



Envisioning Information & Visualization Principles (1 Day)

Description:

The ability to envision information is a cornerstone of the AIDD program. It is a critical skill that helps the data analyst discover the story within the data, analyze the data and prepare to communicate the resulting information and solutions. The ability to identify the required information guides an analyst's efforts through all aspects of their work with data analytics. Because of this, specific elements of envisioning information are built into our courses where these skills are needed.

This course will provide an overview of all the visualization principles taught in our program. We will discuss key aspects of informative storytelling, visual data analysis techniques and presenting solutions and recommendations. We will cover the essential techniques required for successful visualization work and how these techniques build solutions decision makers can act on with confidence.

This course is intended as an overview for those just getting started with envision information and visualization principles and in need of learning the principles, terminology, and techniques available to them.

We also offer a version of this course intended for managers and leadership. By understanding the concepts and techniques being used, they will be able to offer greater insight into the purpose of the project and help better guide their analyst's efforts.

By default, many of the activities are administered using MS Excel because of its vast availability. However, additional tools such as Tableau and Power BI can be included upon request.

Objectives:

Upon completion of the **Envisioning Information & Data Visualization Principles** course, participants will be able to:

- Envision the information required to create a solution for the problem or objective
- Describe the importance of building and maintaining context with visuals
- Describe how to create actionable visuals decision makers will be able to rely on with confidence
- Describe several techniques used to visually analyze data
- Describe the importance of analyzing data visually and how it improves the efficiency of your data analysis
- Explain how to identify the story in the data and use the story to support the resulting solution
- Identify what your audience is looking for from your presentation
- Explain how people process and perceive images
- Make abstract data visible and easier to comprehend