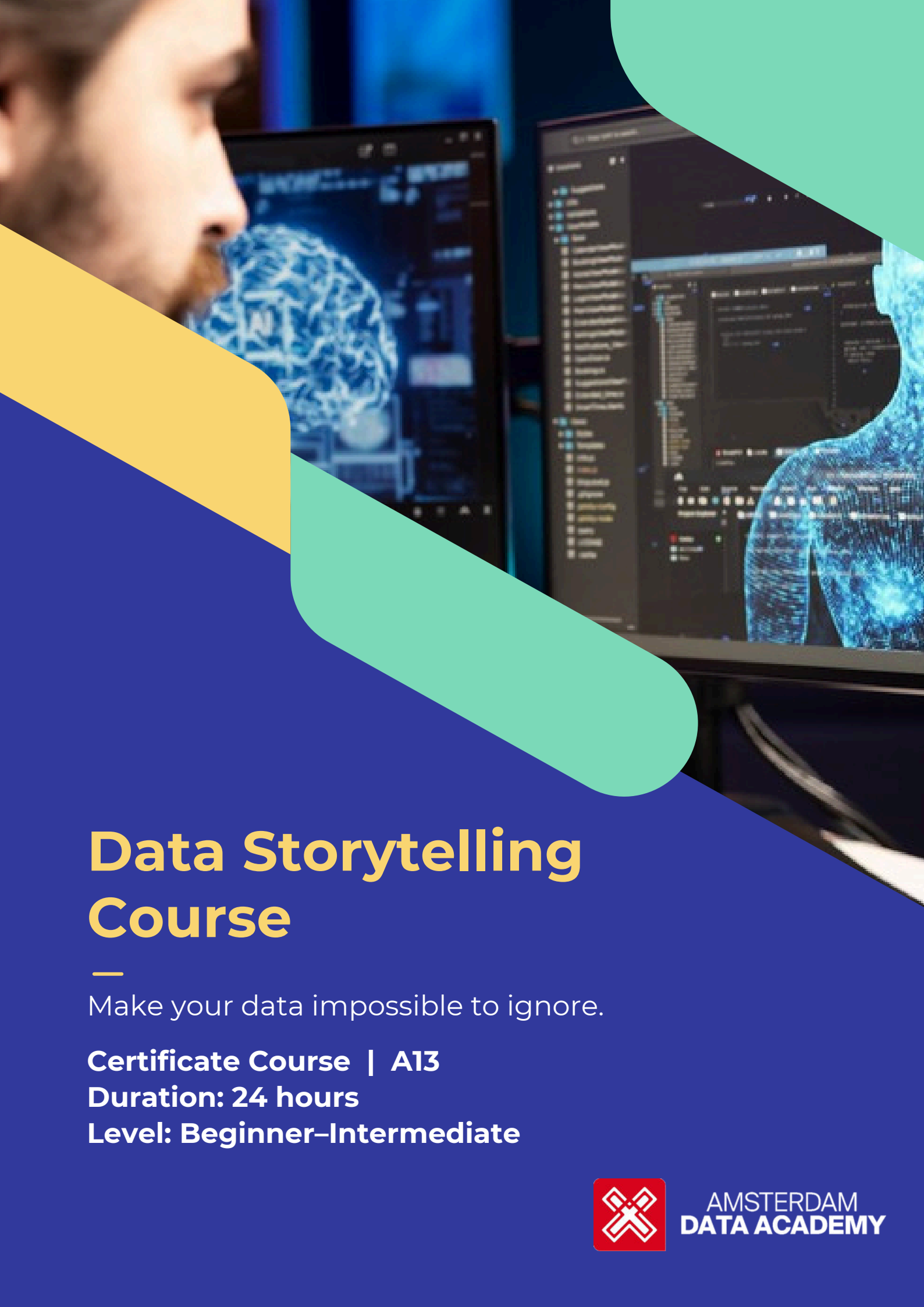




Data Storytelling Course

Make your data impossible to ignore.

Certificate Course | A13

Duration: 24 hours

Level: Beginner–Intermediate



AMSTERDAM
DATA ACADEMY

WHAT YOU'LL LEARN

- Structure a compelling data story from raw analysis to executive presentation
- Choose the right chart for every type of insight
- Apply the Pyramid Principle and narrative frameworks to data communication
- Build an interactive dashboard that guides your audience to the key message
- Design slides that work without you in the room
- Present data-driven recommendations with confidence



COURSE CONTENT

Module 1 — Data Visualisation Fundamentals

- Choosing the right chart type for your data
- Colour, layout, and typography for data visuals

Module 2 — Power BI for Storytelling

- Building interactive reports in Power BI
- Dashboard design for executive and operational audiences

Module 3 — The Art of Data Storytelling

- Structuring a data narrative: context, insight, action
- Presenting data to non-technical stakeholders



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AFTER THIS COURSE

You'll deliver a complete data story — from messy dataset to boardroom-ready presentation — and have a framework you can apply to every analysis you do from here on.

OFFICIAL CERTIFICATE

This course leads to an official ADA certificate at NLQF level 6, the nationally recognised qualification framework equivalent to a bachelor's degree. Your certificate proves a verified, professional level of knowledge and skills — valued by employers across the Netherlands.

Ready for your next step?

Book a free study-advice call

amsterdamdataacademy.com/study-advice

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