DIGITAL AND ANALYTICAL SKILLS

Data-Driven Decisions and Storytelling

Check metrics, choose suitable visuals and prepare a clear decision recommendation.

5 sessions × 2 hours · 10 hours · 990 AZN. Prices may change depending on current conditions.

Who is it for

For managers, analysts and professionals preparing HR, marketing or finance reports.

Programme purpose

Start with metric definitions, sources, comparisons, uncertainty and chart choice. Build a one-page decision story without overstating what the data shows. No specific BI software is required.

By the end you will be able to

- You will produce a one-page decision memo, chart rationale and list of data limitations.

Practical assignments

- We will inspect a chosen metric set and build visuals and narrative for one decision question.

Session plan

01 Session 1: decision question and metric definitions

02 Session 2: data quality and valid comparisons

03 Session 3: chart selection and misleading visuals

04 Session 4: narrative, uncertainty and recommendation

05 Session 5: one-page decision presentation

Final practical output

You will produce a one-page decision memo, chart rationale and list of data limitations.

Assessment and feedback

The final practical work receives trainer feedback on fit to a real or sample situation, clarity of reasoning and actionable next steps.

Training format

Individual live online training only: one participant and one trainer. 5 sessions × 120 minutes (600 minutes total). Zoom / Google Meet; schedule agreed individually.

Topic references

World Economic Forum — Future of Jobs 2025, Skills Outlook: https://www.weforum.org/publications/the-future-of-jobs-report-2025/in-full/3-skills-outlook/

References inform the topics; AİTM does not claim accreditation by these organisations.

Contact and enrolment
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