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
Visualization and Storytelling

Course Outline

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.