

DAY 1

Telling a Story through Data Visualization

- The Necessity of Data Visualization
- Basis of Visual Grammar
- Creating a Context
- Determining the Users
- Filtering the Data
- Common Visualization Software

DAY 2

Balance between Statistics, Design and Aesthetics

- Bar Charts, Line Charts and Pie Charts
- Advanced Charts (*bubble charts, waterfall charts, etc.*)
- Combining the Data from Excel with PowerPoint Presentations
- Let the Data Speak for Itself
- Choosing the Volume of the Data
- Color Management
- Complement of Words and Pictures

DAY 3

Common Data Visualization Methods

- Maps and Charts
- Dashboards
- Infographics
- Sankey Diagrams
- Spider Charts
- Geographic Referencing
- Multimedia Presentations

DAY 4

Creating the Presentation

- Preparing the Data for the Presentation
- Choosing the Story
- Visual Cues
- Interactive Presentations
- Order Logic
- Adopting the Appropriate Display
- Avoiding Data Chaos
- Voice of the Customer
- Data Visualization Examples

DAY 5

Promoting and Updating the Data Visualization

- The Narrative Structure
- Piñata Principle
- Steal the Attention of the Audience
- When and How to Update the Data Visualization
- Use of Data Visualizations in Different Industries
- Applying the Data Visualization at Your Workplace