

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Data Storytelling and Dashboard Design

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Data only changes decisions when people understand it quickly. This course teaches professionals how to turn analysis into clear stories and dashboards: choosing the right charts, designing for the audience, removing clutter, highlighting what matters and presenting insights with confidence. Participants redesign their own reports during the week.

Many reports are full of numbers but short on meaning. You will learn to create dashboards and presentations that lead to action.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Before-and-after redesign exercises, chart clinics, dashboard building in common tools and presentation practice with feedback.

Course objectives

By the end of this course, participants will be able to:
• Apply principles of visual perception to data
• Choose appropriate charts for different messages
• Design clear, uncluttered dashboards
• Structure data stories for different audiences
• Highlight insights and recommendations
• Present data confidently to decision makers

Target audience

This course is suitable for:
• Business and financial analysts
• Managers who produce reports
• Performance and planning teams
• Marketing and sales analysts
• Anyone who presents data



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Target competencies

Participants will develop competencies in:

- Data visualisation
- Dashboard design
- Storytelling
- Audience analysis
- Presentation skills

Course outline

Day 1: Why Data Stories Matter

09:00–10:08	How people read charts
10:08–11:00	Common reporting mistakes
11:00–11:30	**Coffee break**
11:30–11:45	Common reporting mistakes (continued)
11:45–12:53	Audience and purpose
12:53–14:00	Exercise: critique of real reports

Day 2: Choosing Charts

09:00–10:08	Comparisons, trends and composition
10:08–11:00	Tables versus charts
11:00–11:30	**Coffee break**
11:30–11:45	Tables versus charts (continued)
11:45–12:53	Colour and emphasis
12:53–14:00	Chart clinic

Day 3: Dashboard Design

09:00–10:08	Layout and hierarchy
10:08–11:00	KPIs and context
11:00–11:30	**Coffee break**



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11:30–11:45	KPIs and context (continued)
11:45–12:53	Interactivity and filters
12:53–14:00	Hands-on: building a dashboard

Day 4: Building the Story

09:00–10:08	Narrative structure
10:08–11:00	From insight to recommendation
11:00–11:30	**Coffee break**
11:30–11:45	From insight to recommendation (continued)
11:45–12:53	Annotations and headlines
12:53–14:00	Workshop: story from data

Day 5: Presenting with Impact

09:00–10:08	Presenting to executives
10:08–11:00	Handling questions
11:00–11:30	**Coffee break**
11:30–11:45	Handling questions (continued)
11:45–12:53	Feedback and iteration
12:53–14:00	Final presentations

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



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Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
London Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,890.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Vienna Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,940.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Paris Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,860.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	3 May 2027	7 May 2027	**€2,650.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	24 May 2027	28 May 2027	**€3,150.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Barcelona Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,840.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Dubai Confirmed dates	5 Jul 2027	9 Jul 2027	**€3,150.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,840.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,890.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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