Storytelling in Data Training

BİLGİNÇ
IT Academy
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Duration: **1 Day**

The **Storytelling in Data** course teaches you how to transform data into **clear, compelling, and persuasive data stories**.

This course explores the fundamentals of data visualization, including chart types and how to choose the right visualization for your data. It also introduces **generative AI tools for data visualization**, which are increasingly important in today's data-driven environment.

Participants will gain a strong foundation in **data storytelling, visual design, and audience-focused communication**, helping them create impactful and meaningful data narratives.

Prerequisites

- Familiarity with a data visualization tool (Tableau or Power BI)
- Basic understanding of data visualization

Who Should Attend

- Data analysts
- Data visualization practitioners
- Technical AI users
- Professionals who want to communicate data effectively

What You Will Learn

- Understand chart types and when to use them
- Evaluate generative AI tools for visualization
- Apply visual design principles
- Use color effectively and ensure accessibility
- Assess data quality during collection and preparation
- Avoid misleading visualizations
- Balance storytelling with accurate data representation
- Tailor visualizations to specific audiences
- Address audience barriers to understanding
- Communicate data ethically

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Training Outline

Introduction to Data Storytelling

- What is data visualization?
- Chart types and selection
- Generative AI tools

Visual Design

- Design elements
- Limitations of AI in design
- Highlighting and grouping data

Misleading Visualizations

- Data quality
- Scale and context
- Misrepresentation

Data Storytelling

- Building compelling stories
- Story elements
- Audience barriers

Audience-Centric Design

- Tailoring insights
- Story structure
- Ethics and clarity