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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 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.

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 companies don't

take full advantage.

Not long ago I happened to read a book — Storytelling with Data: A Data Visualization Guide for Business Professionals — written by Cole, founder of storytelling with data as well as highly sought after speaker and author on the topic of communicating effectively with data.

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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 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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