Effective Data Visualization with Power BI

Course Syllabus

1.   Description

The course was designed for anyone whose job involves analyzing and presenting data to decision-makers with Power BI. This course is primarily about learning how to present the data so that everyone can understand it and to make the tool serve this purpose.

2.   Target Audience

- Data/Business/Product Analysts
- BI Developers
- Project Managers
- Economists
- Product Managers
- Etc.

3.   Knowledge Required

Power BI – Basic/Medium Level

4.   Objectives

- Understand how visual perception works
- Be able to formulate a message and communicate it visually
- Be able to build effective visualizations using Power BI
- Be able to create effective dashboards

5.   Schedule

- 20 academic hours
- Recommended: 5 sessions of 4 academic hours each

6. Outline

1) **Visual Perception – Introduction**

   a) Visual Perception – A Brief Overview

   b) The Purpose of Data Visualization

   c) Thinking about the Message and Translating It into Visuals

   d) Practice (Blank Pages with Grids and Pens are Needed for Practicing)

2) **Design**

   a) Data Pixel Rules

   b) Colors

   c) Designing Graphs and Tables Correctly

   d) Correcting Examples of What Exists in the Organization Today (Must be Sent a Week in Advance)

   e) Using Power BI to Practice Applying the patches

3) **Dashboards – Part 1**

   a) Definitions and Types of Dashboards

   b) Dashboard Failure Reasons

   c) Analyzing Existing Use Cases and Dashboards

   d) Dashboard Characterization Process and User Guidance

4) **Dashboards – Part 2**

   a) Design Principles for Dashboards

   b) Dashboard Exercise Summary