informatech

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-006

Data Collection, Visualization & Storytelling

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Course content

Why Attend

Data alone has limited value unless it is collected correctly, analyzed effectively, and communicated clearly. This course provides a complete end-to-end understanding of the data journey—from collection and preparation to visualization and storytelling. Participants will learn how to gather reliable data, transform it into meaningful insights, and communicate those insights in a compelling narrative that supports decision-making. This is an essential skill set for professionals working in analytics, reporting, business intelligence, and management roles.

Course Methodology

This course is highly practical and interactive, combining real-world datasets with hands-on exercises. Participants will engage in data collection simulations, cleaning and structuring activities, and visualization workshops. Case studies will demonstrate how data storytelling is used in business and government decision-making. Practical exercises will focus on turning raw data into dashboards and narrative presentations using visualization tools and structured storytelling frameworks.

Course Objectives

By the end of this course, participants will be able to:

- Understand the full data lifecycle from collection to communication
- Apply effective data collection techniques and ensure data quality
- Clean, structure, and prepare datasets for analysis
- Create meaningful visualizations using appropriate chart types
- Apply storytelling techniques to communicate insights clearly
- Develop dashboards and reports for decision-making
- Translate complex data into simple, actionable messages
- Improve data-driven communication within organizations

Course content

Target Audience

- Data Analysts and Business Analysts
- Business Intelligence Professionals
- Project and Operations Managers
- Engineers and Technical Professionals
- Marketing and Research Teams
- Anyone involved in reporting and decision-making

Target Competencies

- Data collection and validation
- Data cleaning and preparation
- Data visualization design
- Analytical thinking and interpretation
- Data storytelling and communication
- Dashboard and reporting development
- Decision support and insight delivery

Course outline

Day 1: Fundamentals of Data Collection

- Introduction to the data lifecycle
- Primary vs secondary data sources
- Data collection methods and tools
- Ensuring data accuracy and reliability
- Ethical considerations in data collection

Course content

Course outline

Day 2: Data Preparation and Structuring

- Data cleaning techniques and error handling
- Handling missing, duplicate, and inconsistent data
- Data formatting and transformation
- Structuring datasets for analysis
- Data validation and quality control

Day 3: Data Visualization Principles

- Importance of visualization in data communication
- Selecting appropriate chart types
- Visual perception and design principles
- Avoiding misleading or unclear visuals
- Building clear and effective visuals

Day 4: Data Storytelling Techniques

- Turning data into a narrative
- Structuring a compelling data story
- Identifying key insights and messages
- Audience-focused communication strategies
- Combining visuals with storytelling elements

Day 5: Dashboards and Practical Project

- Designing dashboards for decision-making
- KPI selection and performance indicators
- Building a complete data story project

Course content

Course outline

- Presentation of findings and insights
- Best practices for continuous improvement

Seminar dates

Available seminar dates

Live dates and pricing for Data Collection, Visualization & Storytelling generated from the course details page.

Date	Location	Format	Fee
13 - 17 July 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
10 - 14 August 2026	London - U.K	Classroom	**€4,200.-**
14 - 18 September 2026	Munich - Germany	Classroom	**€3,450.-**
5 - 9 October 2026	London - U.K	Classroom	**€4,200.-**
16 - 20 November 2026	Barcelona - Spain	Classroom	**€3,850.-**
7 - 11 December 2026	Munich - Germany	Classroom	**€3,450.-**

Live online option	Online delivery is available at €1,850.-.