Your Analytics Story

- Leverage Visual Science
- Analytics Story Examples
- Lab

Land Your Analytics Story

- Land Your Story
- Next Steps for Mastery
- Lab

Final Evaluation

- Final Evaluation
- Wrap Up?