

Detailed Course Information: Storytelling

Sl. No.	Data Type	Comments
1	Course Name	Discovering insights through effective data storytelling
2	Content Source	S2E book from Bee-Relevant founders and the book named 'Data visualization: storytelling Using data' from Pr. U. Dinesh Kumar and all
3	Brief Description / Introduction of Course	<i>In this course, we explain the reason why many brilliant models stay not used in business. It is because they are missing a story. The truth provided by AI is only a first step, the most important step is to pass from 'truth' to 'well told'. We provide tips and tricks (including frameworks) to well choice the words the speaker use. There is a scientific field for that named 'storytelling' and this is the heart of this course.</i>
4	Why do we need this course?	Working with data means seeking for the truth by building dashboards and models aiming to better understand the environment of the company and to predict the future. But just the dashboards and model outcomes are not enough. Today, too many brilliant models are not exploited by the business. It has to change. It is the reason why this course has been built. <i>As quoted by Daniel Kanheman, no-one has ever made a decision based on a number, they need a story.</i>
5	Learning Outcomes	<ul style="list-style-type: none"> • <i>Introduce the notions of (data/business) storytelling and historic</i> • <i>Explain the scientific effect of a good storytelling</i> • <i>Based on examples, explain the concept of good story and bad story</i> • <i>Provide frameworks about (data/business) storytelling</i> • <i>Introduce the different types of narratives</i> • <i>Practical use cases (e.g., the flea market experiment or the Columbia crash)</i>
6	Course Length	<i>4 Modules</i>
7	Estimated Effort	<i>1-2 hours/module (including homeworks and Q&A sessions)</i>
8	Prerequisites	<i>None</i>

9	Skills Acquired:	
	Module 1: Introduction to storytelling	Vocabulary and definition around (data/business) storytelling and a few stories covering the history of storytelling
	Module 2: Examples	Scientific explanations about storytelling impacts, definition and examples of good and bad stories
	Module 3: Frameworks	How to build a good story?, frameworks (e.g., the Monomyth or Nested loop) and narratives (e.g., the author-driven versus the reader-driven)
	Module 4: Use case	Provide 2 real life examples: the flea market experiment and the Columbia crash

Module 1: Introduction to Storytelling

Lecture	Video Name
Lecture 1	Welcome to Module-1
Lecture 2	Definition of storytelling
Lecture 3	The history of storytelling
Lecture 4	Definition of data/business storytelling
Lecture 5	Examples
Lecture 6	Wrap up
Key Terms	<i>Storytelling, data storytelling, business storytelling, history</i>

Module 2: Examples

Lecture	Video Name
Lecture 1	Introduction to module
Lecture 2	Scientific facts
Lecture 3	Definition of 'good story' with exercise
Lecture 4	Definition of 'bad story' with exercise
Lecture 5	Wrap up
Key Terms	<i>Storytelling explained by science, tips for good stories, tips for bad stories</i>

Module 3: Framework

Lecture	Video Name
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Lecture 1	Introduction to module
Lecture 2	The storytelling recipe
Lecture 3	Framework (Monomyth, Story Mountain and Nested loop)
Lecture 4	Exercise
Lecture 5	Data story narratives
Lecture 6	Wrap up
Key Terms	<i>Presentation zen, Heat brothers message, Monomyth, Story Mountain, Nested loop, author/reader-driven narratives, Martini glass, interactive slideshow, drill-down story</i>

Module 4: Use case

Lecture	Video Name
Lecture 1	Introduction to module
Lecture 2	The flea market experiment
Lecture 3	Columbia crash
Lecture 6	Wrap up
Key Terms	<i>Practical use cases</i>