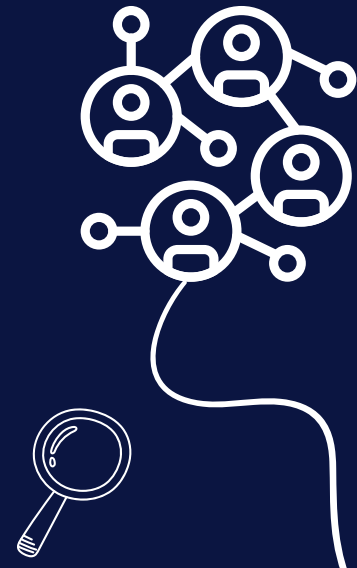


DATA-DRIVEN VISUAL DYNAMICS: MASTERING THE ART OF ANALYTICS AND STORYTELLING

This comprehensive course is designed to equip participants with the skills and knowledge necessary to make effective data-driven decisions, transforming data into actionable insights and compelling stories.



OVERVIEW

Embark on a transformative journey with our dynamic course, meticulously crafted to empower you with the mastery of making data-driven decisions that not only inform but inspire action. Dive deep into the art of turning raw data into compelling narratives that captivate and convince. From the outset, you'll be immersed in a hands-on experience, learning to pinpoint business objectives, cherry-pick key performance indicators, and harness high-quality data.

But we don't stop at analysis. You'll master the art of data storytelling, weaving facts and figures into engaging stories that illuminate and persuade. Navigate through the nuanced landscapes of descriptive, predictive, and prescriptive analytics, gaining a robust understanding of data analysis techniques that will set you apart in the professional world.

Explore the fascinating interplay between behavioral science and decision-making, unlocking strategies to design products and services that resonate deeply with users. Sharpen your report writing skills, learning to craft visually stunning, succinct content that speaks directly to your audience's needs and interests.

Venture into the realm of behavioral economics, where you'll decode the complexities of consumer decision-making, armed with insights into social proof, loss aversion, and more. Delve into the analytics of consumer behavior, gaining a nuanced understanding of demographics, customer types, and what drives loyalty and purchasing decisions.

This course isn't just about learning; it's about becoming a visionary in your field. Whether you're looking to elevate your career, influence decision-making processes, or revolutionize your organization's approach to data, this journey is your gateway to becoming a pivotal force in the world of data-driven innovation. Join us, and transform your potential into impact.

LEARNING OUTCOMES

- **Master Data-Driven Decision Making:** Gain the ability to make informed decisions by identifying business objectives, selecting relevant KPIs, and analyzing quality data.
- **Develop Critical Thinking Skills:** Enhance your analytical skills with a focus on critical thinking and visual analytics to derive meaningful insights from data.
- **Excel in Data Storytelling:** Learn the art of crafting compelling narratives from data, turning complex analysis into engaging stories that drive action.
- **Understand Analytics at Every Level:** Acquire a comprehensive understanding of descriptive, predictive, and prescriptive analytics to navigate through data with ease.
- **Apply Behavioral Science in Decision-Making:** Explore how emotional and psychological factors influence decisions and learn strategies for designing user-centric products and services.
- **Create Impactful Reports:** Master the art of report writing by learning to create visually appealing, concise, and audience-specific content.
- **Leverage Behavioral Economics:** Understand consumer decision-making processes through the lens of behavioral economics, including concepts like social proof and loss aversion.
- **Analyze Consumer Behavior:** Gain insights into consumer demographics, behaviors, and types, and learn how to apply this knowledge to drive business strategies.
- **Foster Collaboration and Innovation:** Learn to share insights effectively using informative text and interactive visualizations, fostering a culture of collaboration and innovation within your organization.
- **Transform Insights into Actions:** Equip yourself with the skills to not only discover opportunities and risks through data analysis but also to take informed actions that contribute to your organization's success.

MODULES

Module 1

How to make Effective Data-Driven Decision

Step 1 - Identify business objectives to determine which data to analyse:

- Organization's goals
- Choose key performance indicators (KPIs) and metrics
- Questions to ask so your analysis supports key business objectives.

Step 2 - Survey business teams for key sources of data:

- Short and long-term goals

Step 3 - Collect and prepare the data you need:

- Accessing quality, trusted data
- High impact & low complexity data sources

Step 4 - View and explore data:

Step 5 - Develop insights through Critical thinking:

- The intuitive approach of Visual analytics – ask & answer questions about your data
- Develop Critical thinking with data
- Finding insights and communicating them in a useful, engaging way
- Discover opportunities or risks that impact success or problem-solving.

Step 6 - Act on and share your insights for collaboration:

- Highlight key insights by using informative text and interactive visualizations for collaborative decision making
- Using insights take more-informed actions in daily work.

Module 2 :

How to turn Data to Stories

- Techniques of data storytelling
- Story planning and storyboarding for the data
- Identify storytelling context and objectives
- Identify linkages between data and visuals
- Present and Review Stories

Module 3:

The Three Levels of Analytics

- Descriptive analysis – What happened in the past?
- Predictive analysis – What will/ could happen?
- prescriptive analysis -What should we do?

Module 4:

Understanding Behavioral Science

- Study of the emotional and psychological influences on decision-making.
- User-oriented, outcome-driven mindset
- Design products and services that create more value for your customers
- Facilitate rapid cycles of idea generation

Module 5 :

Report Writing with Data

- Define The Type Of Your Data Report
- Know Your Target Audience
- Be Visually Stunning
- Have Content Sharply Written
- Keep It Simple And Don't Be Misleading

Module 6:

Maximizing data thru behavioral economics

- Combine behaviour & economics to explore why people make choices & decisions
- social proof
- loss aversion
- endowment effect
- choice overload
- framing
- decoy effect
- anchoring

Module 7: Understanding analytics - People as Consumers

- Understanding Demographics- attitude, beliefs, behaviour, buying pattern, lifestyle
- Types of customers: loyal, discount, needs based, wandering, impulse
- Economic, personal, apathetic shoppers
- Understanding reward options: rational, sensory, social, ego satisfaction

TRAINING METHODOLOGY

- **Quizzes.** For long, complicated training, stop periodically to administer brief quizzes on information presented to that point. Begin sessions with a prequiz and let participants know there will also be a follow-up quiz. Trainees will stay engaged in order to improve their prequiz scores on the final quiz. Further this will motivate participants by offering awards to the highest scorers or the most improved scores.
 - **Small group discussions.** Break the participants down into small groups and give them case studies or work situations to discuss or solve. This is a good way for knowledgeable veteran employees to pass on their experience to newer employees.
 - **Case studies.** Adults tend to bring a problem-oriented way of thinking to workplace training. Case studies are an excellent way to capitalize on this type of adult learning. By analyzing real job-related situations, employees can learn how to handle similar situations. They can also see how various elements of a job work together to create problems as well as solutions.
 - **Active summaries.** Create small groups and have them choose a leader. Ask them to summarize the lecture's major points and have each team leader present the summaries to the class. Read aloud a prewritten summary and compare this with participants' impressions.
 - **Q & A sessions.** Informal question-and-answer sessions are most effective with small groups and for updating skills rather than teaching new skills. For example, some changes in departmental procedure might easily be handled by a short explanation by the supervisor, followed by a question-and-answer period and a discussion period.
 - **Question cards.** During the lecture, ask participants to write questions on the subject matter. Collect them and conduct a quiz/review session.
 - **Role-playing.** By assuming roles and acting out situations that might occur in the workplace, employees learn how to handle various situations before they face them on the job. Role-playing is an excellent training technique for many interpersonal skills, such as customer service, interviewing, and supervising.
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 - **Participant control.** Create a subject menu of what will be covered. Ask participants to review it and pick items they want to know more about. Call on a participant to identify his or her choice. Cover that topic and move on to the next participant.
 - **Demonstrations.** Demonstrate the steps being taught or the processes being adopted.
 - **Other activities.**
 - o Create a personal action plan
- Paraphrase important or complex points in the lecture

TRAINER

ANGELINE SAMUEL

Angeline is a renowned expert in data storytelling, with over a decade of experience transforming complex data into compelling narratives that drive strategic decision-making. She has dedicated her career to bridging the gap between analytics and storytelling, believing firmly in the power of data to tell stories that inspire action. Angeline has worked with a diverse range of organizations, from Fortune 500 companies to innovative startups, helping them to leverage data in storytelling to illuminate insights, persuade stakeholders, and shape the future of their businesses.

Beyond her consulting work, Angeline is a sought-after speaker and educator, known for her engaging workshops and seminars that demystify the art and science of data storytelling. Her teaching approach combines theoretical knowledge with practical applications, empowering professionals across industries to harness the potential of their data. Her passion for making data accessible and actionable shines through in her commitment to developing the next generation of data storytellers, making her an invaluable asset to any learning journey in the realm of data science and analytics.

PUBLIC TRAINING REGISTRATION FORM

Please complete the registration form and email to trainingworx@gmail.com

Training Title / Topic : Data-Driven Visual Dynamics:
Mastering the Art of Analytics and Storytelling

Company: _____

No: of Participants: _____

Date of Training: _____

Venue: _____

Department: _____

Date of Registration: _____

Address: _____

Contact Person: _____

Designation: _____

Department: _____

Tel: _____

mobile num: _____

INVESTMENT

Normal Fee	Early Bird	Group Fee
sign up 1 pax pay before course starts BND 2000.00 per pax	Sign up 1 person pay 14 days before course starts BND 1800.00 per pax	sign up 3 pax or more pay 14 days before course starts BND 1600.00

Certificate

Upon successful completion of this program, you will receive an Certificate of Achievement.

Payment mode:

Telegraphic Transfer- You can also opt to use GIRO or telegraphic transfer of payment via international banks.

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