

Course Outline

Course Code : DBA 4715
Course Title : People Analytics with Data Storytelling
Class Date : From 14/8/2025 To 13/11/2025
Semester : Semester 1, Academic Year 2025
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Overview

Data Storytelling is all about the art and science of data which will enable students to become data artist and storytellers' students in this course will learn how to communicate data products/solutions to business in the most effective and efficient way. This course focuses on practical hands-on approach of people analytics by deploying data storytelling to transform HR business process. Participants will learn the power of data storytelling, integrating data insights into HR business operations for competitive advantage. Real-life use cases will enable participants to address real-world HR challenges. Students will develop data transformation methodologies and will also learn to develop success metrics to measure the success of the solutions.

Key learning outcomes are:

1. Strong foundation and approach in driving data transformation in real world (focussing on HR Domain)
2. Deep understanding of the application of data storytelling and measuring and monitoring the success of data transformation in HR business process
3. Students will learn modern data management and governance framework and principles including data mesh, federated governance and domain ownership
4. Students will learn to define key success criteria to measure the effectiveness of their data transformation methodologies that they will be challenged to develop.

Course Objectives

Simplifying complex data, building a clear, persuasive narrative, engaging your audience, enhancing marketing efforts, making data memorable, Supporting better decision-making, strengthening brand messaging, Highlighting trends and long-term value and Humanising data for greater impact

Assessment

| Assessment Components | Weightage |
|--|-----------|
| HR Hands on Case Study | 40% |
| Group Project (Max 4 to 5 students) | 40% |
| Class Participation (Active contribution in the class by asking questions /bringing different perspective) | 20% |

Schedule and Outline

| Lesson/ Week | Date | Session (lesson summary or outline / learning objectives / preparation / cases & assignments / follow-up readings & resources) |
|-------------------------|-------------|--|
| 1 & 2 | | Overview of Data Storytelling |
| 3 & 4 | | Domain Analytics, Corporate Functions |
| 5 & 6 | | Data Mesh, Domain Ownership, Data Governance |
| 7 | | Defining HR Business Process |
| 8 | | People Analytics |
| 9&10 | | Recruitment Analytics |
| 11 | | Learning & Development Analytics |
| 12 | | Attrition and Employee Engagement Analytics |

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

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- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
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