



# Visual Business Intelligence Workshop

Altis Consulting is excited to announce that **Stephen Few**, leading educator and author in data visualization techniques, is delivering his 3 day workshops in November 2011.

## Why Attend

"Simplicity is the ultimate sophistication." — Leonardo da Vinci

The three day workshop prepares you for the many facets of presenting and analysing quantitative business data. Stephen Few approaches the problem of taming the information overload by providing simple practical instruction communicated through examples.

Key concepts that will be covered include:

- Table and graph design for effective communication
- Dashboard design for at-a-glance monitoring
- Visual data analysis for discovery and understanding

Stephen's insights and material are based upon the research completed for his three books; *Show Me the Numbers: Designing Tables and Graphs to Enlighten*, *Information Dashboard Design: The Effective Visual Communication of Data*, and *Now You See It: Simple Visualization Techniques for Quantitative Analysis*, along with articles for *Information Management Review*, *Business Intelligence Network*, and *Visual Business Intelligence Newsletter*. In addition Stephen continues his research and teaching for the University of California, Berkley.

## Who Should Attend

This course is designed for anyone who has a need to present or analyse data. This includes managers and business analysts, to business intelligence developers, application developers, data analysts and usability experts.

Every attendee in the workshop will receive a copy of each of Stephen's three books.

## Workshop Outline (see next page for details)

Sydney

Canberra

Melbourne

Auckland

## Course Details

### COURSE

Visual Business Intelligence Workshop

### LOCATION

Venue:  
Bayview Eden, Melbourne  
Rydges Lakeside, Canberra

### Date

Melbourne—November 15-17, 2011  
Canberra—November 21-23, 2011

### REGISTRATION

[www.altis.com.au](http://www.altis.com.au)  
Registration opens  
April 28, 2011

### PRICE

Full rate: AU\$1900  
Early bird\*: AU\$1700  
Group rate^: AU\$1700

All prices above are exclusive of GST.

\* Early bird rate available until 5 pm, June 30, 2011.

^ 3 or more students from the **same** organisation registering at the **same** time.

### INFORMATION

Email [training@altis.com.au](mailto:training@altis.com.au) for more information.

## DAY 1

### Show Me the Numbers: Designing Tables and Graphs to Enlighten

This day provides practical instruction in table and graph design developed specifically for the needs of business. It will alleviate countless hours of confusion and frustration. Following Stephen Few's clear precepts, communicated through examples of what works, what doesn't, and why, you will learn to design tables and graphs that present data clearly and drive your message home. Topics covered include:

1. The current state and challenges of data presentation
2. Introduction to table and graph design
  - a. The two fundamental challenges of data presentation
  - b. The characteristics of quantitative information
  - c. The differing characteristics and uses of tables and graphs
  - d. The seven common quantitative relationships in business graphs
  - e. Visual perception and how it applies to data presentation
  - f. Steps in the visual design process
  - g. Visual design methods for highlighting data
3. Table design
4. Graph design
  - a. Visual objects used to encode values in graphs, including the best uses of each
  - b. Matching the right visual encoding objects to the seven fundamental quantitative relationships in graphs
  - c. Graph design at the component level

## DAY 2

### Information Dashboard Design: Creating Dashboards for at-a-Glance Monitoring

Dashboards have become a popular means to present critical business information at a glance, but few do so effectively. Huge investments are made in Information Technology to produce actionable information, only to have it robbed of meaning at the very last stage of the process: the presentation of insights to those responsible for making decisions. When designed well, dashboards engage the power of visual perception to communicate a dense collection of information in an instant with exceptional clarity. This can only be achieved, however, by applying visual design skills that address the unique design challenges of dashboards. These skills are not intuitive; they must be learned. Topics covered include:

1. The current state of dashboards
2. The definition and potential benefits of dashboards
3. The fundamental challenges of dashboard design
4. The 13 common mistakes in dashboard design
5. The characteristics of well-designed dashboards
6. Steps in the dashboard design process
7. Common dashboard information and techniques for enriching its meaning
8. Selecting appropriate media for displaying the data
9. An ideal library of dashboard display mechanisms
10. The best practices of dashboard design

## DAY 3

### Now You See it: Simple Visualization Techniques for Quantitative Analysis

Ninety percent of all business data analysis can be done using simple graphing techniques to discern meaningful patterns in data. The remaining 10%, which requires sophisticated statistical and financial analysis skills, are well addressed by available resources, but where are the resources that teach the skills needed by the rest of us? Even though these skills are easy to learn and apply with proper guidance, very few people involved in analysing business data know them.

This course provides a solution. This course is intended for all those whose work requires them to make sense of quantitative business data. This audience is much broader than financial analysts, or even analysts by any name. This course provides practical skills that are useful to managers at all levels and to anyone interested in keeping a keen eye on the business. Anyone who uses Excel or any of the many other business productivity tools used for data access, analysis and reporting, will learn how to use them productively, perhaps for the first time. Topics covered include:

1. An introduction to visual data analysis
2. The traits of top data analysts
3. The best data for meaningful analysis
4. Visual perception and data visualization
5. Visual characteristics to look for in the data
6. Quantitative business analysis techniques by type
  - a. Analysing time series
  - b. Analysing rankings and parts-to-whole
  - c. Analysing deviations
  - d. Analysing distributions
  - e. Analysing correlations
  - f. Analysing multivariate profiles
  - g. Analysing geo-spatial data
7. Analytical navigation
8. The critical contributions from the information visualization research community



#### Sydney

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