# Fundamentals of Data Storytelling Training

Duration: **1 Day**

BILGINC IT Academy
info@bilginc.com
bilginc.com

**Data Storytelling** is the process of transforming complex data and analytics into meaningful and compelling narratives that influence decision-making.

With data storytelling:

- Complex data becomes **easy to understand through visuals**
- Insights are **clearly communicated**
- Decision-making becomes **faster and more effective**

This course is ideal for **data professionals** who need to present data effectively in their roles.

Tools used:

- Microsoft Excel
- Google Sheets

## Prerequisites

Before attending this course, you should:

- Understand basic formulas and functions
- Have experience with charts and graphs
- (Recommended) Attend Fundamentals of Data Literacy

## What You Will Learn

By the end of this course, you will be able to:

- Understand Data Storytelling concepts
- Ask better data-driven questions
- Work with data quality
- Build meaningful insights
- Develop hypotheses
- Identify target audiences
- Create effective visualizations
- Build compelling data narratives

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## Training Outline

### Module 1: What is Data Storytelling?

- Why data and analytics matter
- Benefits of data storytelling
- Turning insights into information

### Module 2: Asking Better Data Questions

- What is a data question?
- Clarifying and refining questions

### Module 3: Data Quality

- Types of data quality
- Types of data information

### Module 4: Building Insights

- What is a hypothesis?
- Developing hypotheses
- Actionable insights

### Module 5: Identifying the Audience

- Understanding your audience
- Empathy mapping

### Module 6: Building Effective Visuals

- Types of visualizations
- Focusing attention
- Highlighting key points

### Module 7: Creating the Story

- Data narrative arc
- Building a storyboard