

IBF Standards: Checklist Submission

Industry Segment	Future-Enabled Skills
Job Specialisation	Data Analysis
Objective Statement	Understand how apply data and digital skills in your workplace

Competency Unit	1	Data Storytelling (Similar to Technical Skills Competency (TSC): Research and Data Analytics- Data Storytelling and Visualisation)
Proficiency Level: 3		
Performance Criteria		
1.1. Understand business problem, audience needs and objectives for story telling		
1.2. Select appropriate visualisation techniques and information displays to convey data and findings		
1.3. Organise the presentation of data to reflect trends and correlations		
1.4. Incorporate appropriate elements to create informative and dynamic data displays		
1.5. Incorporate interactive graphics, visuals and technical features into the data presentation		
1.6. Communicate limitations of data and interpretations of findings		
1.7. Describe context and commentary behind visualised data patterns		
1.8. Describe data trends and patterns in narrative format suited to level of understanding of audience		
1.9. Adjust language and presentation formats according to audience being communicated to		
1.10. Present and describe key meaning and insights		
Curriculum and Learning Outcomes		
• Interpretation of data analysis and findings		
• Types of visual and data display approaches		
• Suitability of different data representations and visual displays for different contexts		
• Data visualisation principles, tools and techniques		
• Elements of data dashboards		
• Questioning techniques		
• Infographic creation and application capabilities		
• Methods to identify audience context and needs		

Competency Unit	2	Data Storytelling (Similar to Technical Skills Competency (TSC): Research and Data Analytics- Data Storytelling and Visualisation)
Proficiency Level: 4		
Performance Criteria		
2.1. Draw key meanings and insights from data available		
2.2. Develop general framework and storyboard for communicating data		
2.3. Introduce new or emerging visualisation tools and techniques that are fit for usage		
2.4. Exercise judgement on the presentation of data to ensure that critical trends and findings are presented in the optimal way		
2.5. Develop dashboards and scorecards incorporating advanced visualisation techniques and embedding		

analytics capabilities
2.6. Review tables, graphs, and dynamic data displays, to ensure key questions from key stakeholders are addressed
2.7. Identify and define linkages between data, visuals and narratives being shared
2.8. Identify context to support data storytelling objectives
2.9. Guide others towards developing data storytelling and data visualisation abilities
2.10. Amend storyboard and data presentation materials to match audience needs
Curriculum and Learning Outcomes
• New data visualisation tools and techniques
• Range of methods to portray data patterns, trends and correlations
• Dashboard development process and techniques
• Features of data displays
• Strategic visualisation and mapping techniques
• Business vision, strategic goals and branding
• Storyboarding and framework development
• Exploratory and diagnostic analysis of data
• Data dashboard creation and application capabilities

Competency Unit	3	Data Storytelling (Similar to Technical Skills Competency (TSC): Research and Data Analytics- Data Storytelling and Visualisation)
Proficiency Level: 5		
Performance Criteria		
3.1. Design general framework and storyboard for communicating data		
3.2. Lead efforts to align storyboard to business vision, strategic, goals and branding		
3.3. Establish an effective data presentation architecture to address critical business questions		
3.4. Integrate latest developments in data visualisation tools, techniques and methodologies		
3.5. Determine suitable data presentation delivery modes and mechanisms, tailored to key stakeholders' needs		
3.6. Make decision on the optimal timing for presentation and updates of data and trends on dashboards and systems		
3.7. Design intelligent data dashboards and customisable visual displays		
3.8. Lead efforts to interpret and present explanations for counterintuitive patterns or findings		
Curriculum and Learning Outcomes		
• Emerging trends and developments in data visualisation		
• Strategic elements and considerations in a data presentation		
• Intelligent data dashboard design methodologies and techniques		
• Strategic visualisation and mapping techniques		
• Modes and mechanisms for data delivery Business vision, branding strategy and goals		
• Storyboarding and framework development		