
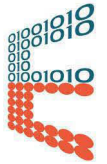




**MENA**

Centre for Investment



**INS**  **F**   
Inspire...Educate...Transform.

# Certified Programme in Data Visualization using



[www.tableau.com](http://www.tableau.com)

1<sup>st</sup> - 3<sup>rd</sup> December, 2019

# Program Overview

The objective of this program is to train individuals across various verticals in Data Visualization using Tableau as a platform.

Data is the currency of the 21<sup>st</sup> Century, and most companies would like to have complete control of their data and monetize it as much as possible in the new “Data Economy”. Ten years ago, the challenge was to collect the data, and “Big Data” became the means by which businesses could affordably collect the data they never had before. But now, they are asking the question What are we paying for? What is the value we can deliver with all of this data?

This 3 day course will answer this effectively as possible. Data Visualization literacy is fundamental for consuming any analysis in any industry. This course provides a practical hands on approach to learning the theories and techniques of data visualization for data analysis.

## Curriculum Overview

### Day 1

- About why and where of Data Visualization.
- Storytelling - A great art and science with examples.
- Communicating with Data: Issues, Guiding Principles; Primary ingredients of data visualization.
- Introduction to Tableau.
- Connecting Data - Reading different file formats (Excel, csv, text file).
- Read excel file, data from single/multiple sheets, simple drag-drop of sheets and navigating tableau
- View Data menu and start creating visuals, dimension and measures.
- Basic graphs and charts per the template: bars, scatter, pie, demography plots, etc. Data types, Colors, order, size, labels, exporting.
- How to pick visual encodings such as colour, shape, size, etc.; Which chart to use when; How to accommodate more than 2 dimensions.

### Day 2

- Filters
- Aggregation, Create calculated fields
- Drill down and Drill up
- Trends and Forecasting
- Clusters
- Dashboard, creating story lines. Story - Bring it all together.
- Case highlighting the transition from a simple chart to a powerful visualization, complete with storytelling.

### Day 3

- Advanced table calculations: add level of detail expressions for filtering the data using calculations.
- Linking Google maps from Tableau

# PROGRAM FOOTPRINT

**Upon completion of the program, you will be able to:**

- Master Data Visualization techniques
- Apply advanced techniques in Data Analysis
- Evaluate data using a Systematic approach
- Choose effective visual representation for your data
- Apply best practice design principles to your data visualizations
- This program uses Real-world application and Evaluation

# WHO SHOULD ATTEND

**This program is for individuals in private & public sectors across various verticals who depend on data for decision making and presentation of data in similar contexts.**

**Roles can include:**

- Entrepreneurs
- Middle Management Personnel
- Business persons
- Innovation Officers
- Strategy Specialists
- Risk Officers
- R&D Officers
- Data scientists
- Data Analysts
- Data Compilers
- Journalists (Online)

## Delivery Model: Custom in-house program

Mentor	Dr. Venkatesh Sunkad
Total Lecture Hours	6
Total Lab Hours	12
Date & Time	1 <sup>st</sup> - 3 <sup>rd</sup> Dec, 2019 9:30am to 5pm
Venue	Swiss Bel Hotel
Program Fees	200 BD

### To Register, Please Contact:

MENA Centre for Investment

✉ [menaoecd.bh@menacentre.org](mailto:menaoecd.bh@menacentre.org) ☎ +973 39158369

## Mentor Profile



### Dr. Venkatesh Sunkad

- Ph.D. from University of Colorado Springs, U.S.A  
MBA from University of Denver  
MS from University of Texas at Arlington
- With over 2 decades of experience in Telecommunications, Wireless systems, VoIP and Enterprise Architect, he is a versatile innovator and researcher in the field of Applied Engineering.  
Recognised as one of the 'Top 50 cable technologists' in Cable Today Magazine.

#### His area of expertise includes:

- IOT
- Systems Architecture
- Network Security
- Machine Learning
- IT Strategy
- Industry 4.0

## About INSOFE

- We are Asia's largest Data Science Institute in terms of Faculty, Students and Corporates we train, that makes us one of the world's largest too.
- 12 full-time and 4 adjunct faculty.
- 45 full-time Data Scientists.
- All are Practicing Academicians (they split their time equally between Research & Consulting) and bring all that knowledge to the classroom.
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