TRAINING
Data Visualisation

LEARNING OBJECTIVES
- Understand the fundamental principles of data visualisation
- Know how to transform data into clear and impactful visuals
- Master tools for creating dashboards and charts
- Improve decision-making through better data interpretation

TRAINING DURATION
2 days (14 hours)

TARGET AUDIENCE
Data, marketing and communication professionals

PREREQUISITES
None

ACCESS TIME
Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE
- Inter-company training: €1,890 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com   1

DETAILED PROGRAM

- Introduction to data visualisation
    - Definition, challenges and best practices
    - Why visualise data
    - Common mistakes and visual biases
- Choosing the right charts
    - Types of charts based on objectives
    - Comparison, evolution, distribution, correlation
    - Adapting visuals to the message
- Data storytelling
    - Structuring a message from data
    - Creating a clear and impactful narrative
    - Information hierarchy
- Data visualisation tools
    - Overview of tools: Excel, Looker Studio, Power BI, Tableau
    - Creating charts and interactive dashboards
    - Customisation and usability
- Design and readability
    - Choice of colours, typography and formats
    - Accessibility and quick understanding
    - Optimisation for different formats
- Analysis and decision-making
    - Reading key indicators
    - Data interpretation
    - Supporting strategic decision-making
- Practical workshop
    - Creating a complete dashboard
    - Transforming raw data into visuals
    - Presentation and analysis of results

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com   2

CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design effective data visualisations, build clear dashboards and facilitate decision-making through better use of data.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign…
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com
Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com   3