

SPARK

DATA MANAGEMENT AND BUSINESS INTELLIGENCE

Data Collection, Visualization & Storytelling

Course code: DMBI-006



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Data alone has limited value unless it is collected correctly, analyzed effectively, and communicated clearly. This course provides a complete end-to-end understanding of the data journey—from collection and preparation to visualization and storytelling. Participants will learn how to gather reliable data, transform it into meaningful insights, and communicate those insights in a compelling narrative that supports decision-making. This is an essential skill set for professionals working in analytics, reporting, business intelligence, and management roles.

Why Attend

This course is highly practical and interactive, combining real-world datasets with hands-on exercises. Participants will engage in data collection simulations, cleaning and structuring activities, and visualization workshops. Case studies will demonstrate how data storytelling is used in business and government decision-

Who Should Attend

Data Analysts and Business Analysts
Business Intelligence Professionals
Project and Operations Managers
Engineers and Technical Professionals
Marketing and Research Teams
Anyone involved in reporting and decision-making

— Learning Objectives

- Understand the full data lifecycle from collection to communication
- Apply effective data collection techniques and ensure data quality
- Clean, structure, and prepare datasets for analysis
- Create meaningful visualizations using appropriate chart types
- Apply storytelling techniques to communicate insights clearly
- Develop dashboards and reports for decision-making
- Translate complex data into simple, actionable messages
- Improve data-driven communication within organizations

— Course Outline

DAY
1

Fundamentals of Data Collection

- Introduction to the data lifecycle
- Primary vs secondary data sources
- Data collection methods and tools
- Ensuring data accuracy and reliability
- Ethical considerations in data collection

DAY
2

Data Preparation and Structuring

- Data cleaning techniques and error handling
- Handling missing, duplicate, and inconsistent data
- Data formatting and transformation
- Structuring datasets for analysis
- Data validation and quality control

DAY
3

Data Visualization Principles

- Importance of visualization in data communication
- Selecting appropriate chart types
- Visual perception and design principles
- Avoiding misleading or unclear visuals
- Building clear and effective visuals

DAY
4

Data Storytelling Techniques

- Turning data into a narrative
- Structuring a compelling data story
- Identifying key insights and messages
- Audience-focused communication strategies
- Combining visuals with storytelling elements

DAY
5

Dashboards and Practical Project

- Designing dashboards for decision-making
- KPI selection and performance indicators
- Building a complete data story project
- Presentation of findings and insights

- Best practices for continuous improvement

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	London - United Kingdom	€2,100
16 - 20 November 2026	Barcelona - Spain	€1,925
7 - 11 December 2026	Munich - Germany	€1,725
18 - 22 January 2027	London - United Kingdom	€2,100
15 - 19 February 2027	Barcelona - Spain	€1,925
15 - 19 March 2027	Amsterdam - Netherlands	€2,125
19 - 23 April 2027	London - United Kingdom	€2,100
17 - 21 May 2027	Munich - Germany	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.