

American Management Association's How to Turn Data into Compelling Visual Presentations

Learning Objective

- Recognize and Apply the Fundamentals and Best Practices of Data Visualization Using Microsoft® Excel and PowerPoint to Present Data Clearly

Introduction to Data Visualization

- Review the Goals of Data Visualization
- Understand the Principles of Graphic Design
- Explore Visualization Software
- Review Labeling and Titling Best Practices

Visualizing Dense Data

- Review Simplifying the Design, Chunking, and Printing

Common Chart Types

- Understand Basic Chart Types, Line Charts, Scatter Plots, and Combo Charts

Common Mistakes in Charts

- Identify and Avoid Common Mistakes When Creating Charts
- Interpret Basic Graphic Design Principles and Understand How Audiences Process Information Visually
- Compare and Contrast Various Chart Types

Chart Makeovers 1

- Identify Chart Junk and Learn How to Remove to Create More Effective Visuals
- Compare and Contrast Various Chart Types
- Choose the Most Effective Chart Type That Best Communicates the Data Story Being Told
- Identify and Avoid Common Mistakes When Creating Charts
- Interpret Basic Graphic Design Principles and Understand How Audiences Process Information Visually
- Identify and Avoid Common Mistakes When Creating Charts

Manual Chart Types

- Review and Understand Bullet Charts, Proportional Shapes, Tree Maps, Unit Charts, Maps, and Chart Selection Guide

Ordering Your Data

- Understand Strategies for Ordering Your Data
- Animate Charts

PowerPoint and Excel Workflows

- Apply Advanced Techniques When Using Microsoft® Products
- Use a Variety of Functions Within PowerPoint and Excel to Enhance the Presentation of Your Data

Power-User Tricks

- Apply Advance Techniques When Using Microsoft® Products
- Use a Variety of Functions Within PowerPoint and Excel to Enhance the Presentation of Your Data

Table Design

- Understand Table Design Topics: Charts vs. Tables, Table Best Practices, PowerPoint vs. Excel, and Conditional Formatting

Chart Makeovers 2

- Identify Chart Junk and Learn How to Remove to Create More Effective Visuals
- Compare and Contrast Various Chart Types
- Choose the Most Effective Chart Type That Best Communicates the Data Story Being Told
- Identify and Avoid Common Mistakes When Creating Charts
- Interpret Basic Graphic Design Principles and Understand How Audiences Process Information Visually