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present

Data visualization et Storytelling workshop

SUMMARY

This interactive workshop of 3 hours aims at building and / or improving **data visualization skills for business analysts, data analysts, and any professionals using data to take decisions.**

Throughout the session, you will be exposed to key principles of data story telling including the data visualization best practices, as defined by experts in the field as well as design and psychology principles, allowing you to better understand how the human brain perceives visuals and use them in your visualizations.

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DISCLAIMER

This course is for you if :

o   You are a business analyst, data analyst of any other professional handling data and presenting it
o   You are a BI developer looking to sharpen your skills in data visualization

PREREQUISITES

Prior to starting the course, a student must have :

o   A laptop
o   Tableau Desktop software installed

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COURSE OUTLINE

Session – Data visualization & Story telling workshop

- **An introduction to data story telling:** how to convey ideas and powerful messages with data and visuals

- **How the human brain processes visual data:** an introduction to cognitive science and gestalt principles. Using our mental shortcuts in our advantage when creating data visualizations

- **Data visualization fundamentals**: key elements and components of data visualization – using Tableau

- **Characteristics of effective graphical representation:** a deconstruction of good and bad examples of data visualizations

- **Actionable data visualization challenges**: a hands-on lab on how to address common visualization challenges

- **Creative ideas:** advanced use cases and hand-on labs

At the end of this workshop, you will have acquired a good knowledge about how to create a story based on data to take actions on results, a good understanding about the visualization design best practices, and will get a bunch of creative ideas to consume and interpret your data.

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PRICE

$500

This workshop is applicable to the 1% training budget law in Quebec.

PERSONALIZED TRAINING

Neos Value Creators believes in creating value add from its training programs. For this reason, we allow (and encourage) companies to approach us for personalized training. Our workshop can be remodeled and extended to fit your specific needs:

- Addressing specific use cases that you face in your organization
- Using your own data for the use cases
- On-site training
- Extended workshop to cover specific needs

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CONTACT

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