

# Data Storytelling & Visualization Training

Learn how to transform raw data into compelling stories, impactful visuals, and insights that influence decisions. Master the skills used by analysts, consultants, and researchers to communicate findings clearly and persuasively.

## Course Overview

### Data Storytelling & Visualization Training

This training equips participants with the ability to design clear visualizations, interpret data meaningfully, and communicate insights in a way that drives action. You will learn how to use tools such as Excel, Power BI, Tableau, and Python/R visualization libraries to create dashboards, charts, and visual stories.

The course focuses on real datasets and practical storytelling techniques used in consulting, research, M&E, and policy communication.

## What You Will Learn

- Principles of effective data storytelling
- How to structure a narrative from data findings
- Choosing the right chart for the right message
- Designing clear and professional graphs
- Creating dashboards in **Power BI**, **Tableau**, and **Excel**
- Visual best practices (color, layout, typography)
- Communicating insights for executives and non-technical audiences
- Avoiding common visualization mistakes
- Combining visuals + narrative for maximum impact
- Presenting data confidently in reports and presentations

## Skills You Will Gain

- Strong data storytelling and communication skills
- Professional data visualization using modern tools
- Ability to convert complex data into simple insights
- Dashboard design (Power BI/Tableau/Excel)
- Presentation and reporting skills
- Understanding of design principles for impactful visuals

## Who Should Attend

This course is ideal for:

- Data analysts, M&E officers, researchers
- Consultants and policy advisors
- NGO and development practitioners
- Government staff and program managers
- Business owners and decision-makers
- University students and lecturers
- Anyone who works with data and needs to communicate insights clearly

## Training Format

- **Mode:** Physical / Online (Live Instructor-Led)
- **Duration:** 1–2 weeks (Flexible)
- **Certification:** Certificate of Completion
- **Materials Provided:** Datasets, visualization templates, dashboards, and guides

## Why Train With Us

- Facilitators with real consulting, analytics, and visualization experience
- Highly practical exercises with real projects and datasets
- Hands-on dashboard building (Power BI/Tableau/Excel)
- Personalized feedback and small class sizes
- Reusable templates for charts, dashboards, and reports
- Corporate training and customized in-house sessions available