Beautiful

BUSINESS INTELLIGENCE
TRAINING

Art of data

1 DAY TRAINING

Over the duration of this 1-day course, we will guide participants through improving their skills in effective communication through data visualisation.

We will start the course by providing participants with a completed dashboard and work on improving it over the course of the day through hands-on activities.

By the end of the day, students will have been introduced to a wide range of concepts and been given the opportunity to practise their new skills under guidance from our expert tutors.

$850 per person (min 5 people)

Why Hire Us?

We turn your complex data into beautifully presented data stories.

We value people more than we value the technology. People are our no. 1 asset.

We make complex seem easy by simplifying and removing the unneccessary.

We Specialise in

- ✓ Beautiful visualisations
- ✓ Meaningful reports
- ✓ Intuitive Solutions
- ✓ Branded communication
- ✓ Scalable options

About Art of Data

At Art of Data, we understand that the purpose of data is to convey knowledge and that the best way to do this is by telling a story. If the story isn't clear it is unworthy of its audience, and nobody will pay attention. We use design thinking, and human-centric tools to help businesses focus on what matters most - people.

It is our mission to provide a strong and reliable platform of data analytics, and to deliver beautifully presented data that grabs attention, communicates clearly and solves problems.

artofdata.com.au

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Offices in Brisbane & Melbourne

Course Outline

✓ **Introduction**

- What is a dashboard?
- Understanding the goal
- Understanding the client
- Defining terms used in visualisation
- Technology agnosticism - taking concepts to other apps.

✓ **Branding**

- Consistency and the importance of theming
- How to create a brand or utilise an existing brand guideline
- Use of fonts, colour and iconography
- Intro to online tools
- Practical activity - create a colour palette and branding document

✓ **Visual Systems**

- Use of colour
- Short term memory impact on design
- Gestalt principals
  - logical grouping of data
  - focal points
  - pattern-recognition systems

✓ **Beautiful Visualisation**

- Decluttering
- Which charts when?
- Understanding your customers pain
- Use of white space / alignments / layouts
- Title casing
- Practical activity - update visualisations to better ones

✓ **Meaningful Visualisation**

- Ensure your message is accurate
- importance of zero-based scaling
- Relative versus absolute change