

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

Learning Objectives

- Understand the Importance and Relationship of Data and Visualization
- Identify the Factors That Make Data Visualizations Relatable to an Audience's Interests and Needs
- Explore the Different Excel® Chart Types in Relaying Information
- Describe Techniques Involved in Telling Your Story When Creating Data Visualizations
- List the Justifications for Using One Type of Visual Chart over Another
- Understand Functions within PowerPoint® and Excel® to Enhance Your Presentations

Data and Visualization

- Understand the Principles of Data Visualization
- Determine the Components That Make a Good Visualization
- Distinguish between Compelling and Confusing Data Visualization
- Interpret How Data Relates to Your Audience

Most Commonly Used Charts

- Identify the Eight Most Used Charts
- Determine the Benefits and Limitations of These Charts
- Create Four of the Commonly Used Charts

Design and Formatting 1

- Develop an Understanding of Visual Perception and How It Relates to the Audience
- Recognize the Importance of Color
- Compare and Contrast Color Choices When Creating Data Visualizations
- Determine the Correct Typography to Use in Labeling and Titling Charts

Chart Refresh 1

- Identify Chart Junk and Learn How to Remove It 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
- Interpret Basic Graphic Design Principles and Understand How Audiences Process Information Visually

Specialty Charts

- Identify Specialty Charts and When to Use Them
- Determine the Benefits and Limitations of These Charts

Design and Formatting 2

- Develop an Understanding of How Proportional Shapes and Dense Data Are Used to Visualize Comparisons
- Recognize the Importance of Ordering Data
- Identify When to Use Tables Instead of Charts
- Determine the Best Practices for Table Designs
- Automatically Add Design Using Conditional Formatting

Chart Refresh 2

- Identify Chart Junk and Learn How to Remove It 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
- Interpret Basic Graphic Design Principles and Understand How Audiences Process Information Visually

PowerPoint® and Excel®

- Understand How PowerPoint® Integrates with Excel®
- Apply Advanced Techniques When Using Microsoft® Products
- Use a Variety of Functions within PowerPoint® and Excel® to Enhance the Presentation of Your Data

Design Missteps and Tips and Tricks

- Recognize Common Design Missteps and How to Correct Them
- Utilize a Variety of Tips and Tricks That Can Be Utilized to Maximize the Design of Your Charts and Tables

Design Your Charts

- Apply the Skills Learned to Create Three Charts

