



Consulting and Training | Reach New Heights

Course Name

Data Storytelling & Visualization

Sector Name

Finance, Accounting and Banking

Document Type

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Data Storytelling & Visualization

Course Introduction

In today's data-driven environment, the ability to analyze data is no longer enough—professionals must also communicate insights clearly and persuasively. Effective data storytelling transforms complex numbers into meaningful narratives that support decision-making and strategic direction.

Data Storytelling & Visualization, developed by **Boost Consulting and Training**, is designed to help professionals present data in a structured, visually compelling, and impactful way. The program focuses on combining analytical thinking, visual design principles, and storytelling techniques to ensure insights are understood and acted upon.

Through practical exercises and real-world examples, participants will learn how to design clear visualizations, structure compelling narratives, and communicate data confidently to different audiences.

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Data Storytelling & Visualization

Target Audience

- ✓ Business analysts
- ✓ Data analysts and reporting specialists
- ✓ Finance professionals
- ✓ Marketing and sales analysts
- ✓ Managers presenting performance reports
- ✓ Professionals working with dashboards and KPIs
- ✓ Anyone responsible for communicating data insights

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Learning Objectives

- ✓ Understand the principles of data storytelling
- ✓ Transform raw data into clear business insights
- ✓ Select appropriate visualization methods
- ✓ Apply visual design best practices
- ✓ Avoid common data visualization mistakes
- ✓ Structure data presentations logically
- ✓ Tailor data communication to different audiences
- ✓ Deliver impactful data-driven presentations

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Course Outline

✓ DAY 01

Foundations of Data Storytelling

- ✓ The role of storytelling in business communication
- ✓ Data vs. insight vs. message
- ✓ Understanding your audience
- ✓ Structuring a clear data narrative
- ✓ Defining the key takeaway
- ✓ Framing business problems through data
- ✓ Common storytelling mistakes

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Course Outline

✓ Day 02

Principles of Data Visualization

- ✓ Why visualization matters
- ✓ Types of charts and when to use them
- ✓ Choosing the right visualization for your message
- ✓ Simplifying complex data
- ✓ Eliminating clutter and visual noise
- ✓ Using labels, titles, and annotations effectively
- ✓ Avoiding misleading visualizations

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Course Outline

✓ Day 03

Designing Impactful Dashboards & Reports

- ✓ Dashboard design fundamentals
- ✓ Organizing information hierarchy
- ✓ Highlighting key performance indicators
- ✓ Visual consistency and formatting standards
- ✓ Story flow within reports
- ✓ Comparing trends and patterns clearly
- ✓ Presenting executive-level summaries

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Course Outline

✓ Day 04

Advanced Storytelling Techniques

- ✓ Connecting data to business decisions
- ✓ Using comparisons, trends, and benchmarks
- ✓ Presenting scenarios and projections
- ✓ Persuasive data communication
- ✓ Handling challenging questions about data
- ✓ Managing data credibility and integrity

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Course Outline

✓ Day 05

Practical Application & Presentation Skills

- ✓ Turning analysis into a structured presentation
- ✓ Building a complete data story
- ✓ Delivering data presentations confidently
- ✓ Managing stakeholder discussions
- ✓ Practical workshop and case studies
- ✓ Participant presentations
- ✓ Final feedback and performance evaluation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	2150.00 \$	Virtual , Online
Aug. 30, 2027	Sept. 3, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Dec. 28, 2026	Jan. 1, 2027	5 days	4250.00 \$	UAE , Dubai
June 13, 2027	June 17, 2027	5 days	4250.00 \$	KSA , Riyadh

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