



AI AND DIGITAL TRANSFORMATION TRAINING

Data Visualisation and Storytelling for Analysts

3 day course

Classroom, online or in-house

Course overview

Technically sound analysis often fails to influence decisions because it is poorly communicated, and the analyst concludes the audience did not understand rather than that the chart did not say anything. This course fixes the communication. Delegates work through establishing the single message a chart exists to carry, selecting an encoding suited to the comparison being made, and removing the decoration that competes with the data. Colour is treated as meaning rather than decoration, including accessible palettes and the semantic use of good, warning and critical. Annotation and the labelled point that makes a finding unmissable follow. Narrative structure is covered, since a sequence of charts is an argument. The course closes on presenting to a decision maker and on the chart that should have been a sentence.

What you will learn

- Establish the single message a chart exists to carry
- Select an encoding suited to the comparison being made
- Remove decoration that competes with the data
- Use colour as meaning, with accessible palettes
- Annotate so a finding cannot be missed
- Structure a sequence of charts as an argument
- Recognise when a chart should have been a sentence

Who should attend

- Data and business analysts
- Research and monitoring and evaluation officers
- Communications professionals working with data
- Management consultants
- Report writers in government and development organisations

Course outline

- 01 Blaming the audience for the chart
- 02 The single message
- 03 Encoding and the comparison being made
- 04 Removing competing decoration
- 05 Colour as meaning
- 06 Accessible palettes and semantic colour
- 07 Annotation and labelled points
- 08 Narrative structure and presenting to a decision maker

Upcoming dates

Dates	Venue	Format	Fee per delegate
23 to 25 September 2026	Accra, Ghana	Classroom	USD 995
30 December 2026 to 1 January 2027	Online	Online	R6,500
4 to 6 January 2027	Lagos, Nigeria	Classroom	USD 995
18 to 20 January 2027	Cape Town, South Africa	Classroom	R14,950



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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