



WORKSHOP

DATA STORY

WRITING AND VISUALISATION

Data storytelling allows businesses to better communicate and therefore understand insight. Data visualisation is a great tool to help share or tell a story, but its effectiveness relies on having a clear message to convey. Improved data communication comes from combining good visualisation with a well written narrative.

The *Data Story* workshop teaches you essential skills to improve your insight communication. You will learn how to write data narratives and combine them with well-designed data visualisations.

A one day workshop covers:

WRITING

- An introduction to data communication
- Practical approaches for understanding specific audience groups
- How to identify what type of communication (and level of detail) is best suited for your audience
- How to find a story amongst the graph/data-noise
- How to write concise and compelling data narratives for stakeholder influence

VISUALISATION

- How to apply design principles to enhance your data visualisations
- The different types of data visualisation within the analytics cycle
- Graph type best practice and how to design for good accessibility
- How to clearly communicate a data narrative using visualisation



All workshops are run by Kat Greenbrook.

Kat has a background in data science and digital design and works as a Data Storyteller in Wellington. She is an experienced workshop facilitator and international speaker.

For more information:

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FAQS

I'm already really good at using my data visualisation tool. Why should I go to this workshop?

Data visualisation is just one part of data storytelling. Data storytelling usually consists of multiple customised data visualisations, connected through narrative. What you learn in this workshop is how to piece it all together, complementing your existing data visualisation tool skills.

I don't analyse data in my role. Is this workshop still right for me?

Yes. This workshop is suitable for anyone communicating technical information as part of their role. You may be a graphic designer, a communications specialist, a product manager, etc. There is no prerequisite of data analysis knowledge.

My job is to do the modeling and analysis. Why do I need to tell stories?

Traditionally, interpretation of data has been left to business users, but this is changing. Data communication skills are now a requirement of the majority of Analyst and Data Science positions advertised. The role of data storyteller often falls on the person who has done the analysis. This workshop will give you frameworks to help tell data stories from your own analysis.

Do I need to know specific data visualisation software?

No. This workshop is tool-agnostic. All workshop exercises are done using a pen and paper. The design principles and best practice data visualisation techniques taught in this workshop can be applied to any software.

I like to apply what I learn. How practical is the workshop?

The Data Story workshop is a mix of concept theory, practical case studies, and hands-on exercises. All attendees receive a workbook (physical or digital) with exercises to work through.

DELIVERY

Workshops can be delivered in-person or online using the Zoom app.

The content covered is the same across both channels but delivered over different time periods. In-person workshops are run over one day. Online workshops are delivered in three, 2.5 hour virtual sessions (ideally over different days to give attendees a screen break).

FEEDBACK

In-person workshop:

"Excellent and enlightening workshop! Learning to write data narratives will help me greatly with my reporting. Super useful. Every analyst should do this!"

Zoom workshop:

"I know our group was very quiet on the calls, but I have been itching to thank you for taking us through such an amazing course."

You have given me a new perspective on the role / need for storytelling & narrative with data. Now I honestly can't look at presentations in the same way!

Love the frameworks and tools you gave us. It makes storytelling feel approachable and achievable for me (with practice)."

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