Data StoryTelling Mastery

1 March 2027 (Monday)

9am to 5pm

SNEF Corporate Learning Centre
60 Paya Lebar Road, #13-45,
Paya Lebar Square (Lobby 2)
Singapore 409051

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About the workshop

This 1-day workshop provides a broad yet practical overview of the entire analytics value chain, with a focus on building a compelling narrative that gets an audience to care and act. It covers how to organize pivotal insights into a clear story and how to deliver that story in a concise, coherent, and compelling way that engage your audience.

Learning Outcome

- Understand the analytics value chain and how Data Storytelling delivers the "last mile" of value
- Learn to select the right data visualization to convey the right messages in your data story
- Learn the principles of crafting clear, compelling data stories using effective storyboarding techniques
- Translate your storyboard into a persuasive narrative and presentation, while anticipating and managing questions

Who should attend

- Analysts or Professionals with Analytics responsibilities who want to go beyond descriptive analyses to inferential and predictive analytics skills; to telling a concise, coherent and compelling data story to support the decision making process
- Managers responsible for managing and supervising a team of analysts
- All other professionals with a keen interest in developing strong foundations in data analytics

Trainer Details

Michael Lee, MBA, BSc

Michael has over 25 years of IT experience across sales, client management, and operations, with roles spanning vendors, system integrators, distributors, and end-users in both public and private sectors. He previously led Asia Pacific sales operations at Linksys and held key leadership roles at Cisco, including sales and customer service operations, as well as heading a global Metrics & Business Intelligence team.

He holds a Bachelor's in Computer Science & Mathematics and an MBA from NUS, and is an ACLPcertified trainer.

Course Fee:
Member - S$545.00
Non-Member - S$654.00
***Inclusive of prevailing GST**

Logistics Requirement:
Laptop with MS Excel and Powerpoint (version 2013 or later)

6827 6907 / 6827 6921

Viola_yau@snef.org.sg / Dave_or@snef.org.sg

snef.org.sg