Course : Dataviz: the art of visually representing data

Understanding data culture through visualization
Practical course - 3d - 21h00 - Ref. DTZ
Price : 1940 CHF E.T.

Data visualization accelerates understanding, connects with the visual arts and enables interaction. This training course makes the creation of visual representations accessible to a non-developer audience, through the presentation and use of the best-known turnkey software on the market.

Teaching objectives

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

- ✅ Understanding the concepts of data visualization or dataviz
- ✅ Understand the steps involved in data design and visualization
- ✅ Know the main software solutions on the market, both online and offline
- ✅ Create your own data visualizations without coding

Intended audience
Analysts, business users and experts, project managers, consultants.

Prerequisites
No special knowledge required.

Practical details

Exercise
Each theoretical contribution is followed by a demonstration by the trainer and practical realizations by the participants.

Teaching methods
Active pedagogy, plenty of exchanges and feedback from the experts, enabling participants to put their ideas into practice quickly and concretely.

Course schedule

PARTICIPANTS
Analysts, business users and experts, project managers, consultants.

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.

TEACHING AIDS AND TECHNICAL RESOURCES
• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1   Introduction to information visualization

- Definition, concepts and objectives. Role of the user and interaction.
- Common diagrams: histograms, pie charts, 3D.
- Multidimensional visualizations: scatter plots, inselberg diagrams.
- Multi-level visualization: hierarchical data, full zoom.
- Network visualizations: hierarchical, radial.
- Map-integrated visualizations: choropleths.

Exercise
Data visualization analysis. Criticism, suggestions for improvement.

2   Graphic semiology: the basis of visualization

- The human visual system.
- Visual variables.
- Perceptive properties.
- Extension of semiology: movement.

Case study
Use of different visual variables.

3   Microsoft Power BI and Salesforce Tableau

- Tool installation and presentation.
- Raw data import.
- Data consolidation and cleansing, data model refinement.
- Choice of graphical representations.
- Iterative formatting of data visualization.
- Sharing and exporting.

Exercise
Data visualization using Microsoft Power BI with open data. Same practical work with Salesforce Tableau. Comparison.

4   Cloud software: Infogram and Datawrapper

- Presentation.
- Raw data import, confidentiality.
- Data consolidation and cleansing, data model refinement.
- Choice of graphical representations.
- Iterative formatting of data visualization.
- Sharing and exporting.

Exercise
Creating a data visualization using Infogram with open data. Same practical work with Datawrapper. Comparison.

Dates and locations

REMOTE CLASS
2026 : 29 June, 18 Nov.