Data Visualization Best Practice for Marketing Training

Duration: **3 Day**

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Overview

The **Data Visualization Best Practice** course is a **3-hour interactive, instructor-led session** designed for professionals who want to present data clearly, accurately, and impactfully.

It explores the art and science behind visual storytelling—transforming complex data into meaningful visuals that drive understanding and action.
Through discussions and hands-on exercises, participants learn to balance **clarity, ethics, and creativity** in their data presentations.

Prerequisites

Participants should have:

- A **basic understanding of data handling and analysis**,
- Experience using tools such as **Excel, Tableau, or Power BI**,
- Familiarity with **data storytelling and business reporting concepts**.

Who Should Attend

This course is ideal for:

- Professionals who **analyse, report, or present data**,
- **Business analysts, marketers, and data practitioners** improving communication through visuals,
- Anyone looking to transform complex data into **clear, engaging visual insights**.

What You Will Learn

By the end of the course, participants will be able to:

- Explain the key principles of **clear and trustworthy data visualization**,
- Identify appropriate visual formats (charts, graphs, dashboards) for different data types,
- Recognise and avoid misleading visual design practices,
- Select suitable tools based on cost, complexity, and interactivity,
- Apply visual design techniques to improve readability and engagement.

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Outline

- **Introduction to Effective Data Visualization**
- **Creating Impactful Visuals**
- **Building Trust through Accurate and Ethical Design**
- **Practical Tools and Techniques for Visualisation**