COURSE SYLLABUS

Data Storytelling with Excel

Transform raw data into persuasive visual narratives using a structured, hands-on workflow in Microsoft Excel. This one-day course teaches working professionals how to eliminate visual clutter and apply cognitive design principles to deliver clear, actionable insights to leadership and the public.

Group classes in Live Online and onsite training is available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.nobledesktop.com/classes/data-storytelling-with-excel

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Course Outline

Module 1: Foundations — Data, Stories, and Audience

- Identify what makes a data story work and distinguish data from information
- Recognize internal and external data sources and understand how data flows across the internet
- Apply audience analysis and learning style awareness to tailor your data story

Module 2: Reading and Perceiving Visualizations

- Interpret a range of chart types including bar, heat map, KPI, stacked, and drilldown visualizations
- Apply visual perception principles — order, hierarchy, clarity, and convention — to evaluate any chart
- Use Gestalt principles, emphasis, and annotation to guide audience attention

Module 3: Building Effective Visualizations

- Select the appropriate visualization type for comparative, time series, correlation, and geographic data
- Use color intentionally and avoid common deceptive chart techniques
- Follow a step-by-step process for building a data story using the analytics value chain

Module 4: Excel for Data Discovery and Analysis

- Perform data discovery and integrity checks to qualify data before analysis
- Use AutoSum, sorting, filtering, and math functions to explore datasets
- Build Pivot Tables and Pivot Charts to summarize and visualize transactional data

Module 5: AI, Data Quality, and Applied Case Studies

- Use AI tools and prompting best practices to confirm and refine a data story
- Apply data quality principles and joining techniques to prepare datasets for analysis
- Complete hands-on case studies covering duplicate analysis, stratification, Benford's Law, sampling, and analysis automation