

# Data Visualisation

## Group Training

Training code	CGADAVISCD
Spoken Language	Dutch
Language Materials	English
Dayparts	2
Price	€750,00 excl. VAT No extra costs.

## What is Data Visualisation

Data is becoming increasingly accessible and available to everyone within your company. To extract value from that data, it is important to communicate your insights to your audience in an understandable and clear way. The way to do that is through effective data visualization.

Data visualization is a graphical representation of data in the form of graphs, charts and maps. This helps you to gain insight into patterns, trends, relationships, exceptions and to guide decision-making. In addition, our visual system consists of pattern seekers, which are very complex, subtle and based on rules. Failure to follow those rules correctly can cause information to be misinterpreted.

The following topics are discussed during this training:

Which type of visualization do I choose for which purpose and why?

- How do I deal with layout technical matters (color, shape, saturation)
- How do you use data visualization to tell your story?
- What are the do's and don'ts for creating a visualization?
- What does a design for an effective report/dashboard look like?
- How can the psychology of the human brain be applied to create effective reports?
- What are the basic theories for visual perception (e.g. Gestalt principle)?
- What are Stephen Few's 8 Core Principles?

During the interactive session, the above points are discussed on the basis of cases. You can also put the acquired theory into practice through assignments.

## Who should attend Data Visualisation

The Data Visualization training is suitable for:

- Starters at the beginning of their career
- Report Developers
- Data Analysts

- Business Analysts
- Information Analysts
- Data Scientists

## Prerequisites

There are no specific requirements to participate in this training. Experience with a reporting tool is an advantage (Power BI, Tableau, etc.).

## Objectives

After this training, the participant has knowledge of the following topics:

- Explain why data visualization is important
- What types of data visualizations exist and when do you use which?
- How to make an impact with data visualization
- How to develop an effective report/dashboard
- How the human brain processes visual information and how you can apply this to visualize data

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