

Data Viz Made Simple - Moving from Theory into Practice

September 15-16, 2016

Two Days, 8:30 am – 4:30 pm

Translating and analyzing data using charts, graphics, and images is in great demand. But the art of making compelling visuals is a valuable one to learn. The purpose of this workshop is to introduce some basic concepts to help guide your selection of the right visualization to represent your data and to make those graphics impactful on your audience. You also learn the mechanics of making the best graphics using two powerful and widely available software tools: Excel and Tableau. Receive hands-on help in learning how to use some basic charts and graphs more effectively and to learn more about the powerful ways to present data in ways that will forever change how you present data to users.

Training pre-requisites

Skills: Familiarity with creating workbooks, worksheets, basic menus & toolbars

Tools: Laptop, wired mouse, Microsoft Excel 2013, Tableau Desktop (personal, professional, or public version). Public version of the Tableau desktop is available at <https://public.tableau.com/s/download>

Day One – FOCUS ON EXCEL AS A TOOL

8:30 - 8:45 Introduction and Overview of Today's Agenda

SECTION 1:

8:45 – 10:00 Overview of effective data visualization

Theory/discussion

Why is this important? How can we achieve it? Develop strategies for deciding what type of visual to use and when.

10:00 - 10:15 Break

SECTION 2:

10:15 – 12:00 Story telling with data

Theory/discussion

Recognize the importance of context in creating visuals. Gain insights about techniques for effective communication. Participate in hands-on exercises.

12:00 - 1:30 Lunch

SECTION 3:

1:30 – 4:30 (with 15-minute break) Data visualization with Excel

Discussion/exercises

Learn practical tips to prepare your data. Use PivotTable analysis to improve the way you organize. Explore ways to create stunning visualizations in Excel through exercises.

Day Two - TABLEAU

8:30 - 8:45 Overview of Today's Agenda

SECTION 4:

8:45 – 10:00 Data visualization with Tableau

Discussion/exercises

Learn more about Tableau, its best uses, how it complements Excel or other graphics tools, and terminology related to dynamic graphics design tools. Begin working with the tool through hands-on exercises.

10:00 - 10:15 Break

10:15 – 12:00

Discussion/exercises

Discuss the need to understand and create complex calculations to help in manipulating your data. Explore ways to create stunning visualizations in Tableau through exercises.

12:00 - 1:30 Lunch

SECTION 5:

1:30 – 4:30 Creating a dashboard (case study with Excel and Tableau)

Discussion/exercises

A quick and compelling way to present data quickly to users is through a dashboard presented in reports and online. Learn more about the interactive dashboard design within Tableau and compare that with how similar visuals might be created and used within Excel. See best practices in visual designs and explore how to produce dashboards of your own through hands-on exercises.



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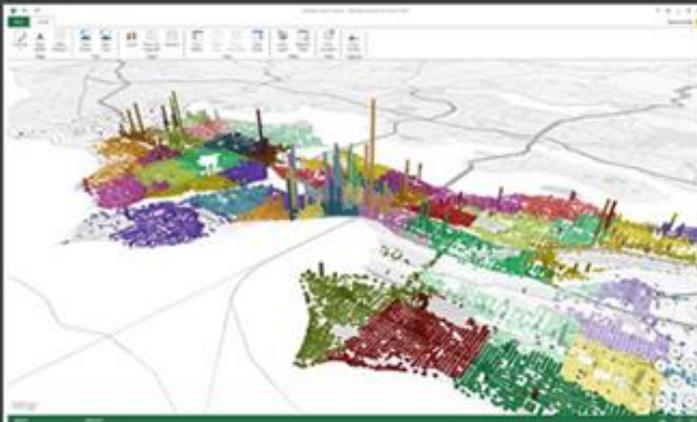


COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH



Data Viz Made Simple

September 15 - 16, 2016
Residence Inn Arlington Pentagon City
Arlington, VA



Picture this: You just finished a data-intensive report and it has no tables or narrative. That has about as much chance of moving forward as a driverless car, right? Well, it's a new day, and people want compelling stories delivered in interesting ways. Long reports are being replaced with infographics that use images, pictures, charts, and graphs to share information quickly and efficiently.

In two days, you can learn key concepts about data visualization, and take home a few easy tips using readily available software—Excel and Tableau. Join us and become a data viz expert!

Register | Preliminary Agenda

Residence Inn Arlington Pentagon City, 550 Army Navy Drive, Arlington, VA

Course Instructor



Ben helps business and government leaders better understand their data through analytical insights using visualizations. His career has focused on creating dashboards and other images using Excel, SQL, Tableau, etc. to meet a variety of needs. He started his career as a forensic accountant after obtaining a degree in Mathematics from the University of Warwick (UK). Now he trains leaders on how to use data visualization to make better decisions.