

Effective Data Visualization

A Workshop for Data Analysts by Evergreen Data

Your Challenge: “We are swimming in data but we struggle to cut through the noise and get insights or make decisions with it.”

Our Solution: Crystal clear charts and graphs are valuable – they save an audience’s mental energies, keep a reader engaged, and make you look smart. Attendees will learn the science behind presenting data effectively. We will go behind-the-scenes in Excel and discuss how each part of a visualization can be modified to best tell the story in a particular dataset.

We will discuss how to choose the best chart type, given audience needs, cognitive capacity, and the story that needs to be told about the data. We will walk step-by-step through how to customize graphs so that they have a more powerful impact. Using Excel, attendees will work with a prepared spreadsheet to learn the secrets to becoming an Excel dataviz ninja.

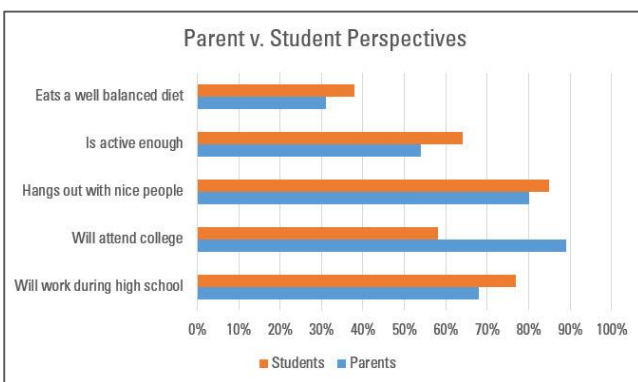
Learn how to transform charts into meaningful insights.



Professional skills gained from the workshop:

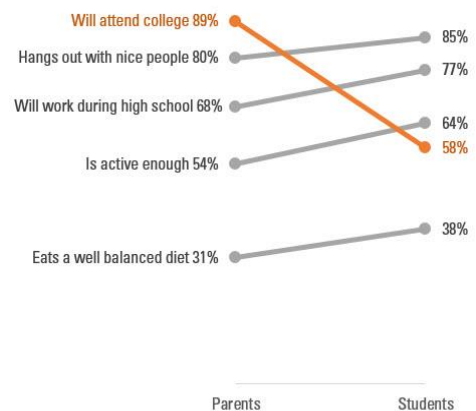
Data Visualization, Graphic Design, Messaging, & Storytelling

Before



After

Surprisingly, students have lower expectations to go to college than their parents have of them.



Attendees will get hands-on practice implementing direct, practical steps that can be immediately implemented after the workshop to clarify data presentation and support clearer decision-making. Full of guidelines and examples, after this workshop you'll be able to package your data so it represents your smart, professional quality.

Note: The workshop is highly interactive and tailored to your needs. Participants may be asked to submit content ahead of time for discussion. You'll need to bring a laptop.

Sample one-day agenda

9:00 am	Welcome and Introductions	Why we should care about data visualization and intentional design
	Visual Processing Theory	The undeniable science behind why this works.
	4 Step Visualization Process	What your audience wants to know and how to tell them.
	Chart Choosing	How to make the right choice and pick a chart form that will tell your story.
	Sharpening Your Point	Using a validated chart checklist, you'll learn how to decrease the noise and elevate the story.
	Pulling it All Together	Building on design principles, let's apply these ideas to create cohesive reporting.
4:00 pm	Wrap up and close	

"Stephanie Evergreen's workshop was amazing—by far one of the most impactful workshops I've ever been to!"

By the end of the workshop, participants will learn how to:

- Use research-based graphic design best practices
- Enhance data visualizations with simple, immediately implementable steps
- Weigh the pros and cons of presenting data through various chart types
- Present a data story in a clear form for decision-making audiences

To book Dr. Evergreen or one of her staff, contact:

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