

Data Visualization and Clear Communication Training

Duration: 2 Days

Description

This course aims to enable participants to analyze complex datasets and turn them into meaningful, understandable information, present data using the right visualization techniques, and communicate key findings in a clear, effective and persuasive way. The course focuses on developing participants' skills, particularly for senior management reporting, in simplifying raw data, choosing the right table and chart types, building visual hierarchy, highlighting critical points and crafting strong management messages based on data. **By the end of the course, participants will be able to:**

- Turn complex data into simple, interpretable information,
- Organize and summarize data using core Excel formulas and pivot tables,
- Design tables and charts that fit the message and bring them into management presentations,
- Prepare summary reports that senior management can understand at a glance,
- Present data-driven findings clearly and develop recommendations for action.

Outline

Day 1 - Data Visualization and Effective Reporting 1. Fundamentals of Data Visualization

- The differences between data, information and insight
- Defining the right message, visual perception and attention management
- Core design principles; examples of effective and ineffective presentations

2. From Raw Data to Meaningful Information

- Simplifying, grouping and prioritizing complex datasets
- Presenting numbers in an accurate and readable format (thousands, millions, billions)
- Data consistency and preventing reporting errors

3. Data Preparation and Core Formulas in Excel

- Data cleansing: TRIM, UPPER/LOWER, Text to Columns, Flash Fill, removing duplicates
- Text formulas: LEFT, RIGHT, MID, CONCATENATE

- Core and logical formulas: SUM, AVERAGE, COUNT, IF, IFERROR
- Conditional summary formulas: SUMIF, SUMIFS, COUNTIF, COUNTIFS
- Lookup formulas: VLOOKUP, XLOOKUP
- Date formulas and using absolute references (\$)
- Data validation, Table (Ctrl+T) structure, sorting and filtering

4. Summarizing Data with Pivot Tables

- Structuring data for pivot tables and creating a pivot table
- Value field settings; showing percentages and differences
- Date grouping and calculated fields
- Filtering with slicers and timelines
- Pivot charts, refreshing data and report layout

5. Effective Table and Chart Design

- Choosing charts that fit the message and the data type
- Removing unnecessary visual elements and simplifying charts
- Alignment, spacing, number formats and use of corporate colors
- Highlighting key information with conditional formatting
- Turning complex tables into management-friendly summary tables
- Linking tables and charts into PowerPoint

Day 2 – Clear Communication and Management Presentations

6. Clear Communication and Building Effective Messages

- Core principles of clear communication and cutting unnecessary detail
- Separating the main message from supporting data
- Moving from data to insight, and from insight to recommended actions

7. Executive Summary and Effective Reporting

- Senior management expectations and preparing an executive summary
- Identifying the three most important messages; linking result, cause and recommendation
- Measurable goals and actions with the SMART approach

8. Visual Hierarchy and Emphasis in Presentations

- One key message per slide and conclusion-driven titles
- Highlighting critical data with color, size, position and contrast
- Reducing table density and keeping a consistent corporate design language

9. Data-Driven Storytelling

- Structuring a problem, finding, conclusion and recommendation flow
- Linking numerical findings to business outcomes

- Techniques for brief, clear delivery in management meetings

Prerequisites

Participants are expected to have basic Microsoft Excel skills and be familiar with creating tables, using basic formulas, and sorting and filtering data. Experience in data analysis, reporting or preparing presentations is helpful but not required.