

Certificate Program

# DATA-DRIVEN STORYTELLING AND VISUALIZATION (BATCH 3)

Turn Data into Action with Powerful Visual Storytelling



# Introduction

Data visualization is a critical skill in today's data-driven world, allowing professionals to translate complex datasets into clear, actionable insights. This course will provide hands-on experience with leading data visualization tools, guiding participants through the entire process, from understanding raw data to presenting polished, impactful visual reports.

## Key Benefits

### After completing this course, participants will:

- Master Data Visualization Tools: Participants will be proficient in using Excel, Tableau, and Power BI to visualize data.
- Create Impactful Visualizations: Be able to design dashboards and reports that communicate complex data clearly and effectively.
- Improve Decision-Making: Use data-driven insights to support business decisions in real time.
- Cross-Departmental Impact: Participants can apply these skills across various industries, from marketing to finance, operations, and HR.
- Improves Communication: Data visualizations allow professionals to communicate complex information quickly and effectively.

## Program Details



**Starting Date: March 2026**



Saturdays only



Rs. Rs. 85,000/- (+3% SST)



2-Months Certification



Duration: 50 hours  
Timings: 2 PM - 6 PM



# Course Topics

## Introduction to Data Visualization

- The importance of data visualization in modern business.
- Fundamentals of visual perception: Why visual data is impactful.
- Types of visualizations: Charts, graphs, maps, and dashboards.

## Data Cleaning and Preparation

- Understanding data types (structured, unstructured) and formats (CSV, Excel, JSON).
- Data cleaning: Handling missing data, outliers, and inconsistencies.

## Tools for Data Visualization

### Tools Covered:

- Excel/Google Sheets: Basics of data visualization.
- Tableau: Building interactive dashboards.
- Power BI: Creating data models and custom visuals.

## Storytelling KPIs

- Storytelling with data: How to communicate insights effectively.
- Designing dashboards for business use: KPIs, drill-down analysis, and real-time data.
- Customizing visualizations for impact (color, layout, typography)
- Integrating data from multiple sources (databases, APIs).

## Real-Life Applications of Data Visualization

- Use cases in marketing, finance, HR, and operations.
- Visualizing customer behavior and sales trends.
- Presenting financial performance and forecasts.
- HR metrics: Employee performance and workforce analytics.
- Real-world case studies from multiple industries.

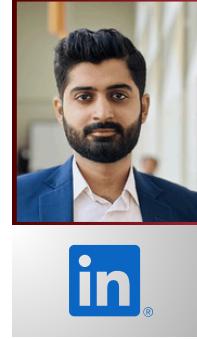
## Final Capstone Project

- Participants will choose a dataset relevant to their industry (e.g., sales data, financial reports, marketing performance).
- They will clean, prepare, and visualize the data using Tableau/Power BI.
- The final presentation will include insights and actionable recommendations

# Trainer Profile

## Kashif Hussain

Kashif Hussain is a dynamic and results-driven trainer specializing in data visualization. With a professional background in data analysis, business insights, and analytical modeling, he brings a well-rounded perspective to turning data into compelling stories that inform, influence, and inspire. He combines strong analytical skills with a creative mindset to help learners understand not just what the data says—but what it means. Kashif is well-versed in tools such as Excel, Power BI, SQL, and Python-based visualization libraries, and actively explores emerging techniques in data presentation and interpretation. Currently pursuing the Google Data Analytics Program, he continues to refine his expertise in using data to drive clarity and impact. His hands-on experience with real-world projects, including work in sentiment analysis and machine learning, enriches his training sessions with practical insight and relevance. Kashif is passionate about empowering professionals and students to confidently communicate insights through data, bridging the gap between raw information and meaningful action.



## Syed Aftab Ahmed

Aftab Ahmed is a highly experienced Data Analytics expert with a rich background in handling complex datasets, drawing actionable insights, and developing sophisticated forecasting models. With his extensive expertise in data collection, analysis, and interpretation, he has consistently delivered innovative solutions that drive business growth. As the Manager of Analytics & Sales Operations at KEENU Pakistan, Aftab plays a critical role in optimizing data strategies and operations, enhancing decision-making processes. His association with

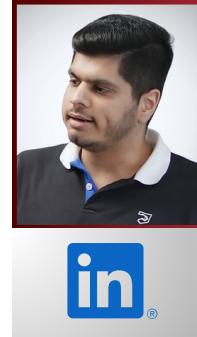
IBA CICT as a lead trainer has allowed him to share his deep knowledge in Power BI, Data Analysis, and Advanced MS Excel with a wide range of professionals. Aftab's hands-on teaching approach, combined with his real-world industry experience, equips participants with both the theoretical understanding and practical skills needed to excel in data analytics. He brings a wealth of knowledge, empowering individuals to leverage data for better business outcomes.



# Trainer Profile

## Salman Hanif

Salman Hanif is an experienced finance and data professional dedicated to driving business growth and operational efficiency. With a proven track record in financial planning and analysis, he has successfully enabled organizations to optimize trading portfolios and enhance profitability. Salman specializes in crafting strategic initiatives for retail expansion and e-commerce profitability, leveraging his keen insights into market trends and customer behavior. Passionate about collaborative learning, he empowers participants with data-driven strategies to foster engagement and achieve impactful results.



# ERP

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