GrowthTribe

Data Visualisation & Storytelling Certificate

Present your data with impact!

Translate data into powerful outcomes

Let's start learning!

Data Visualisation & Storytelling Certificate

- 1015 students
- 20 hours
- English
- English, Dutch
- Beginner

GrowthTribe

CERTIFICATE
Data Visualisation & Storytelling

John Doe

successfully completed the course in
Data Visualisation & Storytelling
15.06.2023

Tell the story of data with visuals and a narrative that cannot be ignored. Engage
your audience with the power of data today and translate data into impact.

Peter van Sabben
Co-founder

Data Visualisation & Storytelling Certificate

Present your data with impact! Transform raw data into compelling visual narratives that will captivate your audience and make your data come to life.

Course format

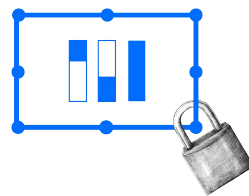|	
🕐 12 - 18 h total	⚙️ No prerequisites
🏃 Self-paced	👥 Join as a team
💳 € 995	|↔| 6 Modules
🏅 Certificate of Completion	📊 Blended

Why Data Visualisation & Storytelling?

Complex Made Simple
Visuals are processed 60,000 times faster than simple text or numbers.

Impact Business Decisions
By designing your visuals the right way, you help an audience grasp the story easily.

Who is this course for?

➜ Professionals in data-driven roles, or decision makers who need to leverage data effectively.

➜ Functional analysts looking to improve their ability to communicate their insights and build a stronger case for their recommendations.

➜ Managers seeking to effectively engage stakeholders and inspire teams.

➜ Individuals who aspire to pursue analytical roles. This course is suitable for all skill levels and backgrounds.

What can you expect to learn?

➜ Learn how to choose the appropriate visualisation type for the data, design effective graphs that accurately represent it, and develop a consistent approach to creating high-quality visualisations.

➜ Develop your presentation skills and learn how to deliver your data stories with confidence and impact.

➜ Embrace a data-driven culture. Explore the key elements of a good story and how to apply them to data-driven narratives.

➜ Learn how to create clear, concise, and effective presentations that are easy for everyone to understand, remember and act upon.

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Curriculum Overview

Module 0 - Quick Start on Data Visualisation
Develop the essential skills required to create effective charts and visualisations. Learn to differentiate between different data types and identify the components of a chart.

Module 1 - Data Visualisation: The Basics
Learn about widely-used visual representations to represent data effectively, avoid common pitfalls in data visualisation, and how to use techniques like decluttering and highlighting to focus the viewer's attention.

Module 2 - Data Visualisation: The Method
Learn how to organize content, choose appropriate visuals, and use design principles to create engaging and memorable slides.

Module 3 - Data Storytelling: Creating an Outline
Understand the key elements of a successful data story, including its premise and structure. You will cover storytelling techniques that will help you refine your ideas and craft a powerful data story.

Module 4 - Data Storytelling: Enriching your Outline
Develop your outline focusing on three key elements: understanding your audience, creating analogies, and creating characters. Simplifying complex data and making it more relatable and memorable.

Module 5 - Data Presentation
Find your own voice as a presenter. Become comfortable and confident when presenting your findings. Avoid common biases in data presentation and better connect with your audience to get your message across.

Industry Experts

Mauricio Bernardo da Silva
Data Analytics Expert

Juan Venegas
Data Analytics Expert

They are our Senior Data and AI experts here at Growth Tribe and have been teaching and coaching professionals in data visualisation and storytelling, data analytics and more!

Core Skills

Data Visualisation	Data Storytelling
Presentation Skills	Communication

Testimonials

Rik De Vitte
Growth Hacker

Attending a Growth Tribe course is like going on a learning roller coaster. Get ready to: learn new (in high demand) skills, get inspired, have fresh ideas popping into your head and meet new interesting people!

Meagan Cedarbaum
Product Manager

Growth Tribe doesn't only deliver amazing content, learnings, coaches & trainers, but has designed an interactive, fun and seamless online learning experience.

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Your Investment

🐯 GrowthTribe

Choose what's right for you

Key Features	👍 Professional Certificate	⭐ Premium Membership
	€995	€1495
	One-time purchase.	Paid yearly.
Certificates (18-24 hours)	1	15+
Bonus Modules (2 hours)	✖	75+
Bi-weekly Microlearning	✖	✔
Downloadable Resources	✖	100+
35.000+ Community Access	✔	✔
'Ask An Expert'	✔	Priority
Personal Career Coaching	✖	3
Job Board	✔	✔
6x/Month Community Events	✔	✔
Masterclasses	✖	4
Exclusive Senior Leaders Community	✖	✔

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Looking for more than just a Certificate?

Discover our (Membership)
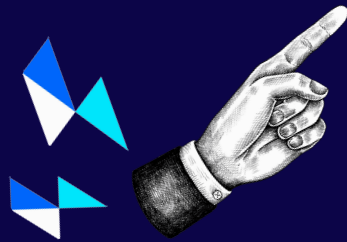
Keep reading to learn how it works and the features you'll enjoy.

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Access a world of opportunities!
Flexible formats for impactful learning.

Embrace flexible learning in engaging formats that make it **fun and easy.** Explore content at your own pace and join live sessions for an enriched experience – all designed to boost your growth journey.

Certificates

ChatGPT Prompt Engineering

Live

Module 1

Module 2

Community Event

Discuss questions

AI Productivity

Live

Micro-learning

A/B Testing

Coaching Session

Practice along the way

Jobs board

Extra modules

Jobs

AI Productivity

AI Strategy and Mindset

Data Visualisation Basics

Tracking & Analytics

A/B Testing

And more...

Certificate Completion

GrowthTribe

Unlock all 15 internationally recognised certificates.

As a member, you gain access to our complete library of certificates in high-demand **digital skills.** Choose the ones that resonate with your goals, and even bundle them for a deeper skill set that sets you apart.

Data & A.I.

A.I. for Business

Business Analytics

Data Visualisation & Storytelling

Data Fundamentals

Growth & Marketing
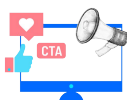
Digital Marketing
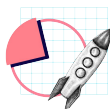
Growth Marketing

Conversion Rate Optimisation

Digital Communication

Sales & Business Development

Business & Innovation

Digital Leadership

Project Management

Agile Project Management

Design Thinking
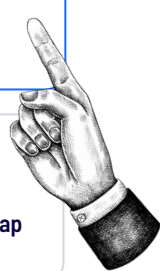
Product Management

Web3 Foundations

GrowthTribe
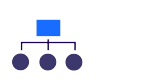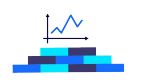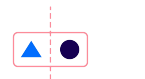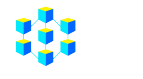
Boost your skills with speed and depth.

Elevate your certificate's value with our flexible **2-hour modules**. As a member, you have the option to take a swift route to skill development with any of our **75+ modules.** Dive into your areas of interest at your own pace with our modular library.

AI Productivity ✓	Product Management Concepts	Data Visualisation Basics	Growth Mindset and Experimentation	AI Business Strategy ✓
Data Visualisation Methods	Data-Informed Decision-Making	Ideation Techniques	Antifragile Leadership ✓	Product Roadmap Development
Rapid Experimentation ✓	Creating a Sales Strategy	Digital Marketing Fundamentals	GenAI for Design	Leading Project Execution
Paid Media for Targeted Audience	Blockchain Case Studies	Data Presentation	Building a Brand Identity	Fundamentals of CRO
Product Mission & Vision	Building a Data Culture	Agile Frameworks & Scrum Essentials	Data-Driven Growth Marketing	Landing Page Optimisation
Content Marketing Strategy	Product-Market Fit	ChatGPT Prompt Engineering	Project Planning and Documentation	Lead Change Management
Funnel Marketing	Predictive Analytics for Business	Descriptive Analytics	Iterative Design ✓	Managing Data Projects
Scaling Complex Projects	Data-Informed Communications	Design Thinking Fundamentals	A/B Testing	Web3, DeFi, The Metaverse, NFTs ✓

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Stay up-to-date with latest developments in your field and apply learnings straight away.

Unlock knowledge on the Go! Dive into **bite-sized** microlearning, **practical** frameworks, and valuable resources. Explore endless job opportunities as you elevate your learning journey anywhere, anytime, and fast-track your path to continuous growth.
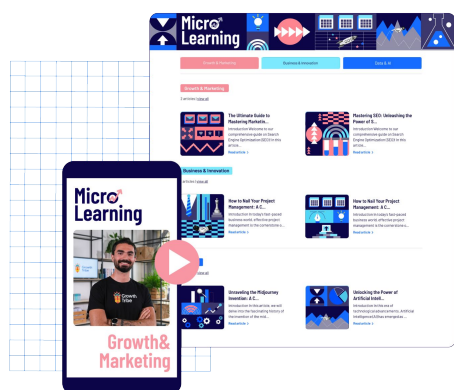
24 micro learnings for busy professionals.

Embrace **10-15 minutes** of effortless learning bi-weekly! Stay sharp and up-to-date in your field, no matter how busy you are.

100+ Downloadable resources for immediate impact.

Hands-on learning for instant application. Swift solutions for personal growth. Access a treasure trove of resources that enable you to effectively apply and integrate learnings from your certificate into real-world scenarios.
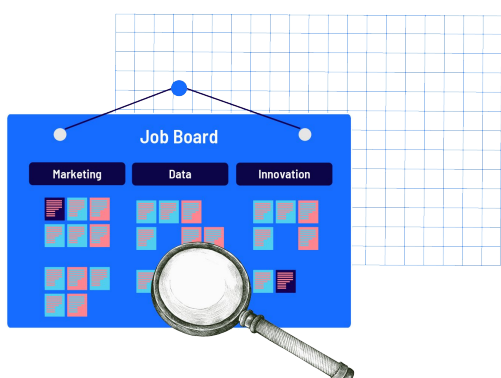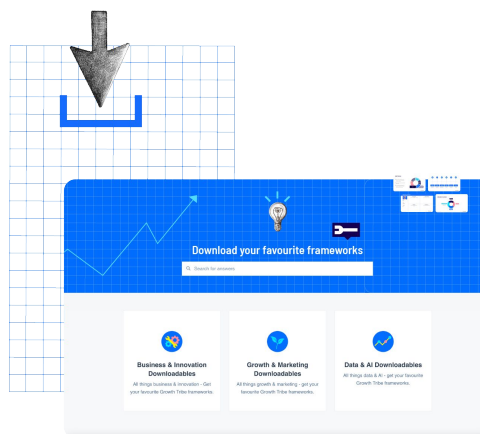
100+ job listings to take your career to new heights.

Ready to level up your career? Dive into a world of endless possibilities with our exclusive job board! Discover new job opportunities to take your career to new heights.

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Connect, collaborate, elevate.
Get support from peers and experts in a dynamic community of 35.000+.

Feeling stuck? Connect with industry experts anytime to get guidance.

Unlock priority access to ask an expert. Gain the advantage of receiving swift and insightful answers, ensuring your learning journey stays on the fast track to success.
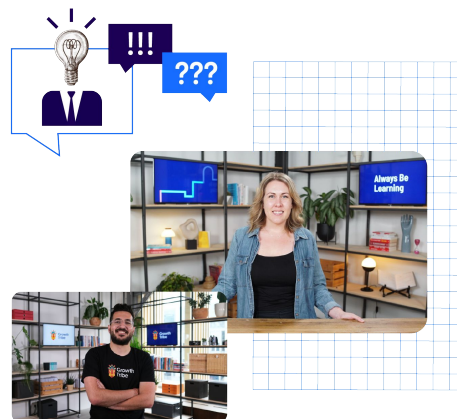
Attend community events and build your network.

Join vibrant events for networking, learning, and growth.Unlock 4 masterclasses led by experts, delivering focused insights for accelerated progress.

Navigate success with career coaching.

Access three 30-minute sessions with our dedicated coaches. Receive expert guidance tailored to your unique goals, empowering you to discover your own solutions, make informed choices, and conquer challenges.

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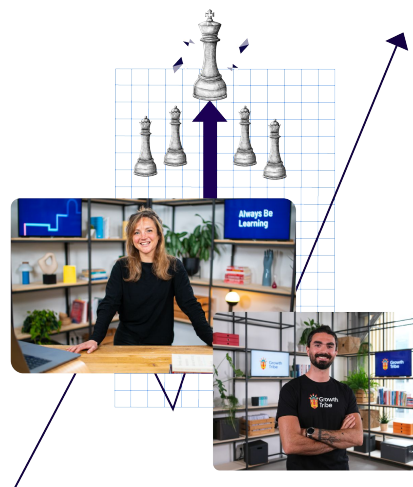
GrowthTribe

About us

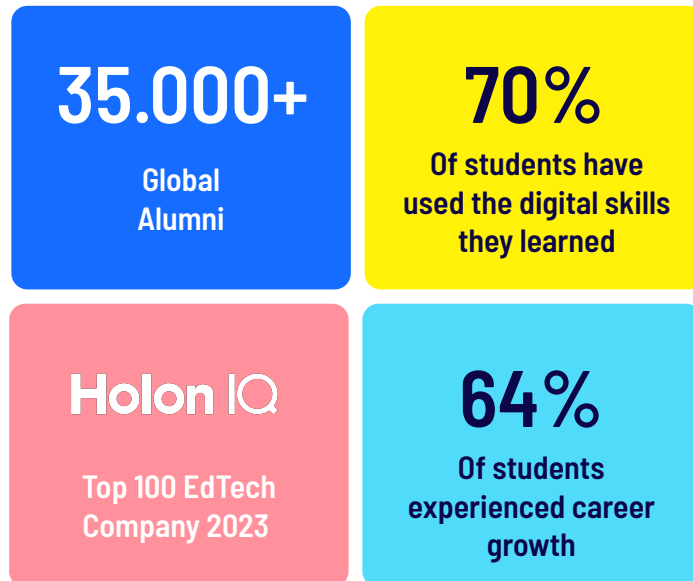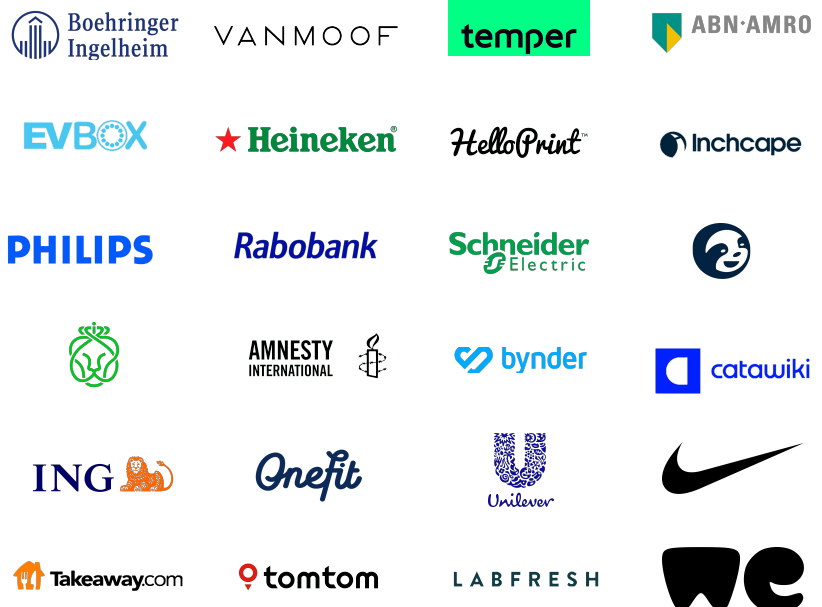Discover a new path to success with Growth Tribe, your partner to upskilling in in-demand digital skills. We specialise in empowering individuals in the fields of Growth & Marketing, Data & AI, and Business & Innovation.

Our courses are designed to be practical, engaging, and fun, ensuring that learning is both rewarding and enjoyable. With a diverse range of learning formats, you have the flexibility to choose what suits you best.

Growth Tribe in numbers

35.000+
Global Alumni

70%
Of students have used the digital skills they learned

Holon IQ
Top 100 EdTech Company 2023

64%
Of students experienced career growth

Companies that trust us

Boehringer Ingelheim

VANMOOF

temper

ABN·AMRO

EVBOX

★ Heineken®

HelloPrint™

Inchcape

PHILIPS

Rabobank

Schneider Electric

ING

Amnesty International

bynder

catawiki

ING

Onefit

Unilever

Takeaway.com

tomtom

LABFRESH

WE

GrowthTribe

What do our customers say?

Katie Hudson
Senior Product Operations Manager

shopify

If you want a course where you sit in front of a screen and listen to a PowerPoint, this is not the course for you. If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.
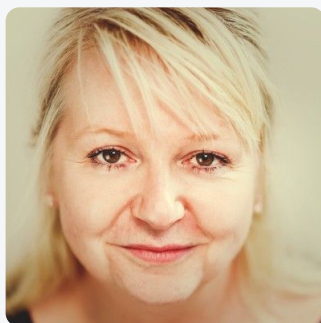
Ashley Mclean
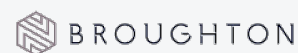Product Designer

bloom growth

I liked how we were collaborating. That's what sets Growth Tribe apart from the course that I did with Coursera, which wasn't interactive. I'm a person who likes collaboration.
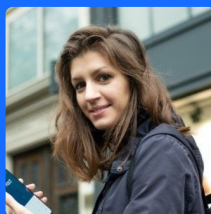
Merran Wrigley
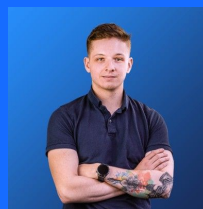Group Marketing Director

BROUGHTON

As a brand and marketing professional, I found the course entry to approaching my work in a more data-driven and analytical way. I know I will start benefiting from this new knowledge from the first day back in the office. So the investment in terms of time and money will be immediate to both me and my company.

"It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away."

**Zsofia Lele
Co-founder &
Growth Manager**
Pippadu

"Growth Tribe challenges the status quo of universities / MBA programs / etc which have fallen behind in terms of teaching people skills for the data age. You learn far more in one of their 12-week classes than an entire top-tier 3-year degree."

**Theodor Andrei
Growth Marketer**
Marveltest

GrowthTribe

Want to train more than 5 people?

Wanna know more?

Click here to learn more.

GrowthTribe