Course : Data visualization, concepts and challenges

Synthesis course - 1d - 7h00 - Ref. DFR
Price : 990 CHF E.T.

This seminar will introduce you to the rules you need to follow to create meaningful graphs. You'll learn how to collect data, process it and display it, choose the right chart and format it. The main design tools will be presented (Excel, Tableau, Sanddance, CartoDB...).

Teaching objectives

At the end of the training, the participant will be able to:

- Search for and collect data relevant to the study in question
- Cleanse and format data according to planned data visualization
- Choosing the right graphic for the right effect, taking into account our brain's image-processing biases
- Understand the main data visualization software offerings

Intended audience
Decision-makers, project managers, creatives and developers who want to discover how bias can influence our decisions and the way we interpret data.

Prerequisites
No special knowledge required.

Course schedule

1 Introduction

- Principles and concepts of data visualization.
- History of data visualization.

2 Bias

- Bias: how the brain processes information.
- Correlation, causation and interpretation.
- Bias and statistics.

PARTICIPANTS
Decision-makers, project managers, creatives and developers who want to discover how bias can influence our decisions and the way we interpret data.

PREREQUISITES
No special knowledge required.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

③ Data collection and processing

- Acquisition: where and how to find data?
- Processing: how do you obtain usable data?
- Filter, explore: find information in your data.

Demonstration
Recover website data, clean up with Google Refine.

④ Data representation

- Which chart for which data?returnchariot
- Refine graphical representation.returnchariot
- Highlight information by optimizing the graphic. returnchariot

Demonstration
Presentation of tools: Excel, Livegap, Tableau, d3js, Vega, Carto, Raw, Sanddance.

Dates and locations

REMOTE CLASS
2026 : 4 Sep.