

PUBLIC SECTOR DATA VISUALISATION WORKSHOP

TOOLS, TECHNIQUES & STRATEGIES TO CREATE
SCALABLE, INTERACTIVE & ACTIONABLE DATA
VISUALISATION SOLUTIONS



MELBOURNE
11 - 13 FEBRUARY 2020

EXPLORE

- ▶ Create scalable, interactive & actionable data visualisation solutions
- ▶ Understand the power of visual storytelling
- ▶ Simplify information & understand the story of your data
- ▶ Understand graph theory & colour theory
- ▶ Streamline your data assets
- ▶ Effectively organise your data & dashboards
- ▶ Design fundamentals for data visualisation & presentation
- ▶ Tool selection & software overview: Adobe Illustrator, After Effects, Tableau Desktop
- ▶ Data science & analytics strategy fundamentals
- ▶ Tackling challenges & creating solutions using data science & predictive analysis

EXPERT FACILITATOR



Felipe Rego
Data Science & Analytics Partner

**BOOK
AND SAVE!**

\$800

BOOK AND PAY BEFORE
13 NOVEMBER 2019
TO SAVE UP TO \$800

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Call +61 2 8239 9711
Priority Code - I

EVENT PARTNERS



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ABOUT THE EVENT

Data can be the great enabler, but only in the right hands. Advances in technology have granted easy access to more data than ever before, but while we have the tools and capabilities for data handling and analysis, we often overlook the techniques to effectively display and communicate that data.

In a cluttered and competitive world, a design approach based on instinct or personal taste is no longer sufficient to cope with, let alone exploit, the fantastic opportunities our data repositories present us with. Data visualisation designs communication built on a sophisticated understanding of how our brain process information, including how colours and shapes can become powerfully influential tools.

This hands-on, interactive three-day program has been specially designed to provide the tools, techniques and strategies to create influential data visualisation. Learn how to declutter your data assets and implement scalable, automated, interactive and actionable data visualisation solutions for your organisation.

TRAINING DELIVERY AND PRE-COURSE QUESTIONNAIRE

This workshop will be delivered using a three tiered approach. The structure of each session is as follows:

1. Technical overview and review of research into the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of outcomes and implementation issues

Workshop participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to adjust content accordingly. The workshop has limited places to allow for customisation, greater interactivity and for individual concerns to be addressed.

DAY ONE

Understand the power and purpose 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

Tapping the five pillars of an organisation's data science and analytics maturity

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

Deciphering key components of 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

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

YOUR FACILITATOR

Felipe is a leading advanced analytics and data science partner, helping teams build, manage and enhance their data science and visualisation solutions in a strategically-aligned, commercially-oriented and customer-centric way.

With extensive industry experience as well as analytical expertise, Felipe is often required by marketing, sales, finance, technology and strategy teams to provide support and to deliver robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology focuses on a holistic organisational approach to using data and science to improve performance and reduce costs.



Felipe Rego
Data Science & Analytics Partner

DAY TWO

Telling compelling action-oriented stories with data

- ▶ 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

Data design fundamentals and visualisation literacy

- ▶ 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

Software, tools and dashboards

- ▶ Explore information presentation tools and software options
- ▶ Differences between different types of visualisation, tools and best practice
- ▶ Overview of Tableau Desktop, Adobe Illustrator, After Effects, and more

Dashboards design and information hierarchy

- ▶ Selecting the right option and organising your data and dashboards
- ▶ Working with complex charts and data visualisations
- ▶ Creating a clear and accessible model

WORKSHOP SCHEDULE

- 8.30 - 9.00 Registration
- 9.00 - 10.40 Session One
- 10.40 - 11.00 Morning Tea
- 11.00 - 12.30 Session Two
- 12.30 - 1.30 Lunch
- 1.30 - 3.00 Session Three
- 3.00 - 3.20 Afternoon Tea
- 3.20 - 4.30 Session Four
- 4.30 Close of Workshop

DAY THREE

Data science and analytics fundamentals

- ▶ Explore the fundamentals of analytics behind high impact data visualisation
- ▶ Tackling challenges and creating solutions using basic data science
- ▶ Working with predictive analytics models and basic algorithms

An introduction to predictive analysis and insights automation

- ▶ Data science fuelling forecasting and optimising operations
- ▶ Explore machine learning solutions, market segmentation, recommendation engines
- ▶ Linking predictive analytics and insights to data visualisation

Scalable, interactive and actionable data solutions

- ▶ Explore common pitfalls and hurdles for successful operational management
- ▶ Ensure data model can be understood, maintained, and updated
- ▶ Ensure technical changes comply to strategy and best practice

Data visualisation in action

- ▶ Revisit main themes, tools, techniques and strategies
- ▶ Build a practical action plan to apply learnings to your organisation
- ▶ Group discussion, final reflections and insights

WHO WILL ATTEND?

- ▶ Data and Analytics
- ▶ Data Science
- ▶ Finance
- ▶ Performance / Reporting
- ▶ Business Analysis
- ▶ Business Intelligence

