



# Storytelling with Data Using Tableau

Course ID #: 0360-756-DC-W

Hours: 14

## Course Content

### Course Description:

This course teaches participants how to effectively find and communicate insights in data, with a focus on context, design, communication, and automation. Class will include time for workshoping with your own data to make improvements and create more impactful data-driven narratives.

### At Course Completion:

After competing this course, student will be able to:

- Understand how to get the right context for any analysis
- Understand what kinds of analyses to do
- Understand common pitfalls of data visualization and storytelling
- Understand best practices of data visualization and storytelling
- Understand how to tell a story that drives action

**Target Student:** Anyone needing to create reports or documents so others can understand the results of their data analysis.

### Prerequisites:

All students should have prior experience working with data visualization and corporate reporting.

### Topics:

- **Obtaining context and tying analyses back to key business metrics**
- **Common pitfalls of data visualization**
- **Best practices of data visualization**
- **Using the 5 types of analyses**
  - Trends and patterns over time
  - Distributions of data
  - Correlations between variables
  - Geographical and spatial relationships
  - Outliers
- **Understanding story structure and how to create a data story**
- **Adding emotional impacts to drive action and change**