

Public Sector Data Visualisation Workshop

Tools, techniques and strategies to create scalable, interactive and actionable data visualisation solutions

EXPLORE

- Collect, input and visualise data using the latest tools
- Understand the power of visual storytelling
- Simplify information and understand the story of your data
- Making the right choices and controlling the narrative
- Understand graph and colour theory
- Streamline your data assets
- Effectively organise your data and dashboards
- Design fundamentals for data visualisation and presentation
- Tool selection and software overview: Adobe Illustrator, After Effects, Tableau Desktop
- Data science and analytics strategy fundamentals
- Tackling challenges and creating solutions using data science and predictive analysis

EXPERT FACILITATOR



Felipe Rego
Data Science and Analytics Partner



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Public Sector Data Visualisation Workshop

BACKGROUND

Data can be the great enabler, but only in the right hands. Advances in technology have granted easy access to more data than ever before, but while we have the tools and capabilities for data handling and analysis, we often overlook the techniques to effectively display and communicate that data.

In a cluttered and competitive world, a design approach based on instinct or personal taste is no longer sufficient to cope with, let alone exploit, the fantastic opportunities our data repositories present us with. Data visualisation designs communication built on a sophisticated understanding of how our brain process information, including how colours and shapes can become powerfully influential tools.

This hands-on, interactive three-day program has been specially designed to provide the tools, techniques and strategies to create influential data visualisation. Learn how to declutter your data assets and implement scalable, automated, interactive and actionable data visualisation solutions for your organisation.

INTRODUCING YOUR FACILITATOR



Felipe Rego

Data Science and Analytics Partner

Felipe is a leading advanced analytics and data science partner, helping teams build, manage and enhance their data science and visualisation solutions in a strategically-aligned, commercially-oriented and customer-centric way.

With extensive industry experience as well as a deep, technical analytical expertise, Felipe is often required by marketing, sales, finance, technology and strategy teams to provide support and to deliver robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology focuses on a holistic organisational approach to using data and science to improve performance and reduce costs.

Felipe helps organisations and teams with Data Science and Analytics Strategy, Predictive Analytics and Machine Learning solutions, Data Visualisation and Insights Automation and Analytical Training and Workshops.

Felipe is also an analytics instructor helping disseminate practical, actionable analytics and data visualisation techniques in both classrooms and online settings.

When Felipe is not partnering with clients or helping students, he's an M.Phil. research candidate in Learning Analytics at the University of Sydney, making sense of students' digital traces and the role learning analytics dashboards play in influencing learning outcomes.

Felipe is also a blogger in predictive analytics, statistical learning and data visualisation with over 62,000 visitors from more than 180+ countries last year alone. Some of his articles have been ranked #1 in Google search and referenced by many sources and leading educational organisations including referrals/mentions from StackOverflow, Udacity, Western Michigan University, UC Santa Barbara, Edinburgh Napier University, among others.

Day One

Understand the power and purpose of data visualisation

- History of data visualisation, recent developments and future outlook
- Visualisation to drive decision-making for your department
- Knowing your why and what your data needs to achieve

Tapping the five pillars of an organisation's data science and analytics maturity

- Making sense of your organisation's analytics capacity to create compelling data visualisation
- Plotting a roadmap from business strategy to data visualisation
- In-depth understanding of what makes successful organisations do data right

Deciphering key components of data visualisation

- Understanding graph and colour theory
- How different shapes and objects are perceived and create meaning
- Practical interactive activities exploring use cases of data visualisation

Connecting the dots

- Assess various use cases and meaning of data visualisation solutions
- Inputting data effectively and the importance of tool selection
- Design fundamentals for data visualisation

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Day Two

Telling compelling action-oriented stories with data

- Learn the power of narrative and how to effectively communicate with data
- Understand the power of visual storytelling
- Making the right graphical choices and controlling the narrative

Data design fundamentals and visualisation literacy

- Formats for data visualisation and presentation: chart types, animation and infographics
- Picking the right visual language to influence your audience
- Simplifying the data to tell your story more effectively

Software, tools and dashboards

- Explore information presentation tools and software options
- Differences between different types of visualisation, tools and best practice
- Overview of Tableau Desktop, Adobe Illustrator, After Effects and more

Dashboards design and information hierarchy

- Selecting the right option and organising your data and dashboards
- Working with complex charts and data visualisations
- Creating a clear and accessible model

Day Three

Data science and analytics fundamentals

- Explore the fundamentals of analytics behind high impact data visualisation
- Tackling challenges and creating solutions using basic data science
- Working with predictive analytics models and basic algorithms

An introduction to predictive analysis and insights automation

- Data science fuelling forecasting and optimising operations
- Explore machine learning solutions, market segmentation, recommendation engines
- Linking predictive analytics and insights to data visualisation

Scalable, interactive and actionable data solutions

- Explore common pitfalls and hurdles for successful operational management
- Ensure the data model can be understood, maintained, and updated
- Ensure technical changes comply with strategy and best practice

Data visualisation in action

- Revisit main themes, tools, techniques and strategies
- Build a practical action plan to apply learnings to your organisation
- Group discussion, final reflections and insights

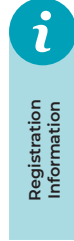
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- Finance
- Performance / Reporting
- Business Analysis
- Business Intelligence

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Options (per person)	Value Plus Rate Register and pay by 28 November	Super Saver Rate Register and pay by 21 December	Early Bird Rate Register and pay by 25 January	Standard Rate
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Discounted off standard rates:	Save up to \$600	Save up to \$400	Save up to \$200	

TOTAL incl GST

All Prices listed in Australian Dollars

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Note: Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.

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