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CONSULTANTS

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-004

Mastering Data Visualisation

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Course content

Why Attend

In today's data-driven world, the ability to transform complex datasets into clear, meaningful, and visually compelling insights is a critical skill. Data visualization is not just about creating charts—it is about telling a story with data that supports better decision-making. This course equips participants with the principles, tools, and techniques required to design effective visual representations of data that improve understanding, communication, and business intelligence. By attending, you will learn how to turn raw data into impactful dashboards and visuals that influence strategic decisions.

Course Methodology

This course is highly practical and hands-on, combining short theoretical sessions with real-world visualization exercises. Participants will work with datasets to build charts, dashboards, and reports using industry-standard tools such as Excel advanced visualization features and Power BI concepts. Case studies and design critiques will be used to improve clarity, accuracy, and storytelling ability. Interactive workshops will focus on transforming complex data into simple, actionable insights.

Course Objectives

By the end of this course, participants will be able to:

- Understand core principles of effective data visualization
- Select appropriate chart types for different data sets
- Design clear and impactful dashboards and reports
- Apply data storytelling techniques for business communication
- Improve readability and interpretation of complex data
- Use visualization tools to present analytical insights effectively
- Avoid common visualization mistakes and misrepresentation of data
- Support decision-making through visual analytics



Course content

Target Audience

- Data Analysts and Business Analysts
- Business Intelligence Professionals
- Engineers and Technical Staff working with data
- Managers and Decision Makers
- Financial and Operational Analysts
- Anyone working with reporting and dashboards

Target Competencies

- Data interpretation and visual thinking
- Dashboard design and reporting skills
- Storytelling with data
- Analytical communication
- Use of BI and visualization tools
- Critical thinking in data presentation
- Decision support through visual insights

Course outline

Day 1: Foundations of Data Visualization

- Importance of data visualization in business
- Principles of visual perception and design
- Types of data and appropriate visual formats
- Overview of charts, graphs, and dashboards
- Common visualization mistakes



Course content

Course outline

Day 2: Chart Selection and Visual Design

- Choosing the right chart for the right data
- Bar charts, line charts, pie charts, and alternatives
- Visual hierarchy and layout design
- Color theory and readability principles
- Designing for clarity and impact

Day 3: Data Storytelling Techniques

- Turning data into narratives
- Structuring a data-driven story
- Highlighting key insights effectively
- Audience-focused visualization design
- Combining visuals with written insights

Day 4: Dashboard Design and Reporting

- Principles of effective dashboard design
- KPI selection and performance tracking
- Interactive dashboards and user experience
- Report structuring and executive summaries
- Case studies of professional dashboards

Day 5: Advanced Visualization and Practical Project

- Advanced visualization techniques and trends
- Introduction to BI tools (Power BI/Tableau concepts)
- Real-world data visualization project



Course content

Course outline

- Presentation of dashboards and peer review
- Best practices and continuous improvement



Seminar dates

Available seminar dates

Live dates and pricing for Mastering Data Visualisation generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Munich - Germany	Classroom	**€2,760.-**
7 - 11 December 2026	London - U.K	Classroom	**€3,360.-**
11 - 15 January 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
8 - 12 February 2027	Geneva - Switzerland	Classroom	**€4,200.-**
8 - 12 March 2027	Munich - Germany	Classroom	**€3,400.-**
12 - 16 April 2027	Cape Town - South Africa	Classroom	**€2,272.-**
10 - 14 May 2027	Barcelona - Spain	Classroom	**€3,080.-**
14 - 18 June 2027	Munich - Germany	Classroom	**€3,400.-**
12 - 16 July 2027	London - U.K	Classroom	**€3,360.-**
9 - 13 August 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
13 - 17 September 2027	Geneva - Switzerland	Classroom	**€4,200.-**
11 - 15 October 2027	Munich - Germany	Classroom	**€3,400.-**
8 - 12 November 2027	Geneva - Switzerland	Classroom	**€4,200.-**
13 - 17 December 2027	Barcelona - Spain	Classroom	**€3,080.-**

Live online option	Online delivery is available at €1,850.-.