MERCURY

Data Storytelling

18 – 22 January 2027
Barcelona (Spain)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Introduction

The Data storytelling course involves transforming complex data into clear, meaningful narratives that support decision-making. It bridges the gap between raw analytics and strategic communication in professional environments. Participants will learn how to interpret data sets and convert them into compelling stories that influence stakeholders. The program emphasizes clarity, relevance, and audience-centered communication to ensure insights are understood and actionable. It focuses on combining analytical thinking with narrative techniques to enhance the effectiveness of business communication. Learners will present data-driven insights with confidence and precision across various organizational contexts.

Targeted Groups

This Data Storytelling training targets professionals seeking knowledge and skills:

- Business analysts and data professionals working with reporting systems.
- Marketing specialists aiming to improve campaign performance communication.
- Managers and decision-makers are relying on data-driven insights.
- Financial analysts interpret complex numerical datasets.
- Consultants presenting strategic recommendations to clients.
- IT and BI specialists developing dashboards and reports.
- Project managers tracking KPIs and performance indicators.
- Researchers and academics presenting analytical findings.

Course Objectives

Participants will achieve the following objectives by completing the Data Storytelling course:

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- Develop the ability to translate raw data into clear, engaging narratives that support decision-making in business environments.
- Understand core principles of data interpretation, visualization, and communication to enhance analytical clarity.
- Learn how to structure data-driven presentations that align with audience needs and organizational goals.
- Apply techniques for simplifying complex datasets into understandable insights without sacrificing analytical accuracy.
- Strengthen skills in selecting appropriate visualization formats for different types of data contexts.
- Build competence in aligning storytelling techniques with business intelligence tools and reporting systems.
- Improve ability to identify patterns, trends, and insights that drive strategic actions.
- Gain confidence in presenting data findings to both technical and non-technical audiences.
- Enhance critical thinking to evaluate data quality and relevance before storytelling.
- Develop professional communication skills to support persuasive, impactful data presentations.

Targeted Competencies

Participants will gain the following competencies during the Data Storytelling program:

- Ability to interpret and analyze datasets for meaningful insights extraction.
- Skills in designing clear and effective data visualization structures.
- Competence in building coherent narratives around business data findings.
- Proficiency in aligning data interpretation with organizational objectives.
- Ability to communicate analytical results to diverse stakeholder groups.
- Skills in using logical sequencing to structure data presentations effectively.
- Competence in selecting appropriate charts, graphs, and visual formats.
- Ability to connect analytical outcomes with business decision-making processes.

Studying Scenarios

In this Data Storytelling training, participants develop skills through the following scenarios:

- Interpreting sales performance data to identify trends and communicate insights to management.
- Transforming marketing campaign metrics into a visual narrative for stakeholder presentations.
- Analyzing operational KPIs and building dashboards that support executive decision-making.
- Presenting financial reports in a simplified storytelling format for non-financial audiences.
- Converting customer behavior analytics into actionable business recommendations.
- Designing data-driven presentations that explain project performance outcomes clearly.

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Course Content

Unit 1: Foundations of Data Storytelling

- Introduction to data storytelling principles and business relevance in modern organizations.
- Understanding the relationship between data, information, and narrative structure.
- Exploring the role of storytelling in data-driven decision-making processes.
- Identifying key elements of effective analytical communication in professional settings.
- Differentiating between raw data reporting and structured storytelling approaches.
- Understanding audience analysis and its impact on data interpretation strategies.
- Learning how context shapes the meaning and value of data insights.
- Building awareness of storytelling frameworks used in analytical environments.

Unit 2: Data Visualization Principles

- Understanding core principles of effective data visualization design.
- Selecting appropriate chart types based on data structure and analytical goals.
- Applying visual hierarchy to improve clarity and interpretation of datasets.
- Using color, contrast, and layout to enhance data readability.
- Avoiding common visualization errors that distort the meaning of data.
- Designing dashboards that support real-time data interpretation.
- Structuring visual elements to guide the audience's understanding step by step.
- Integrating visualization tools to improve analytical presentation quality.

Unit 3: Narrative Building & Business Context

- Structuring data narratives that align with business objectives and outcomes.
- Identifying key insights that drive meaningful storytelling development.
- Building logical flow from problem identification to solution presentation.
- Connecting data patterns with real-world business implications.
- Developing audience-focused narratives for different stakeholder levels.
- Transforming analytical findings into strategic business messages.
- Enhancing storytelling clarity through structured messaging techniques.
- Aligning narrative tone with organizational communication standards.

Unit 4: Tools for Data Storytelling Power BI, Tableau, Excel

- Introduction to business intelligence tools used in modern data storytelling.
- Creating interactive dashboards using Power BI for structured insights.
- Designing visual reports in Tableau for advanced analytical presentation.
- Using Excel for foundational data analysis and visualization tasks.
- Integrating multiple tools for comprehensive data storytelling workflows.
- Automating reporting processes to improve efficiency and accuracy.
- Enhancing dashboard usability for non-technical stakeholders.
- Applying tool-based techniques for real-time data interpretation.

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Unit 5: Advanced Data Storytelling & Decision Impact

- Applying advanced storytelling techniques for strategic decision-making.
- Measuring the impact of data-driven narratives on business outcomes.
- Enhancing persuasive communication through analytical evidence.
- Aligning storytelling outputs with organizational performance indicators.
- Developing executive-level reporting structures for leadership insights.
- Improving data credibility through validation and accuracy checks.
- Using predictive insights to strengthen future-oriented storytelling.
- Integrating storytelling practices into continuous business improvement cycles.

Final Insights & Key Takeaways

Data storytelling transforms complex datasets into clear, actionable insights that improve the quality of organizational decision-making. Mastering this discipline enhances the ability to communicate analytical findings with precision, clarity, and strategic impact.