



Persuasive Data Storytelling

Crafting Compelling Narratives with Data-Driven Insights

2 Days Training

COURSE OVERVIEW

Master data storytelling to integrate digital tools with a data-driven culture. Learn to turn complex data into impactful narratives that drive informed decisions and inspire action, applying critical judgment and communicating insights effectively.

COURSE OBJECTIVE

- Plan and execute high quality data presentations for any audience.
- Create coherent and memorable data narratives.
- Build your toolbox of effective visualization design practices.

RECOMMENDED FOR

All types of professionals seeking to enhance their data storytelling skills.



COURSE HIGHLIGHTS



Master the art of storytelling



Understand audience and message alignment



Visualize data with effective charts



Apply color and font psychology



Course Outline

1

Those who tell good stories, rule the world

- What is Data Storytelling?
- Examples of good storytelling
- Bad storytelling
- Examples of bad storytelling
- 3 purposes of Data Storytelling

2

Data Storytelling - 3 steps to success

This section outlines important aspects such as defining the audience, crafting impactful titles, and integrating data effectively into the story.

3

Audience: The Who

- Defining the who as the starting point
- The who determines the what & the how
- Identifying audience from a cultural perspective

4

Story: The What

- 6 most popular Data Story
- Oyster vs Pearl - Show them the pearl
- Hybrid title - how to write impactful title that drives actions

5

Story: The How

- Data is the backbone of our story
- The BET test - Bias, Enough & True and Fair View

6

Defining the one big idea

- Combining the who, the what and the how
- Storyboarding

7

Group exercise using real datasets



Course Outline

8

Graphical Perception

- Why some visuals are better than others
- Choosing the right visual
 - What is your Data Type?
 - Different type of visual for different type of data types

9

Charts Makeover

- Data to Ink Ratio - why it's important
- Focusing on what's important

10

Color Psychology

- Psychology of colors
- Using colors purposely
- Cheat code : how to apply the best color scheme

11

Font Psychology

- Psychology of font
- Using font purposely
- Font pairing and sizing

12

Group exercise using real datasets



Trainers Profile

Mazlita Mat Hassan Director / Lead Trainer, MatrixC Academy



Mazlita Mat Hassan, known as "MEM," is an accomplished IT corporate trainer and data science expert with a BSc in Computer Science from University College London. With over a decade of experience, she has trained more than 10,000 professionals across Southeast Asia, specializing in Microsoft Office, Google Apps, and Tableau.

As the CEO of RECQA, she drives DeLIMA 2.0, Malaysia's National Digital Learning Platform, and leads MatrixC Academy's Change Management training with Google Tools. Globally recognized, she is the SEA & Pacific Leader for UNCTAD's "e-trade for women" initiative and received the 2023 Women in STEM award from Business and Professional Woman Malaysia for her contribution in co-developing DeLIMA 2.0 with MOE and Google Malaysia.

Ikmal Nordin Data & AI Lead, Matrix Connexion



A distinguished data analytics trainer, data scientist, and AI specialist with deep expertise in data science, AI, and economic analysis. Renowned for architecting cutting-edge data solutions, he translates complex concepts into practical, high-impact training for both corporate teams and individuals.

Ikmal has successfully trained and consulted for leading companies like Proton, Star Media Group, and BE International, empowering professionals across industries to harness the power of big data and AI for significant productivity gains and career advancement.

