

# Data Visualization, Dashboards & Analytics Adoption

Learn via: **Classroom / Virtual Classroom / Online**

Duration: **3 Days**

## **Overview**

Enterprise BI and analytics spans a wide array of categories but they all have one thing in common—they require human interaction to realize value. However, much of that value is often left on the table. The underuse of tools such as user interviews, persona design, stakeholder buy-in, wireframing, iteration, adoption, and feedback greatly increases the risk of user disengagement and stakeholder frustration. Analytics managers and dashboard creators can miss the opportunity to leverage user motivations to drive success.

This training covers the entire enterprise dashboard process. This extensive workshop takes participants and their own analytics challenges through a comprehensive journey of the processes and methodologies the world's leading analytics consulting firms use to maximize adoption, reduce risk and achieve business value through behavioral change.

This hands-on session includes a series of real-world case studies highlighting both successes and pitfalls.

## **Prerequisites**

There are no prerequisites for this course.

## **Who Should Attend**

- Data scientists
- Business analysts
- Executives
- Consultants
- IT professionals
- BI and analytics developers
- Managers with a need to use data for decision-making
- Anyone who wants to move the needle on the business using data

## **What You Will Learn**

- The primary causes of failed analytics efforts
- An overview of the enterprise dashboard process
- A comprehensive approach to requirements gathering
- Real-world applications and examples
- A successful approach for increasing stakeholder buy-in
- A process for taking high-level business objectives and marrying those to available data
- The elements of good dashboard design that lead to behavioral change
- Storytelling for the real world
- How to create wireframes in under 15 minutes
- Core UX principles to apply
- The iterative approach of dashboard releases
- Sharing and collaboration best practices
- BI portals
- Adoption strategy and change management
- Managing up and managing down
- Bringing IT and the business together