A Narrative using Data Storytelling and Visualization

From Data to INSIGHTS
Background
Data visualization is a language and it’s becoming standard for analysts to know how to convey information to decision makers in a way that is actionable and easy to understand. This skill, combined with the ability for analysts to share the steps they took to discover the insights in data, is often defined as “data storytelling.”

Data storytelling is a critical element of the analytics process. And a changing workplace culture, where analytics reigns supreme, is refining the definition of data storytelling. As organizations create cultures of analytics, analysts’ data storytelling methods are more about nurturing a conversation around the data and less about arguing for a singular conclusion. These analytical cultures are also fostering data literacy efforts aimed at teaching people to truly understand the data and to be participants in the analytical conversation—from the moment of discovery to the resulting business decision.

Make data your core competency
The promise of digital transformation is the ability to harness the power of technology to grow your business, reach new markets, and attract new customers. It means that you also need to understand all of the data, or digital exhaust, created by new customer experiences.
What will be covered

The goal of this 1-day workshop is to enable you to bring data to life and use it to communicate a story to an audience, with a focus on simplicity and ease of interpretation. This is accomplished through a mix of data visualization and storytelling theory, best practices, and practical application.

Workshop content is organized into 5 key lessons:

- Understand the context
- Choose the right display
- Identify and eliminate clutter
- Draw attention where you want it
- Tell a story

Lessons are made concrete through numerous real-world examples and individual and small group exercises. The workshops are highly interactive; registration is limited to ensure instructor/student interaction.

Why I should attend?

- This is not a data visualization course
- This is not a statistics course
- This is a storytelling course

For registration and queries, if any:

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The course is open to all technical levels and backgrounds.

Join us on Saturday, 14th December 2019
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