



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE



# DATA VISUALIZATION AND STORYTELLING

Workshop Instructor  
Sharada Sringswara

13 - 14  
DEC  
2022

PRE CONFERENCE WORKSHOP

# DATA VISUALIZATION AND STORYTELLING

Dates  
13-14 December, 2022

## Workshop Overview:

In the current world where everything is digitalized, there is so much of data which gets captured around us. So how do we comprehend this big data and extract valuable, actionable insights and explain this data effectively to stakeholders? As the saying goes “A Picture is worth a thousand words” Visuals are powerful drivers for conversations. Visualizations can help us make sense of the data. Data storytelling is an about presenting data in a way to aid business decisions The best data stories are insightful, compelling and inspire the audience to take action.

A data storytelling approach gives the managers the ability to visualize the insights you derive from your data science problem. Data analysis is useless for you and your business if you do not know how to present the insights to your key stakeholders to make better business decisions. If we can't tell a compelling story with the data, no one will act on our analysis. In this course, we will discuss data insights through visuals and show how to make those visuals compelling and easy to understand through a series of real-world examples.

## Workshop Objective

This course is designed to give participants a solid grounding in fundamental data visualization data storytelling learning concepts. This course is spread across 3 days and will have a plenty of hands-on exercises using real world datasets.

## Workshop Content

- Introduction to Visualization: Need to visualize data and how visualization can be an essential tool for exploring and communicating complicated information. Seven stages of data visualization and various types of charts like comparison, distribution, composition, and relationship. Exploratory and Explanatory analysis.
- Visual best practices: Edward Tufte's visual encoding. Conversion of data into visualizations to draw valuable insights.
- Visualization of Numerical Data: Choosing right chart for the data on hand. Data analysis as a dashboard to provide narrative and communicate the results.
- Visualization of Text data: Visualization and the challenges of handling text data. How we use chart types such as word clouds, scatterplots, histograms, line charts etc. to visualize a document. Topic models, word embedding, and creating visualizations with bubble charts, bar charts, and t-SNE clusters.
- Visual Storytelling: – Why story telling matters and the science of storytelling. Various types of visual storytelling techniques and the pitfalls of traditional presentation methods. We will also learn about how businesses are adapting various presentation techniques like Pecha-Kucha, Presentation Zen to improve their communication among professionals and how these techniques allow them to weave a story around their presentation to make them more thoughtful, engaging, and interesting to the audience.
- Story telling framework: Types of narratives: author-driven narratives and reader-driven narratives. Seven different types of story types and how to create a narrative around a data science problem through visualization.
- Misleading with charts: how bad visualization can be misleading in decision making.

## Key Benefits/Takeaways:

The participants will understand the importance of visualization and storytelling in business communication and learn how to communicate effectively using data visualization.

## Pedagogy

Combination of lectures, hand-on sessions and case discussions will be used during the course.

## Participant profile / Who should participate

Leaders, decision makers and managers involved in business communication and communication with stakeholders of the organization will immensely benefit from the course. Knowledge of business analytics and data science is not necessary to participate in this course.



## Workshop Instructor

### Sharada Sringeswara

Adjunct faculty Member IIM Bangalore

Sharada Sringeswara is an adjunct faculty member at the Indian Institute of Management Bangalore – Data Centre and Analytics Lab (IIMB-DCAL) and Associate Partner at Acuver Consulting Private Limited. She is an alumnus of BITS Pilani and IIMB, with over 20 years of experience in leading IT development organizations. She is a seasoned analytics executive with hands-on and leadership experience in building business models with an understanding of the digital technology landscape. As a data enthusiast, she brings in product leadership by balancing knowledge and experience of data science and software engineering. She has worked with companies like Walmart, Tesco, Sterling Commerce, Wipro, and Future Group. As a consultant at IIMB-DCAL, she has been involved in training and consulting in the field of data science. As an adjunct faculty at IIMB, she is teaching Data Visualization and Storytelling for MBA students. She has also been teaching analytics in both short and long duration faculty development programs at IIMB. As guest faculty at IIM Lucknow, she has been conducting training sessions on CRM and Text Analytics. She has co-authored analytics case in [Harvard Business Publishing: Fantasy Sports: A Game of Skill or Chance](#)