

DATA STORYTELLING: INTRODUCTION TO DATA VISUALISATION

“Visualisation gives you answers to questions you didn’t know you had.”

FINDING STORIES



INTRODUCING FINDING STORIES



As interest and investment in data continues to grow, so does the need for best practice and support to help everyone achieve success. In recent years there has been an explosion in techniques, roles and use cases for how to analyse, model and visualise data, however we believe that there is currently an imbalance in the support for this increase.

Many online and offline training providers do an amazing job in supporting the technical side of the role, but we've found that there is less support out there for the 'softer side' of the role. Attributes such as empathy, listening, storytelling, influencing, confidence, facilitation and ultimately leadership need more of a focus and we are here to help make that a reality.

From our experience, to differentiate and excel in data centric roles you need a balanced skill set to complete your projects, land your work and influence change. We're here to help create that balance and further elevate the role data plays within our organisations.

'Finding Stories' ultimate goal is to help promote the importance of softer skills in this most technical of disciplines and help deliver training programmes that will increase an individual's confidence in today's work and success in their future career.

INTRODUCING OUR FOUNDATIONAL COURSE ON DATA VISUALISATION

“ **In any data based role, the importance of simple, effective and impactful data visualisation is becoming ever more important.** ”

This course is all about introducing the concept of data visualisation and the key charts you will need to tell your data stories.

As data visualisation plays a bigger role in everyone's daily lives (think from business reports to sports broadcasting, journalism to utility bills), the importance of getting it right is becoming even more key and a way to differentiate and elevate your outputs.

But where do we get started?

This course is designed as an introduction to data visualisation and will give you the foundational knowledge and therefore confidence to produce accurate and insightful charts. In the course we introduce “what is data visualisation” and the role it plays in data based roles. We then step through a range of different visualisations, increasing the awareness and knowledge for delegates on when and how to use them.

The course concludes with a taster on how you should present your visualisations within your data stories, exploring best practice and ideas to elevate your content and maximise your impact.

WHY DO IT?

If you're at the early stages of your Data Science career, or if you're simply looking to expand your Data Visualisation Toolkit, this course is a great introduction into the variety and power of different charting techniques.

This course will give you a through grounding in the role of Data Visualisation and will help increase awareness and confidence of the different charts you can use as part of your data stories.

The course is designed for individuals that are comfortable with data and require the use spreadsheets and reporting in their daily work.

WHAT TOPICS DO WE COVER

01

INTRODUCTION

What is Data Visualisation?
What is the role Data Visualisation plays in data based roles?
An exploration of the multiple facets of visualisation.

02

PORTFOLIO

Introduction to different data types.
A thorough exploration of key chart types.
The “do’s and don’ts” of each chart type.

03

PRESENTATION

Three key principles on how to maximise the persuasive power of your visuals.
Self-reflection and next steps.

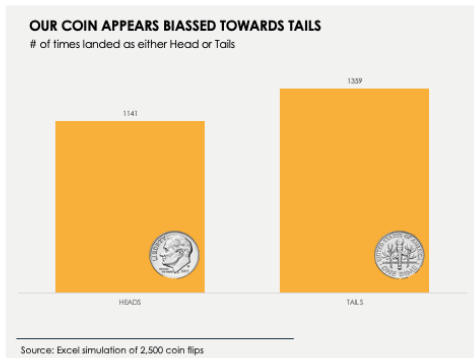
**COURSE
DURATION**

1 DAY

SELECTION OF SLIDES FROM COURSE

01 THEY MAKE DATA EASIER TO UNDERSTAND / MORE ACCESSIBLE.

Has the coin landed on Heads or Tails more?



WHY DO WE VISUALISE?

PORTFOLIO OF CHARTS WE EXPLORE



VERTICAL BAR

Height of bars show the relationship or differences between categorical data.

Often used to compare discrete groups on the same measure, such as review scores for a set of movie releases.

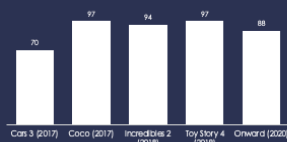
COMPARISON

EXAMPLE DATA STORIES

- What are the **top selling items** on Amazon?
- How does the **unemployment rate vary** across the EU?
- How does the **price of milk vary** across supermarkets?
- What is the **average income** by profession?

+ Familiar form that is universally understood; Great for simple comparisons between categories.

= Many bars can create impression of a trend line; Multiple groups may be difficult to parse.



INTRODUCING VERTICAL BAR CHARTS

SHIFT REFERENCE POINTS





Ross Durston

The course was created and will be led by Ross Durston, who is trained in the topics of Storytelling, Speechwriting and Data Visualisation.

Ross designs courses and learning programmes based on his training and 15 years of data analytics and research experience.

Combined together with experience spanning across multiple sectors (such as Retail, B2B, e-commerce and Financial Services), working both client and agency side, Ross is set to support ambitious teams and talented individuals become better data storytellers.

For more information, please get in contact.

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