

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Data Analytics and Information Technology Management					
TSC	Data Storytelling and Visualisation					
TSC Description	Combine data insights, and dynamic visual displays with illustrative and interactive graphics and narrative representative formats to present patterns, trends, meanings, messages and analytical insights from data or new concepts in a strategic manner					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			FSE-DAT-3020-1.1	FSE-DAT-4020-1.1	FSE-DAT-5020-1.1	
			Select appropriate visualisation techniques to translate data insights into visual and narrative formats to deliver tailored and compelling messages and reflect data findings	Design storyboards and data displays to communicate key insights, trends and findings derived from data, incorporating new and advanced visualisation techniques and messaging aligned to business needs and audience.	Establish effective data storytelling and visualisation approaches with supporting tools to enable optimal delivery of insights and messages	
Knowledge			<ul style="list-style-type: none"> • Data analytics techniques • 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 	<ul style="list-style-type: none"> • 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 methodologies on datasets • Data dashboard creation and application capabilities 	<ul style="list-style-type: none"> • 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 	

SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

<p>Abilities</p>			<ul style="list-style-type: none"> • Understand business problems, audience needs and objectives for story telling • Select appropriate visualisation techniques and information displays to convey data and findings • Organise the presentation of data to reflect trends and correlations • Incorporate appropriate elements to create informative and dynamic data displays • Incorporate interactive graphics, visuals and technical features into the data presentations • Communicate limitations of data and interpretations of findings • Describe context and commentary behind visualised data patterns • Describe data trends and patterns in narrative formats suited to level of understanding of audience • Adjust language and presentation formats according to audience being communicated to • Present and describe key meaning and insights 	<ul style="list-style-type: none"> • Draw key meanings and insights from data available • Develop general frameworks and storyboards for communicating data • Introduce new or emerging visualisation tools and techniques that are fit for usage • Exercise judgement on the presentation of data to ensure that critical trends and findings are presented in the optimal way • Develop dashboards and scorecards incorporating advanced visualisation techniques and embedding analytics capabilities • Review tables, graphs, and dynamic data displays, to ensure key questions from key stakeholders are addressed • Identify and define linkages between data, visuals and narratives being shared • Identify context to support data storytelling objectives • Guide others towards developing data storytelling and data visualisation abilities • Amend storyboards and data presentation materials to match audience needs 	<ul style="list-style-type: none"> • Design general frameworks and storyboards for communicating data • Lead efforts to align storyboards to business vision, strategic, goals and branding • Establish effective data presentation architectures to address critical business questions • Integrate latest developments in data visualisation tools, techniques and methodologies • Determine suitable data presentation delivery modes and mechanisms, tailored to key stakeholders' needs • Make decisions on the optimal timing for presentations and updates of data and trends on dashboards and systems • Design intelligent data dashboards and customisable visual displays • Lead efforts to interpret and present explanations for counterintuitive patterns or findings 	
-------------------------	--	--	---	---	---	--

SKILLS FRAMEWORK FOR FINANCIAL SERVICES
 TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

<p>Range of Application</p>			<p>Data visualisation tools may include, but are not limited to:</p> <ul style="list-style-type: none"> • Tableau • HTML/CSS • SAS Visual Analytics • R <p>Data visualisation techniques may include, but are not limited to:</p> <ul style="list-style-type: none"> • Line charts • Network diagrams • Map frequency charts 	
-----------------------------	--	--	---	--