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Data Visualisation & Storytelling

A Live Online Training course providing theories, tools, techniques and strategies to create scalable, interactive and actionable data visualisation solutions aimed at professionals who want to make an impact in their teams and organisation.

September	October	November
Course Parts will commence at **10:00** and end at **14:00 (AEST)**. There will be short breaks during each course Part.		
Part 1: **28th Sept**	Part 1: **14th October**	Part 1: **18th November**
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Part 1: **15th December**	Part 2: **16th December**	Part 3: **17th December**

3 Part Series

Felipe Rego
Data Science & Analytics Partner

Felipe is a leading advanced analytics and data science partner, working with teams in a range of different organisations and helping them build, manage and enhance their data science and visualisation solutions. Strategically aligned, commercially oriented and above all, customer centred, Felipe's unique methodologies help organisations stay competitive and create a solid pathway for future growth.

Key Learning Objectives

- Learn to create scalable, interactive and actionable data visualisation solutions
- Master the art and science of simplifying information to understand the story of your data
- Discover how to make the right data visualisation choices and control the narrative
- Explore secrets of design fundamentals for data visualisation and presentation
- Develop an understanding of the latest tools and software for visualising data
- Learn how experts collect, manipulate and visualise data using the latest techniques
- Learn to constructively analyse and critique a data visualisation solution in light of purpose and audience
- Develop fundamental skills in data science and analytics

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ABOUT THE COURSE

Data visualisation and storytelling is becoming one of the most important skills in the data-driven economy. This course provides the latest concepts, tools and techniques to build and influence the development of a successful data storytelling capability. Delivered through an interactive approach with a highly-visual content, participants of this course are exposed to basic fundamentals of data, design, narrative and technology that powers compelling and action-oriented data visualisations.

WHO WILL BENEFIT

Anyone who wants to understand data visualisation in the context of visual communication and information graphics for analytics and data science but have not had any (or major) exposure to the field. It can also be beneficial to those who want to pursue a change in career and work more closely with data visualisation in an analytics / data science capacity but have not had a chance to figure out how to go about it. Lastly, it can benefit anyone who works in a business or technical role and uses data to communicate opportunities and insights to other businesses or technical stakeholders.

EXPERT COURSE INSTRUCTOR

Felipe Rego, Data Science & Analytics Partner
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Felipe has a unique combination of in-depth technical expertise (including developing code and programming in analytical tools) and a high level of business experience with over a decade working in analytics teams, marketing, research and business strategy. This allows him to identify and understand the issues that impact his clients' businesses and translate them into the complex language of analytics and data science to find the best solutions. Because of this, Felipe is highly in demand with marketing, sales, finance, technology and strategy teams. He excels at delivering robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology takes a holistic approach to using data and science to improve whole organisational performance and reduce costs.

Felipe is also an analytics instructor with experience disseminating practical, actionable advanced analytics and data visualisation techniques in both classrooms and online settings. The organisations he works with find that partnering with Felipe results in a more engaged and capable workforce. It's not just the organisation as a whole that benefits - individuals feel more prepared to step up to their next challenge and confidently make use of data and analytics in their day-to-day work.

When Felipe is not partnering with clients or helping students, he's a research candidate in Learning Analytics at The University of Sydney. As part of his research, Felipe makes sense of students' digital traces and looks at the role learning analytics dashboards play in influencing learning outcomes. His research has also been focused on exploring patterns of students' engagement and performance profiles in learning environments.

Alongside all this, Felipe is also a blogger, writing regularly on a wide range of topics including predictive analytics, statistical learning and data visualisation. Recognised internationally for his thought leadership, Felipe received over 82,000 visitors to his blog from over 180 countries last year and some of his articles have been ranked #1 in Google search. Felipe is widely referenced by many sources and leading educational institutions including StackOverflow, Udacity, Western Michigan University, UC Santa Barbara and Edinburgh Napier University among others.

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Course Outline

History and fundamentals of data visualisation

- History of data visualisation, recent developments and future outlook
- Visualisation to drive decision-making for your department
- Knowing your why, and what your data needs to achieve

Driving an organisation's data maturity to support compelling data storytelling

- Making sense of your organisation's analytics capacity to create compelling data visualisations
- Plotting a roadmap from business strategy to data visualisation
- In-depth understanding on what makes successful organisations do data vis right

Deciphering key components and best practices in data visualisation

- Understanding graph theory and colour theory
- How different shapes and objects are perceived, and create meaning
- Practical interactive activities exploring use cases of data visualisation

Connecting the dots with case studies and data visualisation examples

- Assess various use cases and meaning of data vis solutions
- Inputting data effectively and the importance of tool selection
- Design fundamentals for data visualisation

Fundamentals of design, color and shapes in the context of data visualisation

- Formats for data visualisation and presentation - chart types, animation, infographics
- Picking the right visual language to influence your audience
- Simplifying the data to tell your story more effectively

Building narratives for successful data visualisation and storytelling

- Learn the power of narrative, and how to effectively communicate with data
- Understand the power of visual storytelling
- Making the right graphical choices, and controlling the narrative

A brief overview of data visualisation software and other information visualisation tools

- Explore information presentation tools and software options
- Differences between different types of visualisation, tools and best practice
- Overview of Tableau, PowerBI, Adobe suite, and many other tools' capabilities and applications

Final summative data visualisation & storytelling activities and concluding thoughts

- Revisit main themes, tools, techniques and strategies
- Apply learnings based on a hands-on data visualisation and storytelling exercise
- Group discussion, final reflections and insights

What Our Clients Say

"Really enjoyable course in an exciting and growing subject. Felipe was an enthusiastic, encouraging and engaging presenter!"
Business Intelligence Lead, **Forensicare**

"Felipe was very knowledgeable in skills, theory, best practices and current information on data visualisation. Very engaged and supportive in listening to our ideas and input with great discussions and teaching."
Creative Designer, **UNSW Sydney**

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Easy Ways to Register

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Course Code	Location	Course Parts	Month	Standard Price		4+ Dels Discount
P20GT21SY02	Live Online Training	All 3 Parts	September 20	$1,196 + 119.60 GST	**$1,315.60**	**Great Savings:**
P20GT21SY03V	Live Online Training	All 3 Parts	October 20	$1,196 + 119.60 GST	**$1,315.60**	When you book **4 or more** participants! **Call us** today on **+61 (2) 9080 4395** or email
P20GT21SY04V	Live Online Training	All 3 Parts	November 20	$1,196 + 119.60 GST	**$1,315.60**	**training@informa.com.au** to take advantage of the discount offer.
P20GT21PE02V	Live Online Training	All 3 Parts	December 20	$1,196 + 119.60 GST	**$1,315.60**	

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Informa Corporate Learning has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants.

If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

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1. **Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
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Speak with **Anton Long** or **Holly Baldwin** on **+61 (02) 9080 4455** to discuss your customised learning solution, or email **training@informa.com.au**

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