

Data Storytelling

2 Days

"Transform your reporting into a captivating data story-telling activity."

Success in today's business environment has a lot to do with data analysis. However, data analysis alone is not enough. You need to take the relevant data and turn it into a story that is easily understood by key stakeholders. This is because data-driven stories drive change by engaging the audience and helping them comprehend what they previously could not. To do this, we need to use what's referred to as data storytelling.

This 2-day program will help you learn how to transform your reporting into a captivating data storytelling activity in order to extract meaningful insights to make better business decisions. By the end of this program, you will be able to present your insights in a simpler and more understandable way, a primary outcome of effective data storytelling.

Key Highlights



16 Hours of Intensive Live Virtual Training



Guaranteed to be taught by an Industry Expert



Assessments and Learning Checks



Experiential Learning through Hands-On Activities



Specially Curated Resource Materials

Learning Objective

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



Recognize how message delivery can directly affect the impact of the story



Explain the basic data visualization concepts and apply fundamental visualization techniques



Transform messy data into compelling insights and visuals that drive business impact



Use and apply appropriate tools and techniques in Data Storytelling



Create presentations and dashboards that effectively present the data story

Program Benefits



Elevate your brand and expand your reach through compelling stories



Greater retention of information for key stakeholders



Be able to explain the 'why' instead of just the 'what'



Increased Revenue from effective data-driven decisions








Target Audience

-  Data Analysts/ Business Analysts
-  Data Scientists
-  Data Managers
-  Mid-level / Senior Managers
-  Anyone who deals with reports/reporting

Prerequisites

There are no prerequisites to take this course. However, we highly recommend the following to leverage the best out of this online training

-  Computer/ Laptop with Microphone & Camera in working condition
-  Good Internet
-  Access to Google Forms / MS Forms





Curriculum

1. Data Visualization Fundamentals

1.1 Data Visualization Concepts

- Data Visualization Today
- Data Visualization Components
- Visual Cues
- Coordinate Systems
- Measurement Scales
- Visual Context

1.2 Fundamentals of Visualization

- Data Visualization Methods
- Data Visualization Standards
- Visualization with Purpose
- Data Visualization Development

1.3 Visualization Techniques

- Visualization Techniques
- Visualizing Comparisons
- Visualizing Proportions
- Visualizing Relationships
- Visualizing Patterns

1.4 Visualization and BI

- Visualization and BI
- Analytics
- Visual Reporting
- Infographics
- Data Storytelling

1.5 Tools and Resources

- Data Visualization Tools
- Best Practices in Visualization

2. Data Storytelling for Business Impact

2.1: Create the Context

- What Is the Situation?
- What Is the Desired Outcome?
- What Message to Send?
- Who Is the Audience?
- What Tone to Convey?

2.2: Craft the Story

- Story Components
- Characters and Personas
- The Story Lifecycle
- Kinds of Stories
- Creating the Narrative
- Key Elements of a Great Story

2.3: Visual Design

- What Needs to Be Visualized?
- Mapping the Story to the Visual
- Common Visuals
- Use Cases for Visuals
- Visual Design Best Practices
- Visuals to Avoid

2.4: Refine the Visual Story

- Avoid Overload
- Visual Perception
- Visual Order
- Use of Contrast
- Test the Visual

2.5: The Stakeholders' View

- Look and Feel
- Usability
- Access
- Add the Aesthetics
- Size, Color, Placement

2.6: Story Delivery

- Walkthrough
- Testing
- Acceptance
- Summary

Recap and Summary - Way Forward





Training Takeaways



Course Manual



Certificate of
Completion



Datasets



Data Storytelling
Fact Sheet



Quick Reference
Guide

What's Next?

MS Power BI

Level: Beginner to Intermediate

Duration: 2 days

Create interactive, immersive dashboards and reports that deliver actionable insights and improve business results.

Business Intelligence & Analytics Foundation

Level: Beginner to Intermediate

Duration: 2 days

Monitor business trends & detect significant events in order to optimize processes & increase operational efficiency.

MS Excel Advanced Features

Level: Intermediate to Advanced

Duration: 2 days

Simplify your work flows in your use of the most popular electronic spreadsheet in the world, more specifically on advanced techniques and features of MS Excel.





Clients



Testimonials

"It's really simple and practical. Great way to condense all important details in two days. I'm excited to apply all that I have learned!"

- HR Supervisor, HEDCOR

"I really appreciate the training and the breakout session were so fun and educational."

- Associate Analyst, Asurion

"I learned a lot and enjoyed the session. Very informative!"

- Infrastructure Services, Accenture





About Us

APEX Global is the learning solutions arm of ECCI — the leading process improvement solutions provider in Southeast Asia.

Our sole aim is to promote performance excellence among professionals. We help our customers achieve greater success through effective, experiential and results-oriented training delivery. Our professional development solutions cover Trainings and Conferences, Managed Services and Learning on Demand. We organize public trainings and in-house workshops tailored for specific organizations. We help companies manage their non-core yet critical training function through end-to-end training management - starting from planning and needs analysis to program evaluation and records management. The Learning on Demand products we offer provide convenient and innovative ways for learning.

Applying the experience of training over 100,000 professionals in the last decade, a strong pool of expert trainers and facilitators with expertise in a niche array of domains and a strong regional presence, we provide an extensive portfolio of high-quality industry specific and functional programs coupled with high quality training materials to deliver our ultimate “promise”—the R.E.A.L. learning experience.

The APEX Global Experience



Setting

- › Connect, Collaborate & Learn
- › Boutique experience with thoughtful hosts
- › Instant attention/escalation response

Trainer

- › Trusted learning partner
- › Driven by a sense of responsibility
- › Subject & Systems expert
- › Backed by Apex Global's TQA*

Approach

- › Immersive for better retention
- › Experiential knowledge sharing
- › 1-on-1 mentoring**

Materials

- › Comprehensive & time-tested compilation
- › Assessments, case studies, activities & more
- › Curated by Industry Experts





REGISTRATION FORM (September 22-23, 2022) | Online



REGULAR

PHP 18,000.00

+ 12% VAT



GROUP OF 4 OR MORE

Rate per person

PHP 16,560.00

+ 12% VAT



**EARLY BIRD OR
PERSONAL SPONSORSHIP**

Registration received on or before September 8, 2022

PHP 17,100.00

+ 12% VAT

Participant 1

Last name	First name
<hr/>	
Job title	
<hr/>	
Mobile phone number	
<hr/>	
Email address	

Participant 2

Last name	First name
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Job title	
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Mobile phone number	
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Email address	

Participant 3

Last name	First name
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Job title	
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Mobile phone number	
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Email address	

Participant 4

Last name	First name
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Job title	
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Mobile phone number	
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Email address	

TERMS AND CONDITIONS

1. ECCI International (ECCI) reserves the right to make any amendments in its program venue, scheduled dates, or to cancel the program due to unforeseen circumstances without any prior notice, but all measures will be taken to reach the participants.
2. ECCI assumes no liability whatsoever in the event that a program is cancelled, rescheduled, or postponed due to fortuitous event, Act of God, unforeseen occurrence not limited to: war, fire, labor strike, extreme weather, or other emergency conditions.
3. Please note that while speaker and topic confirmed at the time of publishing, circumstances beyond the control of the organizer may necessitate substitutions, alterations, or cancellations of the speakers and/or topics. As such, ECCI reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability without compromising the training and delivery quality.

ECCI CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY:

1. Accomplished registration form signed by the authorizing person from CLIENT: (1) acts as a contract and is legally binding (2) will be subject to applicable cancellation policy.
2. Cancellation of program registration, regardless of payment status, should be received in writing from the participant in not less than eight (8) working days prior to the commencement of the program.
- 2.a. APEX Global Representative must acknowledge the cancellation request for registration to be considered null and void. APEX Global holds the right to accept or reject the cancellation request dependent on program variables.
3. APEX Global reserves the right not to disclose the reason for not accepting the cancellation request.
- 3.a. APEX Global reserves the right of judgment to waive any cancellation penalties, approved by the management, dependent on program variables.
4. Unaccepted cancellation requests will be billed in full + VAT and other necessary changes which may or may not be indicated on the latest invoice sent to CLIENT. Finalized invoice will be sent to client reflecting total bill amount.
5. Refusal of payment due to cancellation may result to legal charges and actions.
6. Cancellation requests for registration/s that have already been paid will still subject to the stipulated cancellation time frame.
7. If APEX Global accepts the cancellation request for registration that has already been paid, APEX Global will issue a training voucher amounting to total bill amount less incidental/operational charges.
8. Training vouchers acts as credits and may be used (1) to attend the next program schedule (2) to attend a different program (3) purchase Managed Service offering.
9. In the event that a registered participant substitution occurs, no additional payment will be needed however, this may not be applicable to several course with certifications, courseware charges, or as deemed by APEX Global.

PAYMENTS & DISCOUNTS

1. All fees are subject to prevailing taxes. Any discount (Early Bird, Group & any other special promotions) offered by APEX Global can be availed if the payment is made within the promo period.
2. Rates and fees indicated on the registration form is subject to change without prior notice but all measures will be taken to reach the participants.
3. Payments made after the default payment terms (30 days after receipt of invoice) will merit a 5% late payment surcharge. Client company payment terms shall override the default payment term of 30 days (discuss with OSC if its possible to have this).

PRIVACY & DATA PROTECTION

1. The participant hereby grants ECCI permission to take photographs and videos during training or event they are participating in, with understanding that these photographs, audio, or video recordings may be edited, copied, exhibited, published, or distributed through the internet for marketing purposes. Personal Data is gathered in accordance with the E-commerce Act 2000. You may also receive updates and promotional event notifications from ECCI on other related trainings and events.



I have read and understood the stated terms and conditions.

Name of Authorizing Person

Designation/Department

Date

Signature





BILLING INFORMATION SHEET

STEP 1: Invoice Details

_____ Company name	
_____ Company tax ID number	VAT EXEMPTION <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If YES, kindly send us scanned copy of PEZA certificate</i>
_____ Email address	
_____ VAT status	If your organization is VAT exempt, kindly provide PEZA certificate.
_____ Special instructions required	If PO Number should be indicated in the invoice, etc.
_____ Client business style	Required by BIR
_____ Client payment terms	Payment should be made ON or BEFORE the training.

STEP 2: Payment Details

<input type="checkbox"/> CASH	<input type="checkbox"/> CHEQUE	<input type="checkbox"/> BANK TRANSFER
Account name : ENVIRONMENTAL COMPLIANCE CONSULTANTS INTL. CORP		
Account number : 017 - 01 - 000067 - 4		
Bank name : ASIA UNITED BANK		
Branch name : MAKATI - RUFINO BRANCH		
Swift code : AUBKPHMM		
Bank address : G/F FELIZA BLDG, 108 V.A. RUFINO ST., LEGASPI VILLAGE, MAKATI CITY		

STEP 3: Invoice Delivery Details

_____ Recipient name	To whom should the invoice be addressed to
_____ Designation	Job title & Department
_____ Contact number	
_____ Delivery address	

STEP 4: Payment Collection Details

_____ Name	From whom should we follow up the payment status, release date, etc.
_____ Designation	Job title & Department
_____ Contact number	
_____ Collection address	
<input type="checkbox"/> Check this box if Payment Collection Address is same as Invoice Delivery Address	

**Only proceed to STEP 4 if Payment Collection Details does not reflect your company Finance Manager contact details.*

STEP 5: Finance Contact

_____ Name	From whom should we follow up the payment status, release date, etc.
_____ Designation	Job title & Department
_____ Contact number	

Contact Information

8/F Montepino Building, 138 Adelantado St. cor. Gamboa St,
Legaspi Village, Makati City 1229, Philippines
Telephone number: (+632) 403-8668
Email address: training@apexgloballearning.com
Website: www.apexgloballearning.com

To be filled up by an ECCI Representative

_____ Total Amount	_____ BDE
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