

1. Data Visualization Fundamentals

1.1 Data Visualization Concepts

- Data Visualization Today
- Data Visualization Components
- Visual Cues
- Coordinate Systems
- Measurement Scales
- Visual Context

1.2 Fundamentals of Visualization

- Data Visualization Methods
- Data Visualization Standards
- Visualization with Purpose
- Data Visualization Development

1.3 Visualization Techniques

- Visualization Techniques
- Visualizing Comparisons
- Visualizing Proportions
- Visualizing Relationships
- Visualizing Patterns

1.4 Visualization and BI

- Visualization and BI
- Analytics
- Visual Reporting
- Infographics
- Data Storytelling

1.5 Tools and Resources

- Data Visualization Tools
- Best Practices in Visualization

2. Data Storytelling for Business Impact

2.1: Introduction to Data Storytelling

- Defining Data Storytelling
- Initial Data Analysis
- Drivers for Storytelling

2.2: Building the Context

- Identify the Context
- Building Blocks
- Choose What Message to Send
- Assembling the Plan

2.3: Craft the Story

- Story Components
- The Storyteller

- Characters and Personas
 - The Story Lifecycle
 - Kinds of Stories
 - Narrative Elements
 - Key Elements of a Great Story
- 2.4: Visual Design
- What Needs to Be Visualized?
 - Visual Design Best Practices
 - Time to Design
 - Mapping the Visuals to the Story
- 2.5: Refine the Visual Story
- Refinement
 - Cognitive Overload
 - Visual Perception
 - Visual Order
 - Use of Contrast
 - Test the Story
- 2.6: The Stakeholders' View
- Final Test
 - Look and Feel
 - Size, Color, Placement
 - Usability
 - Aesthetics
 - Access
- 2.6: Story Delivery
- Walkthrough
 - Acceptance
- 2.7: Putting It All Together
- Review the Process
 - Sample Story

Workshop

- Working with Your People, Projects, Processes and Data
- Choose from a provided list of topics for a tailored workshop. Workshop topic selection to be determined during pre-course discussion and planning with instructor.