



Data Visualisation and Storytelling

This data visualisation training covers theories, tools, techniques and strategies to create scalable, interactive and actionable data visualisation practices to help professionals who want to make an impact in their teams and organisation.



[Click here to visit website](#)

Course Overview

Data visualisation and storytelling are among the most important skills in the data-driven economy. This data visualisation training for beginners explores the latest concepts, tools and techniques to build and influence the development of a successful data storytelling capability.

Delivered through an interactive approach with highly visual content, participants of this course are exposed to basic fundamentals of data, design, narrative and technology that power compelling and action-oriented data visualisations.

Who Should Participate

This data visualisation course can be helpful to anyone who wants to understand data visualisation in the context of visual communication and information graphics for analytics and data science but has not had any (or major) exposure to the field.

It can also be beneficial to those who want to pursue a change in career and work more closely with data visualisation in an analytics or data science capacity but have not had a chance to figure out how to go about it. Lastly, it can benefit anyone who works in a business or technical role and uses data to communicate opportunities and insights to other businesses or technical stakeholders.

Key Benefits

- Learn to create scalable, interactive and actionable data visualisation solutions.
- Master the art and science of simplifying information to make it easier to understand the story data tells.
- Discover how to make the right data visualisation choices and control the narrative.
- Explore secrets of design fundamentals for data visualisation and presentation.
- Develop an understanding of the latest tools and software used for visualising data.
- Learn how experts collect, manipulate and visualise data using the latest techniques.
- Learn to constructively analyse and critique a data visualisation solution in light of purpose and audience.
- Develop fundamental skills in data science and analytics.



History and Fundamentals of Data Visualisation

- History of data visualisation, recent developments and future outlook
- Visualisation to drive decision-making for your department
- Knowing your why, and what your data needs to achieve

Driving an Organisation's Data Maturity to Support Compelling Data Storytelling

- Making sense of your organisation's analytics capacity to create compelling data visualisations
- Plotting a roadmap from business strategy to data visualisation
- In-depth understanding on what successful organisations do to get data visualisation right

Deciphering Key Components and Best Practices in Data Visualisation

- Understanding graph theory and colour theory
- How different shapes and objects are perceived, and create meaning
- Practical interactive activities exploring use cases of data visualisation

Connecting the Dots with Case Studies and Data Visualisation Examples

- Assess various use cases and meaning of data visualisation solutions
- Inputting data effectively and the importance of tool selection
- Design fundamentals for data visualisation

Fundamentals of Design, Color and Shapes in the Context of Data Visualisation

- Formats for data visualisation and presentation: chart types, animation, infographics
- Picking the right visual language to influence your audience
- Simplifying the data to tell your story more effectively

Building Narratives for Successful Data Visualisation and Storytelling

- Learn the power of narrative, and how to effectively communicate with data
- Understand the power of visual storytelling
- Making the right graphical choices, and controlling the narrative

A Brief Overview of Data Visualisation Software and Other Information Presentation Tools

- Explore information presentation tools and software options
- Differences between different types of visualisation, tools and best practice
- Overview of Tableau, PowerBI, Adobe suite, and many other tools' capabilities and applications

Final Summative Data Visualisation & Storytelling Activities and Concluding Thoughts

- Revisit main themes, tools, techniques and strategies
- Apply learnings based on a hands-on data visualisation and storytelling exercise
- Group discussion, final reflections and insights

"Felipe was very knowledgeable in skills, theory, best practices and current information on data visualisation. Very engaged and supportive in listening to our ideas and input with great discussions and teaching."

Creative Designer
UNSW Sydney



Felipe Rego

Data Science & Analytics Partner

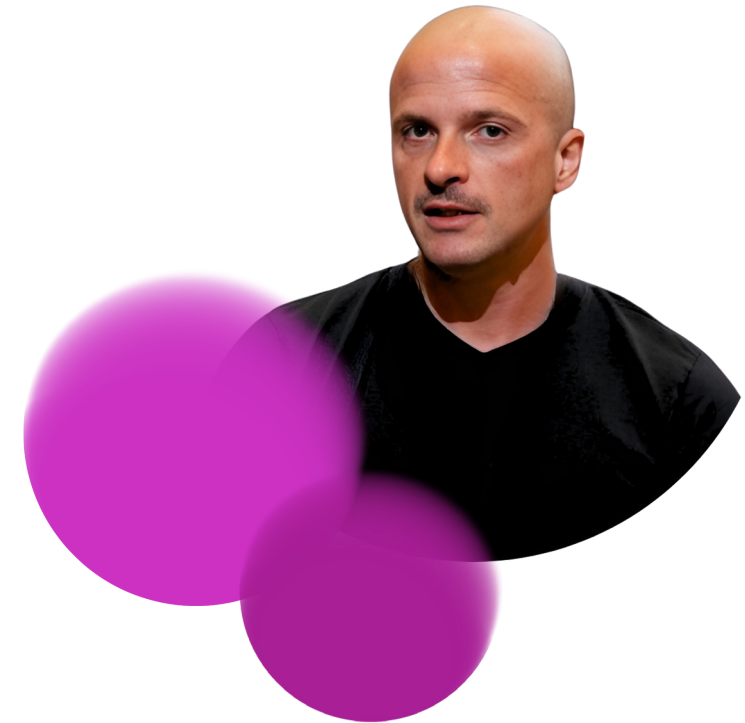
Felipe is a leading advanced analytics and data science partner, working with teams in a range of different organisations and helping them build, manage and enhance their data science and visualisation solutions. Strategically aligned, commercially oriented and above all, customer centred, Felipe's unique methodologies help organisations stay competitive and create a solid pathway for future growth.

Felipe has a unique combination of in-depth technical expertise (including developing code and programming in analytical tools) and a high level of business experience with over a decade working in analytics teams, marketing, research and business strategy. This allows him to identify and understand the issues that impact his clients' businesses and translate them into the complex language of analytics and data science to find the best solutions. Because of this, Felipe is highly in demand with marketing, sales, finance, technology and strategy teams. He excels at delivering robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology takes a holistic approach to using data and science to improve whole organisational performance and reduce costs.

Felipe is also an analytics instructor with experience disseminating practical, actionable advanced analytics and data visualisation techniques in both classrooms and online settings. The organisations he works with find that partnering with Felipe results in a more engaged and capable workforce. It's not just the organisation as a whole that benefits - individuals feel more prepared to step up to their next challenge and confidently make use of data and analytics in their day-to-day work.

When Felipe is not partnering with clients or helping students, he's a research candidate in Learning Analytics at The University of Sydney. As part of his research, Felipe makes sense of students' digital traces and looks at the role learning analytics dashboards play in influencing learning outcomes. His research has also been focused on exploring patterns of students' engagement and performance profiles in learning environments.

Alongside all this, Felipe is also a blogger, writing regularly on a wide range of topics including predictive analytics, statistical learning and data visualisation. Recognised internationally for his thought leadership, Felipe received over 82,000 visitors to his blog from over 180 countries last year and some of his articles have been ranked #1 in Google search. Felipe is widely referenced by many sources and leading educational institutions including StackOverflow, Udacity, Western Michigan University, UC Santa Barbara and Edinburgh Napier University among others.



"Really enjoyable course in an exciting and growing subject. Felipe was an enthusiastic, encouraging and engaging presenter!"

**Business Intelligence Lead
Forensicare**



Data Visualisation and Storytelling

BOOK
NOW



Click Here for Schedules and Pricing



+61 (2) 9080 4399



training@informa.com.au

Run This Course In-Company



+61 (2) 9080 4370



Inhouse@informa.com.au

ABOUT INFORMA CONNECT ACADEMY

Informa Connect

Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT TIMINGS, PRICING AND DOCUMENTATION

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.

To avoid delays, please ensure you apply for your visa several weeks before your intended travel date. Visa processing times can vary.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at <https://informaconnect.com/delegate-terms-and-conditions>. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/delegate-terms-and-conditions>. All cancellations must be sent by email to training@informa.com.au marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com/academy.



www.informaconnect.com/academy



training@informa.com.au



+61 (2) 9080 4399



View our upcoming

Leadership & Professional Development Courses

Informa Connect
Academy

If you have any questions about the course
or applying, please contact us on:



www.informaconnect.com/academy



training@informa.com.au



+61 (2) 9080 4399