COURSE SYLLABUS

Data Analysis & Storytelling Course

Learn to transform data into compelling narratives and visuals that enhance understanding and drive decision-making.

Group classes in Live Online and onsite training is available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/data-analysis-storytelling

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Course Outline

Module 1: The Role of a Management Analyst

- Understand the responsibilities and functions of a management analyst.
- Recognize how analysts contribute to decision-making through data insights.
- Identify key skills required for effective data analysis and communication.

Module 2: Storytelling with Data

- Learn how to frame data within a compelling narrative to engage audiences.
- Identify the elements of an effective data story, including context, message, and takeaway.
- Apply storytelling techniques to make data-driven recommendations more persuasive.

Module 3: Effective Data Visualization

- Understand principles of clear, accurate, and impactful data visualization.
- Select the appropriate chart or graph type for different data sets and messages.
- Design visuals that enhance comprehension and avoid common pitfalls.

Module 4: Analyzing an Organizational Data Set

- Apply analytical methods to real-world organizational data.
- Identify trends, patterns, and outliers that inform decision-making.
- Use analysis results to shape strategic recommendations.

Module 5: Presenting Data with Visuals and a Narrative

- Integrate data visualization with storytelling for maximum impact.
- Craft presentations that connect with both technical and non-technical audiences.
- Ensure that visuals and narrative work together to deliver a clear, actionable message.