



A Narrative using  
Data Storytelling  
and Visualization

# From Data to INSIGHTS

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## Make data your core competency

The promise of digital transformation is the ability to harness the power of technology to **grow your business, reach new markets, and attract new customers.** It means that you also need to understand all of the data, or digital exhaust, created by new customer experiences.

## Background

Data visualization is a language and it's becoming standard for analysts to know how to convey information to decision makers in a way that is actionable and easy to understand. This skill, combined with the ability for analysts to share the steps they took to discover the insights in data, is often defined as "data storytelling."

Data storytelling is a critical element of the analytics process. And a changing workplace culture, where analytics reigns supreme, is refining the definition of data storytelling. As organizations create cultures of analytics, analysts' data storytelling methods are more about nurturing a conversation around the data and less about arguing for a singular conclusion. These analytical cultures are also fostering data literacy efforts aimed at teaching people to truly understand the data and to be participants in the analytical conversation—from the moment of discovery to the resulting business decision.





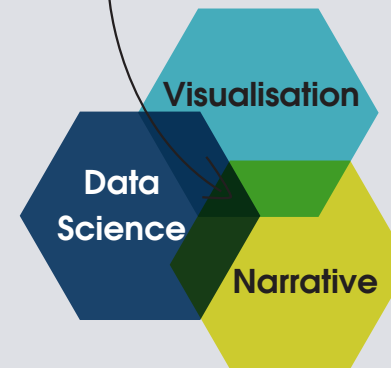
**Data Science:** This field of expertise is the interdisciplinary field of sciences, which extracts knowledge and insight from data, making it readily available. This exciting field has made significant changes to our daily lives in the past couple of decades.

The technologies we take for granted are all driven by this field of expertise, but there is one thing that data scientists are not naturally skilled in:

**Visualizations:** The emergence of technology solutions such as dashboards became a natural solution in aiding us to comprehend our vast amounts of data collected. Transforming data into graphs, pie, and line charts meant we could see our data like never before, however, alone data visualizations have limitations. They provided at-a-glance snapshots of data, lacking the context needed to explain why something has happened.

**Data storytelling** is a methodology for communicating information, tailored to a specific audience, with a compelling narrative. It is the last ten feet of your data analysis and arguably the most important aspect. The most vital part of a data story is the narrative. Narrative uses language in a format that suits our particular needs, augmenting our full comprehension of new information. A narrative is a key vehicle to convey insights, with visualizations and data being important proof points.

*Narrative is the key vehicle to convey insights, with visualisations and data being important proof points*



### What will be covered

- The goal of this **1-day workshop** is to enable you to bring data to life and use it to communicate a story to an audience, with a focus on simplicity and ease of interpretation. This is accomplished through a mix of data visualization and storytelling theory, best practices, and practical application.

### Am I eligible to attend

- Are you responsible for representing data in your day-to-day job? Is it important for you to be able to tell stories through graphs and presentations?
- If you ever find yourself needing to communicate something to someone using data, this workshop is for you.
- Whether you're an analyst crunching numbers, a manager needing to communicate in a data-driven way, or a leader responsible for presentations to your board or other stakeholders, this workshop will give you the tools to tell more effective stories with data.



### Workshop content is organized into 5 key lessons:



- Understand the context
- Choose the right display
- Identify and eliminate clutter
- Draw attention where you want it
- Tell a story

Lessons are made concrete through numerous real world examples and individual and small group exercises. The workshops are highly interactive; registration is limited to ensure instructor/student interaction.

### Why I should attend?

- This is not a data visualization course
- This is not a statistics course
- This is a storytelling course

For registration and queries, if any:

**Mr Anand A Jha**

*Workshop Director*

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The course is open to all technical levels and backgrounds.

Join us on **Saturday, 14th December 2019**

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# Workshop on From data to narratives

14 December 2019 | CMS, New D

## Dear Professional

Any great story means visualization and detail. It takes the small additions of those details to build a picture in someone's mind to truly make the story complete. The same goes for analytics and data. However, interpreting all the data correctly and turning it into a great story can be an intimidating task that many organizations struggle to accomplish.

## So, what does it mean to "tell a story with data?"

Data is just a collection of numbers until you turn it into a story. Showing reports and dashboards can be overwhelming without adding a narrative to the data. Any great insight explains *what happened, why it is important and how you can use it to turn it into something actionable*. Data visualization is using data and statistics in creative ways to show patterns and draw conclusions about a hypothesis, or prove theories, that can help drive decisions in the organization.

## Why is it important?

Telling a great data-driven story can be useful for both stakeholders and your customers and can drive better decision making within an organization and also drive conversions with your customers.

## How to join the workshop?

Joining this workshop is your first stepping stone in the milestone. If you want to be part of the action and insight, then join the workshop. Some of the leading experts from the industry are going to share their experiences. You will also get hands on experience to work on various tools and techniques. Just fill up the registration form and paying a nominal amount to meet the workshop expenses send it across to us at the earliest. We can accommodate **only 50 on first-cum-first basis**.

With warm regards

**Mr Anand Anjani Jha**  
Workshop Director

14th December, 2019 (Saturday) | CMS, Saket, New Delhi

## Registration Form

Name: .....

Designation: .....

Area of Specializaation: .....

Address: .....

Contact No. :..... E-mail: .....

Remittance details Cheque/ DD No. .... Dated: .....

Amount: ..... (words: .....)

### Registration:

Rs 3500/- Three thousand five hundred only. (Only 50 participants will be accommodated on first cum first basis)

The Participation fee may be remitted by Cheque/ Demand Draft drawn in favour of "Society for Information Research and Studies" Payable at New Delhi or fund transferred directly to the bank account, detail is mentioned below:

Organization: Society for Information Research and Studies

Bank Name: State Bank of India

Account No. 32351926331

IFSC : SBIN0002296

Branch Code: (02296) Badarpur ( New Delhi)

MICR Code: 110002010

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