Course : Big data, analysis, data visualization and data storytelling

Practical course - 3d - 21h00 - Ref. YJB
Price : 2010 € E.T.

★★★★⯪ 4,3 / 5

BEST

This course will enable you to add value to your presentations and capture your audience's attention by telling a story. You'll learn how to select graphic representations, build a story and illustrate it with relevant graphics and inspiring visualizations.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✔ Be able to design document templates adapted to the company's business needs
- ✔ Know how to use various graphic visualization and storytelling techniques to add value to data
- ✔ Master a simple and effective method of data restitution
- ✔ Select the right graph to represent the right data
- ✔ Know the tools for reporting results (Tableau Software)

Intended audience
Anyone in charge of reporting analyzed data.

Prerequisites
Basic knowledge of business intelligence and big data.

Practical details
Teaching methods
Training alternates theory and practice. A great deal of practical work is carried out throughout the course.

Course schedule

PARTICIPANTS
Anyone in charge of reporting analyzed data.

PREREQUISITES
Basic knowledge of business intelligence and big data.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Data visualization or the discovery of graphic grammar

- From numbers to graphics.
- Playing with 3 dimensions.
- The essential concepts of graphic grammar.
- Colors and shapes: how to choose them.
- Detailed presentation of Tableau Software: menus, windows, functions, vocabulary.
- Move from the idea of a graph to its physical representation, then to its formalization in a tool.

2 Data storytelling: an introduction

- What is storytelling?
- Data storytelling: applying storytelling techniques to corporate data.
- Presentation and critical analysis of Apple's and Hans Rosling's data storytelling methods.
- Storytelling ideas.
- Data storytelling.

3 Building your story

- The pitch. The script. The narrative outline.
- Application of the scientific methodologies of the Gustav Freytag pyramid and phase alternation.
- The role of characters in the story.
- 10 rules for writing a good presentation.

4 The tools

- Overview of storytelling functions in business intelligence tools.
- Tableau Software's data storytelling module.
- Overview of other tools: graphic representation tools, development tools.

5 Best practices in data storytelling

- The role of the presenter.
- Presentation scripting.
- How to "Be".
- 10 rules for remembering your presentation.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.

• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.

• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS
2026 : 27 Apr., 27 May, 2 Sep., 4 Nov., 14 Dec.

PARIS LA DÉFENSE
2026 : 27 Apr., 27 May, 2 Sep., 4 Nov., 14 Dec.