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**Join Paul A. Smith,  
author of the best-  
selling book *Sell  
with a Story: How to  
Capture Attention,  
Build Trust, and  
Close the Sale*, for  
this short course,  
which describes  
how to tell more**

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**effective stories with data. He introduces two master storytelling methods that can be applied to data, "how did we get here" and the discovery journey, and ...**

**6 Steps to  
Storytelling Your  
Data Like a Senior  
Data Scientist**



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**Data storytelling is the blending of two worlds: hard data and human communication. It's a compelling narrative crafted around and anchored by compelling data. Unfortunately, although data storytelling is an important tool, most**

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**companies don't  
take full advantage.**

**Data Storytelling:  
What It Is, Why It  
Matters ...**

**storytelling with  
data teaches you the  
fundamentals of  
data visualization  
and how to  
communicate  
effectively with data.  
You'll discover the**

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**power of storytelling**  
**and the way to make**  
**data a pivotal point**  
**in your story.**

**Professionals**  
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**Data: A Data**  
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**[www.bdbanalytics.ir](http://www.bdbanalytics.ir)**

**Why Data**  
**Visualization + Data**  
**Storytelling Is**

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Marketing Gold  
Data are used to  
make important  
decisions, to shape  
business and  
political policy, and  
to understand the  
fundamental  
workings of nature.  
But data can be  
complicated,  
mysterious, and  
difficult to  
understand. It is

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**more important than ever to be able to communicate data in a way that is comprehensible and memorable. That's called data storytelling. Data storytelling is a skill, and the goal of this course is to help you improve this skill.**

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**Storytelling with  
Data teaches you  
the fundamentals of  
data visualization  
and how to  
communicate  
effectively with data.  
You'll discover the  
power of storytelling  
and the way to make  
data a pivotal point  
in your story.**

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**8 fantastic examples**  
**of data storytelling |**  
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**for Business**  
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for ...  
Storytelling with  
Data teaches you  
the fundamentals of**



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**data visualization**  
**Visualization**  
**and how to**  
**Communicate**  
**effectively with data.**  
**You'll discover the**  
**power of storytelling**  
**and the way to make**  
**data a pivotal point**  
**in your story.**

**Storytelling With**  
**Data A Data**  
**Don't simply show**

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**your data, tell a  
story with it! At  
storytelling with  
data, we share  
practical tips and  
examples on how to  
effectively  
communicate with  
data. With a number  
of resources  
including, best-  
selling books,  
podcasts, live  
stream lessons and**

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What is data  
storytelling? Data  
storytelling is the  
process of creating  
a story out of data  
analysis findings,  
allowing regular  
business people

**(laymen) to understand the possibly complex insights and apply them to a business decision or action. As big data becomes more prevalent in organizations, data storytelling becomes more important.**

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**Data Storytelling:  
The Essential Data  
Science Skill ...**

**"Data storytelling  
weaves data and  
visualizations into a  
narrative tailored to  
a specific audience  
in order to convey  
credibility in the  
analytical approach,  
confidence in the  
results, and a  
compelling set of**

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**insights that is  
actionable to the  
audience."**

**storytelling with  
data: let's practice!  
Considered  
storytelling with  
data's #1 fan, Randy  
helps continue to  
build and scale the  
organization,  
offering advisory,  
mentoring and**

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operational support  
to make everyone's  
job easier.

Business  
Storytelling with  
Data: A Data  
Visualization Guide  
for ...

While we all know  
that data is key to  
telling an impactful  
story, few  
understand how to  
use these points to

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**spin meaningful  
tales that will  
resonate with their  
audience. As  
marketers, we use  
data visualization to  
go hand in hand  
with our narrative.  
Data is essential,  
powerful, and when  
paired with a ...**

**Storytelling With  
Data: How To**

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**Communicate  
Visually And ...**

**Too often data  
storytelling is  
interpreted as just  
visualizing data  
effectively, however,  
it is much more than  
just creating visually-  
appealing data  
charts. Data  
storytelling is a  
structured ...**

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happened to read a  
book — Storytelling  
with Data: A Data  
Visualization Guide  
for Business  
Professionals —  
written by Cole,  
founder of  
storytelling with**

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**data as well as**  
**highly sought after**  
**speaker and author**  
**on the topic of**  
**communicating**  
**effectively with data.**

**meet the team —**  
**storytelling with**  
**data**

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**data podcast covers**  
**topics related to**  
**data storytelling,**

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**better presentations,  
and all things data  
viz. There is a story  
in your data—get the  
skills and power to  
tell it! Subscribe in  
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episodes. Like what  
you hear?**

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Visualization  
storytelling with  
data podcast - learn  
to improve your ...  
Storytelling. This  
forgotten aspect of  
data can sometimes  
be so powerful that  
occasionally, people  
are able to convince  
us of “findings” that  
aren't even true,  
like, at all – not even  
a bit. Then, it is then

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**up to the community  
to use their ability to  
analyze the data,  
and to find any flaws  
in the original data  
analysis.**

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**Storytelling with  
Data serves as a  
beginning for people  
who want to better  
present the results**

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**of their analysis.  
The book's title  
gives the author's  
approach: you're  
telling a story, so  
who is your  
audience, and how  
should you best tell  
them the story so  
that they understand  
what you want them  
to learn.**

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