

# Data Masterclass



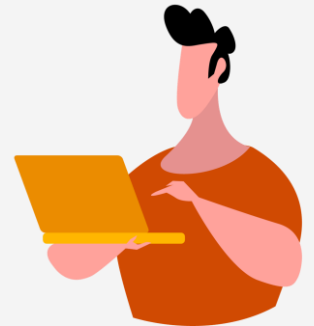
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# Overall Objectives & Agenda

## Learning Objectives

During this masterclass, we will:

- To foster a culture of innovation by bringing insights around the change impacting Finance Functions worldwide - Data 101, Data Visualisation, Data Storytelling
- Equip a digital mindset to achieve strategy, exceed clients' expectations and grow the business
- Put everything you've learnt in the Masterclass into practice!



# Data 101

90 mins

## Learning Objectives

- Explore what is data and why is data important
- Understand what is data analytics
  - Unlocking data analytics terminology
- Understand what are data driven organisations
  - Identify tools and techniques to becoming a data driven organisation
- Understand how to formulate the business problem statement
- Learn how to transform the business problem into a data problem using different tools
- Explore how analytics can be used to address the issue and opportunity in the business problem

# Data Visualisation

90 mins

## Learning Objectives

- Understand what is data visualisation and why good data visualisation is important
- Apply best practices that we should take note of when preparing data
  - 1) Establish the goals of the dashboards and who your audience it
  - 2) Identify the different types of data charts and know when to best apply them
  - 3) Apply best visualisation practices when designing dashboards
- Compare and discuss what are good and bad data visualisations

# Data Storytelling

90 mins

## Learning Objectives

- Explore the power of storytelling and how to structure your story
  - 1) Understand who your audience is and how to tailor your message to them
  - 2) Understand how to structure your story
  - 3) Learn how to present with impact through the use of your body language and ways of speaking