

Information Visualisation

The New Era of Information Understanding and Transmission

Introduction

It centers on the notion that a complicated system may be conveyed in a single, static image that everybody can comprehend and understand. The visualisation of the data serves as a vehicle for presenting its force, and it is a tool of exploring, presenting, and expressing the meaning of the data.

Using a variety of tools and methods, this data visualisation training course will educate learners how to properly visualise data. This training course will mostly focus on using Excel and PowerPoint, but it will also go into great detail about using other software. The ability to integrate data and final visualisation design, statistics, and aesthetics will be imparted to the participants.

The fundamental charts and graphs are covered in this training session before moving on to dashboards, infographics, and multimedia presentations. The full potential of data visualisation will be demonstrated through case studies from a variety of sectors, including marketing, graphic design, multimedia, production, and graphic design.

This training session on Course N Carry will emphasise:

- The Information Visualisation: What Is It?
- How Can the Information Be Visualised Successfully?
- How Can Visualisation of Data Tell the Story?
- How Do Visualisation Techniques Aid in the Identification of Data Trends and Patterns?
- What misconceptions about data visualisation are most prevalent?
- How Can Visualisation Be Used in Their Sector?

Objectives

This training course on data visualisation aims to equip learners with the skills necessary to employ potent visualisation tools to find hidden patterns, trends, and other components in the data they handle. Additionally, the training programme seeks to improve the delegates' understanding of the correct procedure for producing a visual representation of their data. The stages involved in appropriately visualising the data will be emphasised, along with the distinctions between good and bad designs. Upon completion of this training programme, you will be able to:

- Choose the narrative for your graphic display.
- Recognise the medium's power in visualisation.
- Determine who will be viewing your visual presentation.
- Learn how to utilise PowerPoint and Excel as tools for visual presentations.
- Learn about more data visualisation applications.
- Recognise the narrative included in the data.
- Tell the audience the tale you discovered in the data.

Training Methodology

A hands-on approach is used in this training course on information visualisation. The model data will be used by the participants to create the visual representation of the same. Additionally, participants will be able to offer improvements and comments on the data visualisations that have already been created. By deciding on the narrative, they wish to tell and the target audience, the participants will guide you through the data visualisation process. Participants will be able to use data models from their own industry and develop visualisations of the designated data models using a variety of software programmes, including Adobe Illustrator, 3D Max, and Excel and PowerPoint.

Additionally, there will be presentations of highly effective visualisations and methods for determining the timeline in which the visualization can lose its effect.

Organizational impacts

Whether you work in production, marketing, or research, you must showcase your accomplishments, goods, and findings to a broad audience. Businesses have discovered that using charts and graphs to present data is the most effective way to do so. However, these techniques are a little out of date, and businesses need to stand out from the competition if they want people to buy their products, take notice of their research, or value their findings. As a result of sending their employees to this training course, businesses can anticipate the following benefits:

- Obtaining workers that are skilled at presenting data visually
- The ability to determine who the intended audience is for the data it want to convey
- Determine which software is best for data visualisation.
- Recognise connections and patterns that were previously obscure
- Discover how to solve problems and visualise information with focus.

Personal Impact

Attendees will get knowledge on how to filter data, choose a clear message to convey to the audience, and exhibit data using a variety of visualisation

approaches. More precisely, attendees will learn:

- The methodical approach to data visualisation
- Understanding what sets quality data visualisation apart from the rest
- The ability to recognise hidden patterns in the data
- The methodical approach to data visualisation
- A framework for harmonising the media, design, and statistics into a single, targeted message
- How can one steer clear of typical information visualisation pitfalls?

Who should attend?

This training programme on information visualisation is intended for people working in marketing, production, business analytics, and related fields. Almost any professional can attend this course because most people are now expected to present their work.

A wide range of professionals can benefit from this Course N Carry training course, but the following are particularly noteworthy:

- Advisors
- Managers of Marketing
- Managers of Operations
- Supervisors of Projects
- Managers of Finance
- Information Analysis
- Planners for the City
- Engineers in Transportation and Traffic
- Managers of the Supply Chain
- Managers of Risk
- Managers of Plants
- Planners of Production

Course Outline

Day 1

Utilising Data Visualisation to Tell a Tale

- The Importance of Information Visualisation
- The foundation of visual grammar
- Establishing a Framework
- Finding the Users
- Sorting the Information
- Typical Software for Visualisation

Day 2

Striking a balance between Design, Aesthetics, and Statistics

- Chart types: Bar, Line, and Pie
- Advanced Charts (waterfall, bubble, and other types)
- Integrating PowerPoint Presentations with Excel Data
- Allow the Data to Explain Itself
- Selecting the Data Volume
- Colour Control
- Balance of Text and Images

Day 3

Typical Techniques for Data Visualisation

- Charts and Maps
- Dashboards
- Infographics
- Sankey Schematics
- Spider Diagrams
- Location-Based Referencing
- Presentations in Multimedia

Day 4

Making the Display

- Getting the Information Ready for the Show
- Selecting the Tale
- Visual Indications
- Engaging Talks
- Logic of Order
- Selecting the Proper Display
- Preventing Data Chaos
- Customer Voice
- Examples of Data Visualisation

Day 5

Encouraging and Maintaining Data Visualisation

- The Storytelling Framework
- The Piñata Principle
- Capture the Audience's Interest
- How and When to Update the Visualisation of Data
- Utilising Data Visualisations across Various Sectors
- Putting Data Visualisation to Use at Work