

# Data to Insights

Master the art of identifying business problems and solving them through data analysis





# Overview

Learn the 20% of data analytics skills that deliver 80% of the value.

Step into the world of analytics with 'Data-Driven Decision Making,' a course that equips participants to transform data into actionable business insights. This course demystifies the analytics process by honing in on four crucial stages: framing the right question, sourcing the most relevant data, conducting analysis, and implementing actionable results.

The course focuses on the core 20% of data analytics skills that contribute to 80% of business impact. You don't need to be a math whiz or a software guru; basic arithmetic and commonly-used tools like Excel are all you'll need.

Upon completion, you'll be equipped not only to ask data-driven questions but also to provide compelling insights that shape business decisions.

## Delivery Options

- Two days in-person
- Three 3-hour virtual sessions

We also offer 1 hour seminars that cover the most essential concepts.





# Trusted by industry leaders

Since 2018, we've trained over 300 companies, government departments and NGOs in fundamental data skills.

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World Vision

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Johnson & Johnson

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Capital One

Sun  
Life Financial

ANGLO  
AMERICAN

P&G

MetLife



# Meet your Course Designers



**Isaac  
Reyes**

Co-founder,  
StoryIQ

Isaac is an author, TEDx speaker, international keynote presenter and thought leader in data storytelling. His firm, StoryIQ, partners with the world's leading organizations to deliver org-wide data storytelling training programs. Isaac is the co-author of the book "Data, Story, Action!" and his "Art of Data Storytelling" speaking tour has visited 26 cities across 5 continents. A former data scientist, Isaac's ultimate goal is to empower the people within every organization to communicate effectively with data.



**Diedre  
Downing**

Chief Learning Officer,  
StoryIQ

Diedre is an accomplished educator and data visualization keynote presenter, bringing over 15 years of teaching and facilitating experience to the StoryIQ team. Diedre was a keynote presenter at VizCon 2020, the world's data storytelling summit. Prior to StoryIQ, Diedre led the development of virtual training programs for over 100,000 educators as part of her 14-year tenure at the New York City Department of Education.



**Dominic  
Bohan**

Co-founder,  
StoryIQ

A data storytelling author, TEDx speaker and keynote presenter, Dom brings a wealth of data storytelling experience to StoryIQ from his career at QBE, one of Australia's largest insurance companies. At QBE, he was a senior leader in data analytics, presenting data-driven strategy recommendations to the company's senior executives and producing data stories for the Group Board of Directors. Dom is the co-author of "Data, Story, Action!" and his TEDx talk "Turning Bad Charts into Compelling Data Stories" is one of the most popular data storytelling videos on YouTube.

# Learn the **4As** Framework for Solving Problems with Data



## **Ask**

Define your business question and ensure that answering your question will add real value to the business.



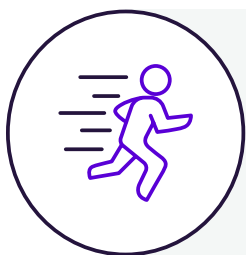
## **Assemble**

Gather, clean and wrangle data from both internal and external sources to form your analysis dataset.



## **Analyze**

Use data analysis to explore your dataset and create summary metrics that inform the question at hand.



## **Act**

Package and present your data analysis results in a compelling way that inspires decision makers to take action.



# Testimonials



**Kim Alcantara**  
Talent Acquisition Partner,  
Nestle

“Perhaps one of the most important training workshops I’ve attended to date. Whilst it’s important that we know how to use the data, this course reminded us how equally important it is to interpret the data and to provide relevant insights.”



**Olivia Harris**  
Marketing Manager,  
Banking industry

“I now have much more structured thinking around problem solving and data gathering. Data to Insights showed me how to sort through all of the potential business questions I could be asking so that I can focus on the questions that will drive the most business value.”



**Maricel Bueno**  
SAVP Controller,  
SM Retail

“I’m excited to apply the learnings I got from the Data to Insights course to be able to come up with valuable recommendations that will improve profitability of our organization.”



# 4 Reasons to Learn with StoryIQ

## 1 Tailored Approach



Every team has different learning needs, so we don't adopt a 'one size fits all' approach.

From tailored courses to customized digital academies, our learning experience designers can work with you to create a customized program that achieves your learning objectives.

## 2 Thought Leading Content



The secret sauce behind our courses lies in the collaboration between our subject matter experts and learning experience designers.

This collaboration ensures that our courses contain cutting edge, thought leading content, delivered in a way that is engaging and memorable.

## 3 Engaging Live Instructors



Our facilitators understand that adult learners learn best when they are engaged and their professional experience is valued.

We use a variety of adult learning methods to provide an unforgettable experience in the classroom, including a discussion-based facilitation approach and regular breakout groups.

## 4 Flexible Delivery



Our programs can be deployed via a range of delivery options, including in-person, virtual instructor-led, virtual self-paced and blended.

With our global team of facilitators located in the Americas, Europe and APAC, we can support your learning needs across multiple timezones and locations.





# Customization Options

## Post-training consultation sessions

Course participants are given a post-training activity that involves learners applying what they have learned in the course to their own data problem. A StoryIQ Instructor will then meet with the participants in small groups of 3-5 learners four weeks after class to evaluate progress and deliver feedback.

## Department-wide roll out

We offer special additional support for leaders and L&D professionals who are tasked with getting larger teams skilled up in solving problems with data. Please get in touch to discuss your unique needs.



# Organize a private workshop for your team or join a public class



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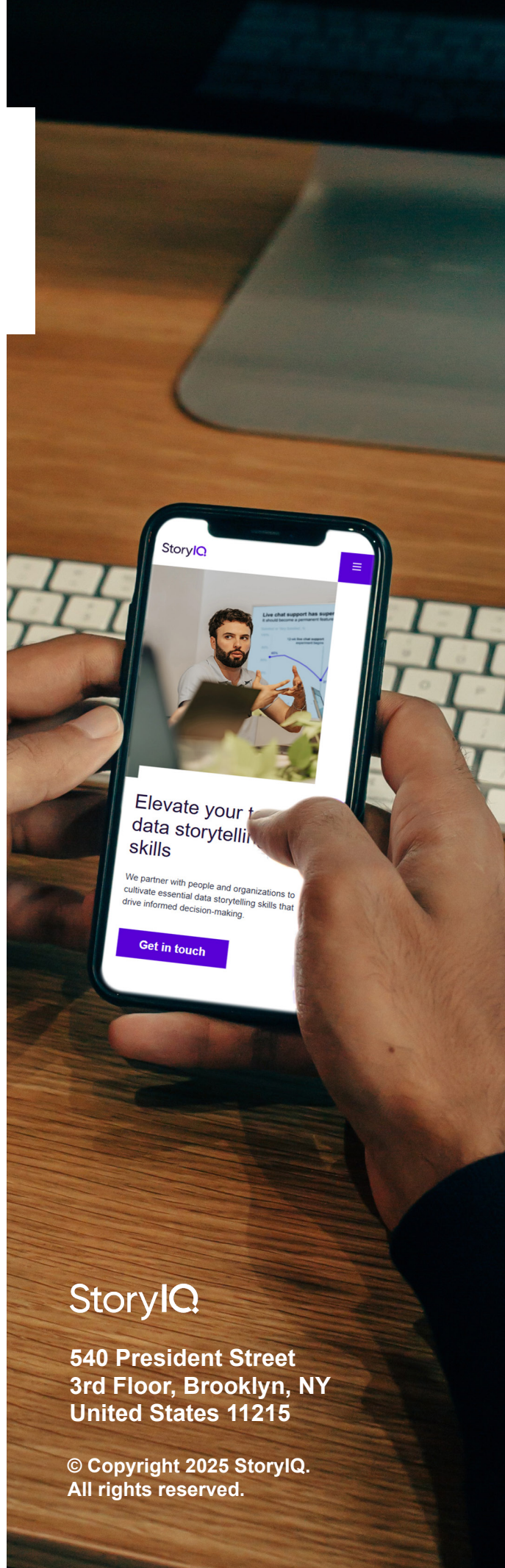
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