

# Data Analytics through Visualisation

## Full-day workshop



*What are the benefits and opportunities of using visualisation to perform data analytics?*

### Objective

To empower senior executives and corporate professionals with knowledge of popular data visualisation tools by providing them with classroom exercises based on real life situations.

### Who should attend?

Finance and audit professionals and any other professionals keen to learn how data visualisation can help to spot trends, anomalies or any pattern hidden within the data.

Hands on exercises allow participants to compare and contrast the most popular data visualisation tools in the market today.

### Benefits of attending

Data has transformed the world we live in. More and more companies are using data analytics to excel in the market place. As human minds can process visual objects more easily than data on spreadsheets and reports, data visualization is an effective way to convey complex concepts and identify new patterns in data.

This course will take you through how data visualisation can help to analyse data. We will provide step by step guidance during our hands on exercises covering popular data visualisation tools in the market.

Following the Chinese adage “I hear and I forget; I see and I remember; I do and I understand”, this course allows you to learn by doing. We will also share with you experiences and case studies by practitioners bringing alive real life scenarios.

We will address questions such as:

- How can data visualisation create impact by uncovering patterns and trends in the data?
- What are the visual analytic tools available?
- How can I learn the basics of the key features in these tools?
- What are practical hints and tips in data visualisation?

The benefits this will provide you are:

- Recognise the application of data visualisation in business settings
- Hands on experience on data visualisation tools
- Recognise practical hints and tips on data visualisation
- Improve use of visualisation to enhance your decision making

# Workshop agenda

## An overview of Data Visualisation for data analytics

- Recognise how data visualisation helps in analytics through exploratory analysis
- Recognise the landscape of tools available in the market for data visualisation
- Self service analytics with 'slide and dice' capabilities for impactful communication
- Leading practices in data visualisation

## Tips and tricks using Excel Charts

- An overview of key features of Excel Charts including
  - ✓ Using the 'recommended charts'
  - ✓ Chart level filters
  - ✓ Combination charts
- Hands on exercises covering the above and more

## Intro to PivotCharts using Microsoft Power Pivot

- An overview of key features of PivotCharts including:
  - ✓ Creating charts from multiple tables (sheets)
  - ✓ Unravelling the power of Data Slicers
  - ✓ Say goodbye to complex 'vlookups' and 'index-match'
- Hands on exercises using PowerPivot PivotCharts
  - ✓ Introducing Table joins using PowerPivot
  - ✓ Advance

## Intro to Data Visualisation tools: Power BI, Tableau and QlikView

- Learn how to tell a story using visual analytics through the use of powerful dashboards and filters
- Create interactive Dashboards on using Data Linking on Pages – a new way to draw insights from your data
- Hands on exercises:
  - ✓ Create good looking charts and graphs through simple drag and drop of variables
  - ✓ Built in interactivity between different charts on a consolidated dashboard
  - ✓ Drill down techniques to quickly understand trends & patterns that exist within your data – however voluminous it is
  - ✓ Use of geographical location mapping
  - ✓ Dashboards as part of story telling

## Additional real life examples

- Real life examples from data practitioners covering a number of industries and business settings

## How to register

For any further queries, please email [sg\\_academy\\_mailbox@pwc.com](mailto:sg_academy_mailbox@pwc.com)