

aractech

Global Learning for Operational Leaders



DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-006

Data Collection, Visualization & Storytelling

Contact

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Course content

Why Attend

Data alone has limited value unless it is collected correctly, analyzed effectively, and communicated clearly. This course provides a complete end-to-end understanding of the data journey—from collection and preparation to visualization and storytelling. Participants will learn how to gather reliable data, transform it into meaningful insights, and communicate those insights in a compelling narrative that supports decision-making. This is an essential skill set for professionals working in analytics, reporting, business intelligence, and management roles.

Course Methodology

• This course is highly practical and interactive, combining real-world datasets with hands-on exercises. Participants will engage in data collection simulations, cleaning and structuring activities, and visualization workshops. Case studies will demonstrate how data storytelling is used in business and government decision-making. Practical exercises will focus on turning raw data into dashboards and narrative presentations using visualization tools and structured storytelling frameworks.

Course Objectives

- Understand the full data lifecycle from collection to communication
- Apply effective data collection techniques and ensure data quality
- Clean, structure, and prepare datasets for analysis
- Create meaningful visualizations using appropriate chart types
- Apply storytelling techniques to communicate insights clearly
- Develop dashboards and reports for decision-making

Target Audience

- Data Analysts and Business Analysts
- Business Intelligence Professionals
- Project and Operations Managers
- Engineers and Technical Professionals

Course outline

Detailed course outline

Day-by-day outline for Data Collection, Visualization & Storytelling.

Day 1 - Fundamentals of Data Collection

- Introduction to the data lifecycle
- Primary vs secondary data sources
- Data collection methods and tools
- Ensuring data accuracy and reliability
- Ethical considerations in data collection

Day 2 - Data Preparation and Structuring

- Data cleaning techniques and error handling
- Handling missing, duplicate, and inconsistent data
- Data formatting and transformation
- Structuring datasets for analysis
- Data validation and quality control

Day 3 - Data Visualization Principles

- Importance of visualization in data communication
- Selecting appropriate chart types
- Visual perception and design principles
- Avoiding misleading or unclear visuals
- Building clear and effective visuals



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Course outline

Detailed course outline

Day-by-day outline for Data Collection, Visualization & Storytelling.

Day 4 - Data Storytelling Techniques

- Turning data into a narrative
- Structuring a compelling data story
- Identifying key insights and messages
- Audience-focused communication strategies
- Combining visuals with storytelling elements

Day 5 - Dashboards and Practical Project

- Designing dashboards for decision-making
- KPI selection and performance indicators
- Building a complete data story project
- Presentation of findings and insights
- Best practices for continuous improvement



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Seminar dates

Available seminar dates

Live dates and pricing for Data Collection, Visualization & Storytelling generated from the course details page.

Date	Location	Format	Fee
18 - 22 May 2026	London	Classroom	€2,940
8 - 12 June 2026	Barcelona	Classroom	€2,695
13 - 17 July 2026	Amsterdam	Classroom	€2,975
10 - 14 August 2026	London	Classroom	€2,940
14 - 18 September 2026	Munich	Classroom	€2,415
5 - 9 October 2026	London	Classroom	€2,940
16 - 20 November 2026	Barcelona	Classroom	€2,695

Live online option

Online delivery is available at €1,250.