KOENIG SOLUTIONS · COURSE OUTLINE

Data Visualization: Charts, Dashboards & Storytelling

Learn to design charts, dashboards and infographics that turn data into clear, persuasive visual stories.

5 Days	5	35
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This course covers the fundamentals of data visualization, including visual grammar, audience context and data filtering, before moving into balancing statistics, design and aesthetics across bar, line, pie and advanced chart types. It then examines common visualization methods such as maps, dashboards, infographics, Sankey diagrams and spider charts. Later modules focus on building presentations, from preparing data and choosing a story to using visual cues and interactive displays, and close with promoting, updating and applying data visualizations across industries and workplaces.

WHO THIS COURSE IS FOR

- **Data Analysts**
- **Business Analysts**
- **Report Designers**
- **Dashboard Developers**
- **Presentation Designers**

LEARNING OBJECTIVES

- Explain the necessity and visual grammar of data visualization
- Identify target users and filter data for context
- Compare bar, line, pie and advanced chart types
- Apply colour management and word-picture balance in charts
- Describe methods such as dashboards, infographics and Sankey diagrams
- Plan a presentation by preparing data and choosing a story
- Apply visual cues and interactive elements to displays
- Assess when and how to update a data visualization

COURSE SYLLABUS

5 Modules, 35 Topics

DAY 1

01

Telling a Story through Data Visualization

TOPICS

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

DAY 2

02

Balance between Statistics, Design and Aesthetics

TOPICS

- 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

03

Common Data Visualization Methods

TOPICS

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

DAY 4

04

Creating the Presentation

TOPICS

- 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

05

Promoting and Updating the Data Visualization

TOPICS

- 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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

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