

COURSE OUTLINE		Mins
<b>Program Name:</b> Art of Charts / Storytelling using Data		
Software: Microsoft PowerPoint		
Level: Intermediate to Advanced (L2 and L3)		
Duration: 6 hrs.		
<b>Introduction:</b>		
This program focuses on helping users to -		
(a) choose the right charts and use them to present data (80%),		
(b) use shortcuts to execute ideas & visualisation (10%), and		
(c) use company's guidelines of using Charts, Titles and basics Hygiene factors (5-10%)		
<b>A</b>	<b>Use Google to find sector-wise trends on latest industry charts</b>	<b>10</b>
<b>Learning Objectives: Get context- specific (sector, business, KPI) ideas on Charts</b>		
How to use Google's Advanced Search tags to see the latest industry trends on charts		
<b>B</b>	<b>Essential chart elements &amp; settings</b>	<b>60</b>
<b>Learning Objectives: Customise the chart settings and options to make it client-ready.</b>		
<b>1</b>	Anatomy of a Chart -	
	Chart Title (metric name) vs Slide Title (inference):	
	Writing a title for figures	
	Writing a title for a slide (also called strapline)	
	Vertical vs Horizontal Axis, Axis Titles, Data Labels, Gridlines, Legends; Fill & Outline	
	Source & Footnotes	
<b>2</b>	Exercise: Get to know all the essential Chart settings -	
	Sort the data set for easy comparison (Desc / Asc Order)	
	Create a 'Column Chart'	
	Change Chart Type - Horizontal 'Bar Chart'	
	Column Chart vs Bar Chart - Why?*	
	Format Axis - Categories in Reverse Order	
	Format Data Series - Reduce Gap Width & Best Practice	
	Add Data Label (numbers) - 3 ways	
	Data Label - Inside Base vs Outside End	
	Change color of all or one the series	
	Add a thin border, dashed line to one of the series	
	Convert Y-axis 'jump' values = 0, 50, 100 .... 200	
	Remove Gridlines & add Primary Major Horizontal Gridlines	
<b>C</b>	<b>Essential Charts - 1</b>	<b>100</b>
<b>Learning Objectives: Focus on business charts that are commonly used in Consulting.</b>		
<b>1</b>	Basics of 2 axis Charts - Primary Axis (Column) & Secondary Axis (Line)	
<b>2</b>	Thermometer Chart & its use cases	
<b>3</b>	Automatic color of negative data series (column)	
<b>4</b>	Waterfall Chart - 1	
<b>5</b>	De-mystifying the 'Select Data' option	
<b>6</b>	Stacked Column	
<b>7</b>	100% Stacked Horizontal	
<b>8</b>	Re-basing / Indexing data to a base of 100 for comparing time-trends (Line)	

<b>D</b>	<b>Concept of Parallel Chart or Side-by-Side Chart</b>	<b>45</b>
	<b>Learning Objectives: Focus on how to present multiple data points without adding clutter</b>	
<b>1</b>	Three Types using industry examples - EY, McKinsey	
<b>2</b>	Exercise - Create a parallel chart incl PowerPoint shortcuts & Data handling tricks	
<b>E</b>	<b>Alternatives to Pie Chart</b>	<b>45</b>
	<b>Learning Objectives: Explore better alternatives to Pie Chart</b>	
<b>1</b>	Each pie chart should have 100% = "metric being shown" on the top right hand corner	
<b>2</b>	Horizontal Bar	
<b>3</b>	Treemap	
<b>4</b>	Waterfall Chart - 2	
<b>5</b>	Donut	
<b>F</b>	<b>7 Storytelling Strategies</b>	<b>60</b>
	<b>Learning Objectives: Learn from best industry practices &amp; consulting reports (updated Aug'2022)</b>	
<b>1</b>	7 strategies to add impact to text / table heavy slide	
<b>2</b>	Symbols (Webdings, Wingdings) - criticality, % completion, tick, legends for lengthy names	
<b>3</b>	Highlighter (dashed outline)	
<b>4</b>	De-Highlighter (white tracing paper) – semi-transparent white shape	
<b>5</b>	De-Highlighter – greyed out text	
<b>6</b>	Clustering using curly braces shape (75%:25%)	
<b>7</b>	Number Pointers for Navigation & Flow of reading	
<b>8</b>	Callouts	
<b>9</b>	Essential - PowerPoint Shortcuts to create new visuals	
<b>10</b>	Exercises - Overlapping circles, Waffle Visual	
<b>G</b>	<b>Quick Theory - Hygiene Factors to present Table</b>	<b>30</b>
	<b>Learning Objectives: Overview of presenting tabular-data better</b>	
<b>1</b>	How to format tables (text alignment, borders, shading, distribute rows/columns)	
<b>2</b>	Every table needs to have serial numbers on the left	
<b>3</b>	Every table needs to have a row for totals	
<b>4</b>	Tables /Charts need to be sorted on the basis of relevant logic (alphabetic order is not a logic) + How to Sort	
<b>5</b>	Every table/chart/figure in a slide must have a title, left aligned, which captures:	
<b>6</b>	a. Name of metric being monitored and analysis being shown	
<b>7</b>	b. Time validity of data	
<b>8</b>	c. Absolutely no inference statement in the Table title (the slide title needs to capture that or these need to highlighted in a callout)	
<b>9</b>	Source needs to be mentioned in each slide	
<b>10</b>	Each number mentioned must have a unit	
<b>11</b>	No acronyms without reference at the bottom (like Legends)	
<b>-End of Document-</b>		