

Data Visualization for Informed Decision Making



Data-driven culture has become a necessity for organizations today because of the explosion of data. To deal with it, organizations need more people with the ability to interpret data, visualize it effectively and make meaningful decisions. This course can help learners understand how to interpret different forms and formats of data, identify what's relevant, generate insights and present their findings in an effective manner.

Visualizing a better future

Organizations no longer suffer from lack of data. In fact, they harness the power of data to create true business advantages. While analysis is one part of the equation, knowing how to read and present visual data is a key skill that people at all levels in an organization should possess. The right visualization of data enables informed decision-making and leads to the generation of vital insights.

Key Takeaways

- Differentiate insight from information
- Understand the importance of data visualization for data-driven decision making
- Leverage principles of data visualization for effective storytelling
- Apply the learning in a simulated environment

Course Outline

- Difference between data, information and insight
- Role of visualization in insight generation
- Making visualization interesting
- Storytelling through visualization
- Building contextual narratives
- Rules, guidelines and best practices in data visualization
- Enhancing visual clarity
- Simulation Play
- Debrief session

Learning Format



VILT
(WEB BASED)



KNOLSKAPE's DataWhiz simulation places participants in a virtual taskforce within an organization that is trying to regain lost business. Participants must apply their skills and knowledge in using and presenting data in ways that help the organization's leadership take confident, informed strategic decisions. As participants exercise their choices within the simulation, they will discover tips and tricks that will hone their skills as data visualizers.