

Business

# Speaking Data Fluently: Becoming competent at Data & Chart Literacy

Data is the currency and language of business – you need to speak it.



Get up to 70% SkillsFuture Funding

**S\$1100** /2 Days  
Before Funding

Delivery  
In-Person

Level  
Beginner

## About the Course

In today's data-driven world, data literacy is no longer a luxury, it's a necessity for both individuals and organizations. This course empowers you to step beyond data fear and become a confident data user, making informed decisions and driving success.

### Why is this crucial?

Data literacy is the foundation for data-driven decision-making. Imagine every employee empowered to ask questions, analyse information, and translate insights into action. That's the transformative power of data literacy!

### Beyond just numbers:

Remember, data literacy isn't just about crunching numbers. It's about being verbally literate, effectively communicating your findings. It's about numerical literacy, confidently interpreting statistics and charts. And it's about graphical literacy, using visuals to present your data story in a clear and impactful way.

This course is about building confidence and unlocking your potential by becoming data and chart literate.

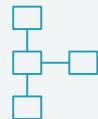
## 3 Takeaways



Be Confident in data interpretation



Sharpen your analytical skills



Be an Effective data communicator and visual storyteller

Who is this course for?

# Anyone who needs to work with and communicate data

You'll learn:

- ✓ Manage information from multiple datasets through proper data governance
- ✓ Apply data analytics activities from the data management cycle for the construction of hypotheses
- ✓ Apply data modelling techniques and statistical principles to determine underlying trends and patterns
- ✓ Examine patterns from multiple data sets through statistical techniques, experimental techniques and hypothesis testing to derive insights.
- ✓ Examine data for analysis from extraction and validation as part of the data management cycle

And many more.....



# Day 1

Here's what you get to learn in this course



Discovering Data Sources & Collection

The Art of Asking Powerful Data Questions

From Data to Discovery

## Topic 1

### Discovering Data Sources & Collection

This module equips you with the essential skills to locate, gather, and refine valuable data. You will learn how to identify relevant data sources for your needs, choose the appropriate data collection method, assess data quality and make informed cleaning decisions, and employ key data cleaning and transformation techniques.

- Discover the myriad of places where data resides
- Understand the different techniques used to capture data
- Explore the trade-off between data perfection and timely insights
- Get hands-on with practical techniques

## Topic 2

### The Art of Asking Powerful Data Questions

Learn how to articulate clear business questions, pinpoint relevant data points for analysis, formulate well-defined and impactful questions, extract actionable insights from your data-driven inquiries.

- Transforming Business Challenges with data-driven inquiries
- Identify the critical data subsets
- Learn how to formulate clear, concise, and measurable questions
- Unearthing Answers within Data

## Topic 3

### From Data to Discovery

By the end of this module, you will learn to choose the right analytical techniques for your business needs, apply essential statistical concepts to data interpretation, identify key relationships and insights within your data and communicate analytical findings clearly and effectively.

- Harness the power of statistics and other techniques
- Navigate the analytical journey
- Demystify statistical concepts
- Unearth relationships in data

# Day 2

Here's what you get to learn in this course



Seeing is Believing - The Power of Data Visualization

The Art of Data Storytelling

From Insights to Impact: Making Data-Driven Decisions that Matter

## Topic 4 Seeing is Believing - The Power of Data Visualization

This module equips you to be able to choose the most impactful visualizations for your data, create clear and compelling data stories, apply best practices for effective data visualization, interpret and extract insights from visualizations and leverage data visualization to drive business impact.

- Visual Storytelling
- Explore a diverse range of visualization types
- Understand the seamless connection between data and visuals
- Corporate standardisation in visual design
- Get comfortable with basic formulas
- See how data visualization powers diverse business scenarios

### Assessment

As part of the requirement for SkillsFuture Singapore, there will be an assessment conducted at the end of the course.

Participants are required to attain a minimum of 75% attendance and pass the assessment to receive a digital Certificate of Completion issued by Impress Training along with a WSQ Statement of Attainment.

## Topic 5 The Art of Data Storytelling

This module empowers you to transform your data into powerful narratives that captivate any audience. Learn to tailor your story to resonate with specific audiences, construct a compelling narrative using key storytelling elements and avoid common pitfalls for clear and persuasive communication.

- Master the art of audience identification
- Explore the key elements of effective data storytelling
- Identify and navigate common pitfall

## Topic 6 From Insights to Impact: Making Data-Driven Decisions that Matter

This module equips you to transform your data-driven insights into actionable decisions, learn to analyze data to generate impactful business insights, apply diverse decision-making techniques effectively, translate insights into actionable steps for your organization, evaluate the impact of your data-driven decisions.

- Understand how visual and data-informed decision making helps you
- Explore diverse decision-making techniques
- Dive into real-world business cases
- Bridge the gap between data insights and actionable next steps

Meet Our Trainer

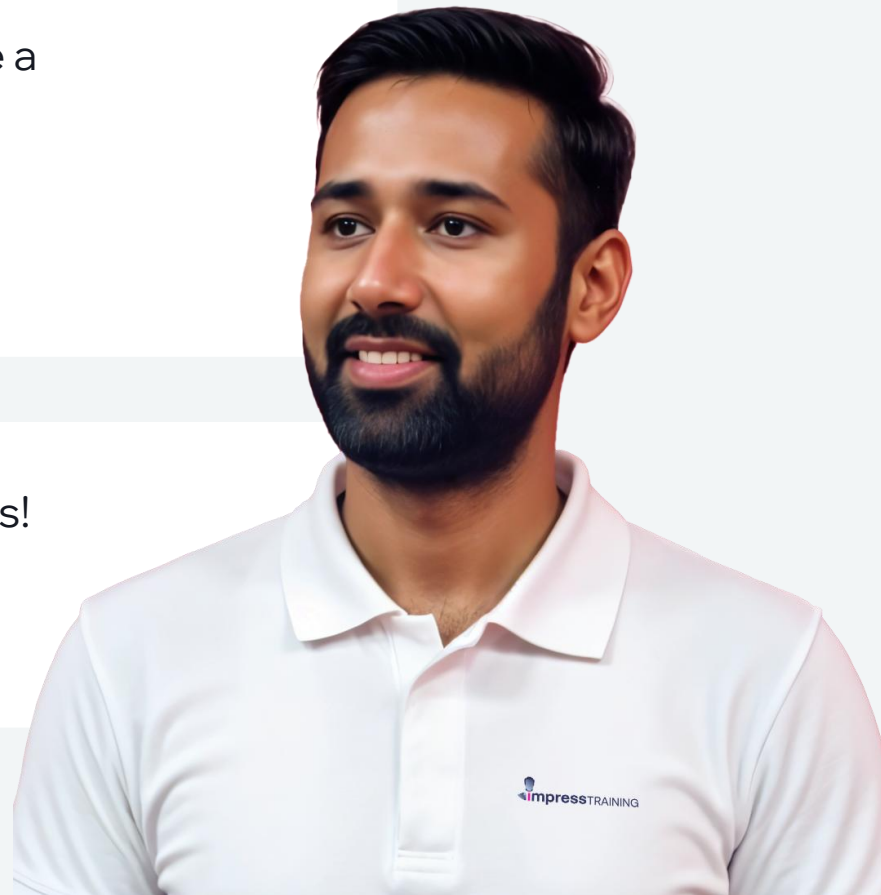
# Pranav Dubey

“ A very good course to become a confident data user and make informed decisions.

Stephen Tan, Manager

“ Excellent content and exercises!

Albert Yeo, Senior Executive



Pranav is an accomplished academic and corporate trainer in the field of data science, business

Intelligence, and automation. With over 7 years of professional experience, Pranav has worked in and trained professionals in Financial Services, FMCG, Marketing, Software Development & Business Management.

Passionate about technology, he has been involved in developing digital solutions for analytics, operations, and AI. As an advocate of equal educational opportunities for all, Pranav has taught and mentored over 100k college students from 23+ countries on various skills through his social venture, The Sparks Foundation.

As a corporate trainer, he has taken 1500+ hours of on-site and virtual training sessions & workshops in APAC region since 2019.

Pranav holds a Master of Science (Data Science and Business Analytics), APU, Malaysia, a Post Graduate Diploma in Management (Finance and Marketing), NDIM, India, and a Bachelor of Arts from the University of Delhi, India

# For More Information:

Find us at

Impress Training Pte Ltd.

8 Burn Road,  
#04-11/12, Trivex,  
Singapore 369977

Contact us at

 (+65) 6636 9772

 [mail@impresstraining.com](mailto:mail@impresstraining.com)

 (+65) 8221 5898

 [www.impresstraining.com](http://www.impresstraining.com)



Follow us on Instagram



Like us on Facebook



Watch us on YouTube

