

Business

# Business Charts: Essential Skills for Data-Driven Decision

Learn Chart Literacy for Better Visualisation and Data Stories



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

# 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. We'll navigate the diverse data landscapes and explore:

- **Data Touchpoints:** Discover the myriad of places where data resides, from internal databases to social media.
- **Data Collection Methodologies:** Understand the different techniques used to capture data, from surveys and interviews to web scraping and APIs.
- **Data Quality:** Explore the trade-off between data perfection and timely insights. Learn how to assess data cleanliness and determine acceptable levels for your project.
- **Data Cleaning and Transformation Toolbox:** Get hands-on with practical techniques to scrub, organize, and format your data, preparing it for analysis.

## Topic 2

### The Art of Asking Powerful Data Questions

In this module, we empower you with the tools and mindset to extract valuable insights through strategic data questioning by

- **Transforming Business Challenges:** Master the art of translating real-world problems into focused data-driven inquiries.
- **Data Detective Work:** Identify the critical data subsets that hold the key to unlocking answers.
- **Crafting Compelling Questions:** Learn how to formulate clear, concise, and measurable questions that drive actionable insights.
- **Unearthing Answers within Data:** Explore efficient techniques to analyze and interpret your data, extracting meaningful and relevant answers.

## Topic 3

### From Data to Discovery

This module introduces you into the world of data analytics, where you'll learn to:

- **Harness the power of statistics and other techniques:** Discover how to apply a diverse toolkit to uncover hidden patterns and answer critical questions.
- **Navigate the analytical journey:** Understand the different stages of the analytics process, from defining objectives to presenting impactful findings.
- **Demystify statistical concepts:** Grasp essential statistical ideas like means, medians, and correlations, empowering you to interpret data with confidence.
- **Unearth relationships in data:** Explore both statistical and non-statistical methods to identify meaningful connections and trends within your 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 with the skills to transform complex data into compelling visuals that resonate with any audience..

- **Visual Storytelling:** Discover how charts, graphs, and other visual elements can captivate your viewers and communicate insights effectively.
- **Charting Your Course:** Explore a diverse range of visualization types, learning when and how to use each for impactful storytelling.
- **Data-Viz Duo:** Understand the seamless connection between data and visuals, ensuring your creations accurately represent the information.
- **Corporate Standardisation in Visual Design:** Uncover the best practices for effective data visualization, making your visuals clear, concise, and accessible. We'll be incorporating elements of the **International Standards of Business Communication (IBSC)**.
- **Formula for Success:** Get comfortable with basic formulas that enhance your visualizations, adding clarity and context.
- **Real-World Relevance:** See how data visualization powers diverse business scenarios through inspiring case studies.

### 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.

- **Know Your Audience:** Master the art of audience identification, tailoring your story to resonate with specific needs and interests.
- **Crafting Your Data Tale:** Explore the key elements of effective data storytelling, from building impactful visuals to weaving a compelling narrative.
- **Avoiding Storytelling Stumbles:** Identify and navigate common pitfalls, ensuring your story is clear, concise, and free of bias..

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 that propel your business forward.

- **Vision in Action:** Understand how visual and data-informed decision making empowers you to see the bigger picture and make strategic choices.
- **Beyond the Numbers:** Explore diverse decision-making techniques, allowing you to choose the optimal approach for every situation.
- **Business Insights in Action:** Dive into real-world business cases, witnessing how companies leveraged data-driven decisions to achieve success.
- **From Analysis to Action:** Learn how to bridge the gap between data insights and actionable next steps, ensuring your decisions drive tangible results.

Meet Our Trainer

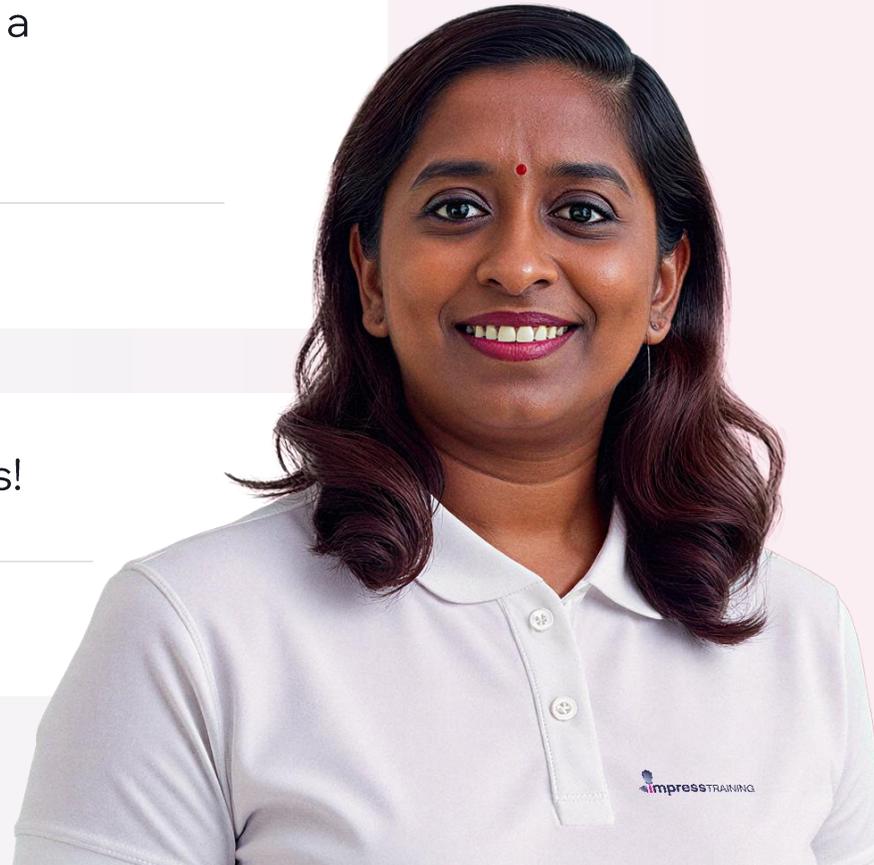
# Uma Mageswari

“ 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



**Uma** is a dynamic educator and training professional who brings a unique blend of technical expertise, curriculum design proficiency, and leadership acumen to the learning and development space. With hands-on experience in ICT and digital skills training — from Generative AI to Microsoft Excel, Power Automate, and Power BI — Uma excels at empowering learners with future-ready capabilities.

Her strong background in teaching, curriculum innovation, and EdTech integration ensures engaging, technology-enabled learning experiences underpinned by data-driven assessments. An ICAgile Certified Professional (ICP-ACC, ICP-AFT) and ACTA-certified trainer,

Uma is adept at agile coaching, facilitation, and stakeholder collaboration. Backed by the Advanced Certificate in Training and Assessment from IAL Singapore, Uma is committed to fostering impactful, workplace-relevant learning that drives both individual and organizational growth.

# For More Information:

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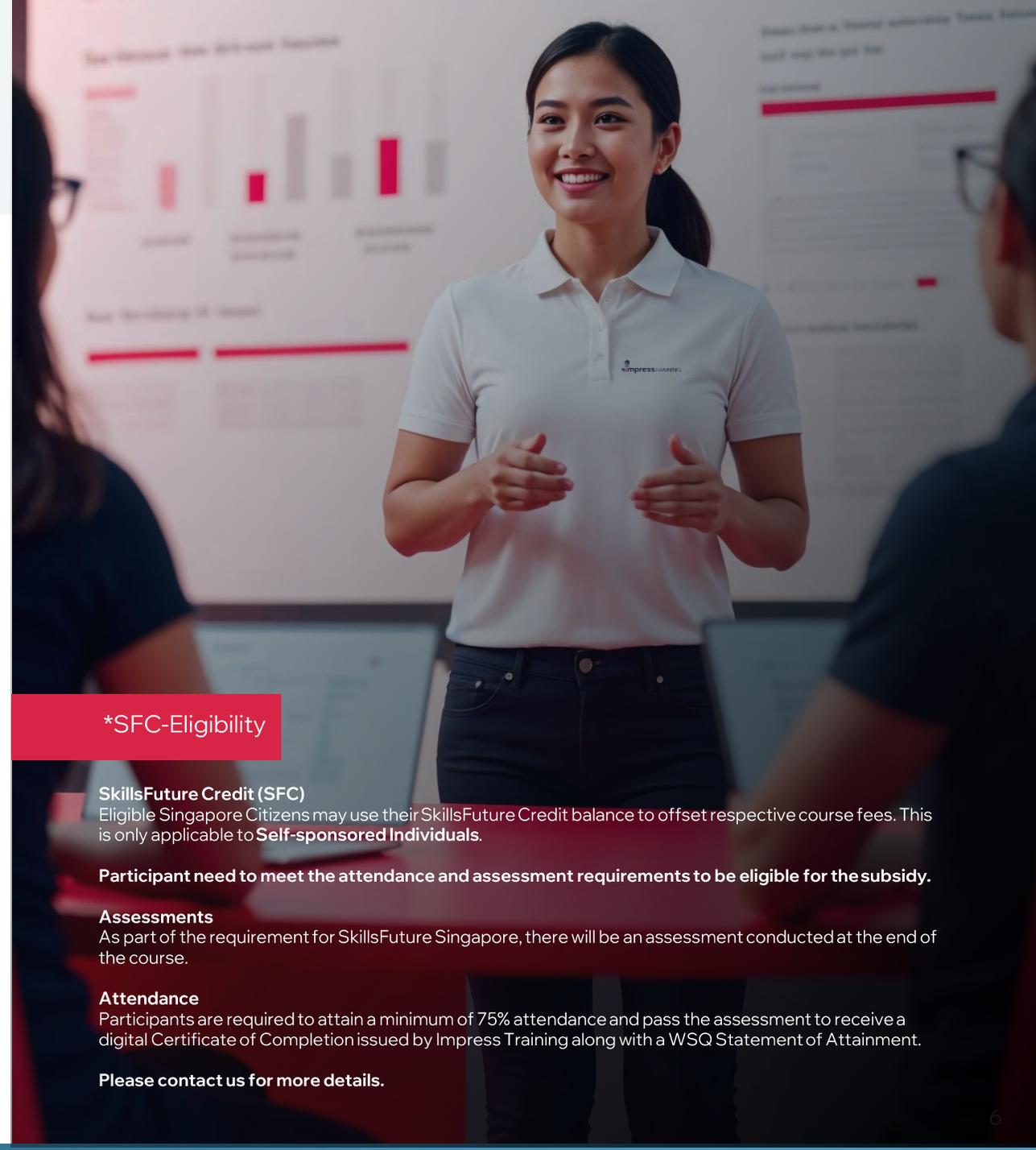
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## \*SFC-Eligibility

### SkillsFuture Credit (SFC)

Eligible Singapore Citizens may use their SkillsFuture Credit balance to offset respective course fees. This is only applicable to **Self-sponsored Individuals**.

**Participant need to meet the attendance and assessment requirements to be eligible for the subsidy.**

### Assessments

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### Attendance

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**Please contact us for more details.**