BLACKBIRD FOR TRAINING

Data analysis & reporting using PowerPoint

16 – 20 August 2027
Malaga (Spain)



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Introduction

Mastering data analysis techniques and presenting findings effectively is a critical skill in today's data-driven business environment. This Data Analysis and Presentation Skills course is designed to equip participants with the essential skills to analyze business data and transform it into compelling, actionable insights using PowerPoint. By combining data analysis methods with visual storytelling, participants will learn to create impactful PowerPoint presentations that drive informed decision-making and enhance business communication.

Whether you are preparing data analysis reports, conducting business reviews, or delivering executive briefings, this data analysis training course will give you the confidence and expertise to present data with clarity and purpose.

Course Objectives

By the end of this data analysis course, participants will be able to:

- Understand the Fundamentals of Data Analysis: Learn key data analysis techniques and how to interpret different types of data analysis for business insights.
- Organize and Structure Data-Driven Presentations: Develop skills to effectively structure data analysis reports and PowerPoint presentations to highlight key insights.
- Create Engaging Visuals: Master the use of PowerPoint to create clear, attractive charts and visuals that communicate data effectively.
- Master Storytelling Techniques: Learn how to turn data analysis projects into powerful stories that resonate with your audience.
- Apply Best Practices for Presenting Complex Information: Use effective techniques to simplify complex data and present it clearly.
- Optimize PowerPoint for Reporting: Understand the best practices of using PowerPoint for reports and executive presentations.



Course Outlines

Day 1: Fundamentals of Data Analysis and Presentation

- Introduction to data analysis concepts and their business applications.
- Understanding types of data qualitative vs. quantitative and their impact on decision-making.
- Basics of effective business communication through data.
- Principles of data storytelling and its importance in business reporting.
- Overview of PowerPoint as a powerful data analysis presentation tool.

Day 2: Preparing Data for Reporting

- Gathering and cleaning data for analysis.
- Reviewing basic Excel skills for data preparation filtering, sorting, pivot tables.
- Structuring data analysis reports for different audiences.
- Choosing the right visuals for various data analysis methods.
- Avoiding common mistakes in data interpretation and presentation.

Day 3: Creating Visuals in PowerPoint

- Inserting and formatting charts bar, pie, line, scatter plots effectively.
- Customizing charts for clarity, impact, and data analysis visualization.
- Working with SmartArt and infographics to represent processes and hierarchies.
- Designing dashboards inside PowerPoint to display data dynamically.
- Enhancing presentations with animations when necessary for better storytelling.

Day 4: Data Storytelling and Report Structuring

- Storyboarding your report for logical flow and clarity.
- Framing data narratives for executive teams and stakeholders.
- Using color theory, fonts, and design principles to support data clarity.
- Creating executive summaries and key message slides that highlight findings.
- Handling live questions and adapting presentations in real-time.

Day 5: Practical Application and Final Presentations

- Hands-on case study: Analyzing provided data and extracting key insights.
- Creating a complete PowerPoint report that showcases analysis and findings.
- Group presentations and peer feedback to refine presentation skills.
- Instructor critique with professional tips for improvement.
- Final review: A best practices checklist for future presentations.



Why Attend this Course? Wins & Losses!

- Master Data Analysis and Presentation Skills: Gain the essential skills to analyze data effectively and present it with clarity and impact.
- Enhanced Visual Communication: Learn how to use PowerPoint to create visually engaging presentations that make data analysis projects clear and memorable.
- Improved Decision-Making: Communicate insights effectively to influence decision-making and drive business success.
- Professional Development: Equip yourself with practical skills that enhance your ability to present complex data in a clear, concise, and compelling manner.
- Career Growth: Enhance your profile with expertise in data analysis methodology and PowerPoint training for business reporting.

Conclusion

This Data Analysis and Effective Presentation Skills course provides a unique opportunity to master the art of data analysis methods and PowerPoint presentations. By integrating data storytelling with visual design principles, participants will be able to communicate complex data with clarity and impact.

Whether you are a business professional looking to improve your PowerPoint skills, or someone who wants to create clear and engaging data analysis reports, this course will help you achieve your goals. Learn the right tools and techniques to enhance your presentations, influence decision-making, and communicate data more effectively.

Enroll today and transform your data into powerful stories that drive business success!

