

# DATA VISUALISATION WORKSHOP

TOOLS, TECHNIQUES AND  
STRATEGIES TO CREATE  
SCALABLE, INTERACTIVE  
AND ACTIONABLE DATA  
VISUALISATION SOLUTIONS



**16 - 18 APRIL**  
CLIFTONS AUCKLAND

**29 APRIL - 1 MAY**  
CLIFTONS WELLINGTON

## 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
- ▶ Streamline your data assets
- ▶ Effectively organise your data and dashboards
- ▶ Design fundamentals for data visualisation and presentation
- ▶ Tool selection and software overview: Tableau Desktop, Power BI and more
- ▶ Data science and analytics strategy fundamentals
- ▶ Tackling challenges and creating solutions using data science and predictive analysis

## EXPERT FACILITATOR



**Phillip Higgins**  
Consultant  
Digital Architect

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## ABOUT THE EVENT

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.

## WHO WILL ATTEND?

- ▶ Data and Analytics
- ▶ Data Science
- ▶ Finance
- ▶ Performance / Reporting
- ▶ Business Analysis
- ▶ Business Intelligence

## YOUR FACILITATOR

Phillip is a leading consultant in New Zealand for Big Data, analytical projects and translating data into powerful, influential stories. With over 15 years' experience specialising in data science disciplines, including visualisation, across multiple industries, from transport and financial services to energy and independent consulting. His experience covers specialist and generalist implementation in the areas of data visualisation, information and digital strategy, data science and analytics.



**Phillip Higgins**  
Consultant  
Digital Architect

## DAY ONE

### 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

### 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 vis
- ▶ Plotting a roadmap from business strategy to data visualisation
- ▶ In-depth understanding of what makes successful organisations do data right

### Connecting the dots

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

## DAY TWO

### Data design fundamentals and visualisation literacy

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

### Deciphering key components of data visualisation

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

### 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, R, Power BI 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 the main themes, tools, techniques and strategies
- ▶ Build a practical action plan to apply learnings to your organisation
- ▶ Group discussion, final reflections and insights

## Registration Information

Organisation Name

Address Suburb State Postcode

Booking Contact Information

Title Full Name Position Email Phone

## Delegate Information

#	Title	Full Name or TBA	Position	Email	Attendance Date/s
1					<input type="checkbox"/> AUKLAND <input type="checkbox"/> WELLINGTON
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## Your Investment

Options (per person)

Qty	Super Saver Rate Register and pay by 15 February	Early Bird Rate Register and pay by 15 March	Standard Rate
___ Workshop	\$2395 + GST = (\$2754.25)	\$2695 + GST = (\$3099.25)	\$2995 + GST = (\$3444.25)
Discounted off standard rates :			All Prices listed in NZ Dollars
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<b>Group Discounts Available:</b>	<b>10% off Standard Rate</b> Team of 3 - 4	<b>15% off Standard Rate</b> Team of 5 - 7	<b>17% off Standard Rate</b> Team of 8+	<b>TOTAL incl GST</b>
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