

aractech

Global Learning for Operational Leaders



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

- 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

Target Audience

- Data Analysts and Business Analysts
- Business Intelligence Professionals
- Engineers and Technical Staff working with data
- Managers and Decision Makers

Course outline

Detailed course outline

Day-by-day outline for Mastering Data Visualisation.

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

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

Course outline

Detailed course outline

Day-by-day outline for Mastering Data Visualisation.

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
- 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
11 - 15 May 2026	Barcelona	Classroom	€2,695
8 - 12 June 2026	Amsterdam	Classroom	€2,975
6 - 10 July 2026	London	Classroom	€2,940
10 - 14 August 2026	Munich	Classroom	€2,415
14 - 18 September 2026	London	Classroom	€2,940
5 - 9 October 2026	Barcelona	Classroom	€2,695
16 - 20 November 2026	Munich	Classroom	€2,415
Live online option		Online delivery is available at €1,250.	