

# Using Data to Tell Stories

## LEVEL 4

**This course will teach you how to use data storytelling tools and techniques to effectively communicate complex data and concepts. You'll learn how to transform raw data into engaging narratives that capture attention and drive understanding.**

By exploring key storytelling methods, data visualisation tools, and best practices, you'll gain the ability to create clear, impactful stories that make data more accessible and actionable. Whether for reports, presentations, or strategic discussions, you'll develop the skills to craft compelling data-driven narratives that resonate with diverse audiences.



4 Credits



3 months



Level 4

### What will I learn?

In this course, you'll learn how to effectively use data storytelling to communicate complex information. You'll explore key tools and techniques such as data visualisation, infographics, interactive dashboards, and storytelling frameworks.

The course covers how to apply these tools to create engaging narratives and make data-driven insights more accessible. You'll also learn how

to tailor your message to different audiences, design clear visuals, and convey information through compelling narratives. Additionally, you'll evaluate the data storytelling process and discover strategies for refining your approach to improve effectiveness and impact.

### How will I learn?

Learning will take place through a blend of interactive workshops, online modules, and real-world competency tasks—delivered either face-to-face or virtually for flexibility.

### What will I achieve?

You will gain a unit accreditation certificate from Agored on Using Data to Tell Stories.

### Modules & Credits

Using Data to Tell Stories	4
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### How do I apply?

Visit: [aspire2be.co.uk/microcredentials](https://aspire2be.co.uk/microcredentials)

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microcredentials  
@aspire2be.co.uk