

Mastering Data Visualisation

Course code: DMBI-004



SPARK TRAINING

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

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— Workshop Overview

In today's data-driven world, the ability to transform complex datasets into clear, meaningful, and visually compelling insights is a critical skill. Data visualization is not just about creating charts—it is about telling a story with data that supports better decision-making. This course equips participants with the principles, tools, and techniques required to design effective visual representations of data that improve understanding, communication, and business intelligence. By attending, you will learn how to turn raw data into impactful dashboards and visuals that influence strategic decisions.

Why Attend

This course is highly practical and hands-on, combining short theoretical sessions with real-world visualization exercises. Participants will work with datasets to build charts, dashboards, and reports using industry-standard tools such as Excel advanced visualization features and Power BI concepts. Case studies and design critiques will

Who Should Attend

Data Analysts and Business Analysts
Business Intelligence Professionals
Engineers and Technical Staff working with data
Managers and Decision Makers
Financial and Operational Analysts
Anyone working with reporting and dashboards

— Learning Objectives

- Understand core principles of effective data visualization
- Select appropriate chart types for different data sets
- Design clear and impactful dashboards and reports
- Apply data storytelling techniques for business communication
- Improve readability and interpretation of complex data
- Use visualization tools to present analytical insights effectively
- Avoid common visualization mistakes and misrepresentation of data
- Support decision-making through visual analytics

Course Outline

**DAY
1**

Foundations of Data Visualization

- Importance of data visualization in business
- Principles of visual perception and design
- Types of data and appropriate visual formats
- Overview of charts, graphs, and dashboards
- Common visualization mistakes

**DAY
2**

Chart Selection and Visual Design

- Choosing the right chart for the right data
- Bar charts, line charts, pie charts, and alternatives
- Visual hierarchy and layout design
- Color theory and readability principles
- Designing for clarity and impact

**DAY
3**

Data Storytelling Techniques

- Turning data into narratives
- Structuring a data-driven story
- Highlighting key insights effectively
- Audience-focused visualization design
- Combining visuals with written insights

**DAY
4**

Dashboard Design and Reporting

- Principles of effective dashboard design
- KPI selection and performance tracking
- Interactive dashboards and user experience
- Report structuring and executive summaries
- Case studies of professional dashboards

**DAY
5**

Advanced Visualization and Practical Project

- Advanced visualization techniques and trends
- Introduction to BI tools (Power BI/Tableau concepts)
- Real-world data visualization project
- Presentation of dashboards and peer review

- Best practices and continuous improvement

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€1,925
16 - 20 November 2026	Munich - Germany	€1,725
7 - 11 December 2026	London - United Kingdom	€2,100
11 - 15 January 2027	Amsterdam - Netherlands	€2,125
8 - 12 February 2027	Geneva - Switzerland	€2,625
8 - 12 March 2027	Munich - Germany	€2,125
12 - 16 April 2027	Cape Town - South Africa	€1,420
10 - 14 May 2027	Barcelona - Spain	€1,925

— 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.