

CII Programme on **STORYTELLING WITH DATA**

**20 - 23 March | 9:00 am to 1:30 pm &
3,4,5 April | 9:00 am to 1:30 pm**

Having all the information in the world at our fingertips doesn't make it easier to communicate: it makes it harder. The more information you're dealing with, the more difficult it is to filter down to the most important bits. Nobody sets out to make a bad graph. But it happens. Again and again. At every company throughout all industries and by all types of people. It happens in the media. It happens in places where you would expect people to know better. Why is that?

We aren't naturally good at storytelling with data. In school, we learn a lot about language and math. Join this 4 day workshop to learn about Data analytics and Storytelling using data.

KEY LEARNINGS

What is Data Analytics

- The pillar of Data Analytics
- Descriptive Statistics
- Data Visualization
- How To Pick The Right Chart
- How to interpret the graphs
- Prevention of common mistakes
- The Six key lessons to ensure your story has an impact
- Storytelling using Data

SOFTWARE REQUIRED

Microsoft Excel

CERTIFICATION PROCESS

You will need to submit a project and clear the exam

WHO SHOULD ATTEND

Anyone who needs to communicate something to someone using data.

- Analysts sharing the results of their work
- Managers who need to communicate in a data-driven way,
- Philanthropists proving their impact, or people who need to present the data in their thesis
- Leaders informing their board to make decision using data.

FEE: INR 20,000 + GST

- *Pre-registration is Mandatory*
- *10% discount for registrations for 3 or more registration form the same organization*



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