COURSE BROCHURE

Data Visualization and Storytelling

An applied course in choosing the right chart, designing it clearly and building a data story that leads an audience from the numbers to the message and the action needed.

Code	HT-DAT-106
Category	Data & Analytics
Duration	1 week
Level	Intermediate
City	Online

Introduction

A careful, costly analysis can lose all its impact on a slide crowded with colors and figures. A busy reader gives a chart only a few seconds, and if the message does not land in that time, it does not land at all.

Objectives

- Apply principles of visual perception when designing charts
- Choose the chart type that suits comparison, trend, composition, distribution or relationship
- Simplify charts and use color and text to direct the reader's attention
- Build a data story with a clear message for a defined audience
- Review charts for misleading design and poor accessibility

Who should attend

- Analysts who present findings to senior management
- Preparers of recurring reports and monitoring dashboards
- Corporate communication staff who present figures to the public
- Business consultants and researchers

Skills you will develop

- Chart selection
- Chart design and decluttering
- Framing the data message
- Data storytelling

Learning Outcomes

- Redesign a cluttered Excel chart so that it carries one clear message
- Prepare a short guide matching common business questions to chart types
- Write chart titles that state the conclusion, not just what the axes show
- Build a five-slide data story that ends in a specific recommendation

Course Outline

Day 1: How We Read Charts

- Visual attributes the eye picks up before conscious thought

- The accuracy ranking of encodings: position, length, angle, area and color
- Cognitive load and how visual clutter gets in the way of understanding

Day 2: Choosing the Right Form

- Comparison and ranking: columns, bars and dot plots
- Change over time and composition: lines, stacked columns and when to avoid pies
- Distribution and relationship: histograms, box plots and scatter plots

Day 3: Clear Design

- Removing unnecessary gridlines, borders and decoration
- A color strategy for emphasis that respects color vision deficiency
- Conclusion-led titles and annotations on the chart itself

Day 4: Building the Data Story

- Defining the audience, what it knows and what it needs to decide
- The main message and a context, tension and resolution structure
- Sketching on paper before opening any software

Day 5: From Story to Presentation

- Monitoring dashboards versus explanatory presentations
- Misleading charts and the duty of honesty in presenting data
- Applied project: a data story from an operational dataset, delivered in five slides to colleagues playing the management team

Training methodology

Makeover exercises that start with a poor chart and end with an improved version in Excel
Pen-and-paper sketches to test an idea before building it
Structured critique sessions for charts using a shared checklist
Delivery of the final data stories with feedback from an audience playing management

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Online	22 – 26 February 2027	AR	EUR 2,800
Online	23 – 27 August 2027	EN	EUR 2,800

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/data-visualization-storytelling