



Decision-Focused Data Visualisation and Dashboard Design Course

12 – 16 July 2027
Casablanca

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Ref: 799_160682 **Date:** 12 – 16 July 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Decision-Focused Data Visualisation and Dashboard Design Course is a five-day professional course for data analysts, BI professionals, reporting specialists, researchers, and managers who leave with a Data Visualisation Standards and Dashboard Pack. Participants connect audience needs, decision questions, perception, chart choice, scales, semantic notation, visual integrity, dashboard layout, interaction, accessibility, critique, and storytelling. The course addresses visuals that are attractive but misleading, cluttered, inaccessible, or disconnected from decisions. Agile Leaders Training Center develops decision-focused data visualisation.

Who Should Attend

- Data analysis functions responsible for turning analytical evidence into clear visual explanations
- Business intelligence functions responsible for reports, dashboards, interactions, and distribution
- Reporting functions responsible for consistent notation, quality, and management communication
- Research functions responsible for presenting comparisons, patterns, uncertainty, and findings
- Management functions responsible for defining decision needs and interpreting visual evidence
- Governance and accessibility functions responsible for truthful, inclusive, and controlled communication

The course assumes participants can interpret tables, basic statistics, and common charts, and leaves out introductory data analysis, software administration, advanced coding, and external certification preparation.

Departments and Industries

The course supports departments and industries that communicate quantitative evidence through charts, reports, and dashboards.

- Finance, performance, strategy, and executive reporting
- Retail customer, sales, pricing, and inventory analytics
- Manufacturing quality, operations, maintenance, and supply analytics
- Healthcare capacity, quality, outcome, and service reporting
- Marketing campaign, channel, audience, and conversion analytics
- Public-service policy, operations, resource, and outcome reporting

Learning Objectives

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



- Analyze audience needs and decision questions
- Compare chart types against analytical relationships
- Apply scales, notation, hierarchy, and visual integrity controls
- Build dashboard layouts, interactions, and navigation paths
- Evaluate accessibility, clarity, density, and cognitive load
- Build visual stories and conduct structured dashboard critiques

Course Agenda

Day 1: Frame the Visual Decision

- Audience, Context, and Decision Question Canvas
- Message, Evidence, Comparison, and Action Structure
- Data Type and Analytical Relationship Map
- Visual Perception and Pre-Attentive Attribute Guide
- Visualisation Purpose and Acceptance Criteria

Day 2: Select Truthful Charts and Scales

- Comparison, Trend, Distribution, Relationship, and Composition Matrix
- Bar, Line, Scatter, Distribution, and Small-Multiple Selection
- Scale, Axis, Baseline, and Aspect-Ratio Integrity Checklist
- Color, Emphasis, Annotation, and Reference-Line Rules
- Uncertainty, Missing Data, and Sample Context Display

Day 3: Apply Reporting Standards and Composition

- IBCS SUCCESS Formula for Business Communication
- ISO 24896 Business Reporting Notation
- Semantic Notation and Consistency Guide
- Information Density, Simplicity, and Structure Review
- Chart, Table, Text, and Commentary Composition Grid

Day 4: Design Accessible Interactive Dashboards

- Dashboard Information Architecture and Wireframe
- Filter, Highlight, Drillthrough, and Detail Interaction Map
- Keyboard Order, Screen Reader, and Alternative Text Checklist
- Color Contrast, Noncolor Cues, Labels, and Focus Design
- Dashboard Critique, Usability Test, and Revision Log



Day 5: Practice Data Visualisation

- Exercise: Match Decision Questions to Chart Choices
- Exercise: Repair Scale, Integrity, and Notation Problems
- Exercise: Redesign an Accessible Dashboard
- Exercise: Build and Critique a Visual Story
- Capstone: Data Visualisation Standards and Dashboard Pack

Practical Exercises

The course uses suggested activities based on reporting scenarios in finance, retail, manufacturing, healthcare, marketing, and public services.

- Suggested activity: convert a broad reporting request into an audience profile, decision question, comparison, message, evidence, and acceptance criteria.
- Suggested activity: compare chart alternatives and repair misleading axes, scales, baselines, color, density, annotation, and uncertainty displays.
- Suggested activity: create a dashboard wireframe with hierarchy, interaction, navigation, labels, keyboard order, alternative text, and noncolor cues.
- Suggested activity: run a structured critique and usability test, record issues, revise the visual story, and document reusable standards.

FAQs

Who suits a data visualisation course, and what does it assume?

Data analysts, BI professionals, reporting specialists, researchers, managers, and governance or accessibility functions suit the course; it assumes they can interpret tables, basic statistics, and common charts.

How does data visualization training differ from a dashboard software course?

Data visualization training develops decision framing, chart selection, visual perception, integrity, notation, composition, accessibility, critique, and storytelling, while a software course focuses on configuring a particular product, connecting data, and building its features.

How should chart selection and design follow the analytical question?

Chart selection and design should match whether the question concerns comparison, trend, distribution, relationship, composition, geography, flow, or uncertainty, while considering scale, density, precision, audience, available space, and required action.



What makes accessible data visualisation effective?

Accessible data visualisation uses clear labels, sufficient contrast, noncolor cues, meaningful alternative text, logical reading and keyboard order, restrained motion, understandable language, visible focus, and equivalent access to trends, exceptions, and conclusions.

Which controls protect dashboard visual integrity?

Dashboard visual integrity depends on honest scales, consistent units, relevant baselines, proportional marks, complete context, disclosed uncertainty, governed definitions, source and refresh information, reconciled data, restrained emphasis, and review against the decision question.

Conclusion

Participants take back a Data Visualisation Standards and Dashboard Pack containing an audience map, decision questions, chart-selection matrix, scale and integrity controls, semantic notation, composition grid, dashboard wireframe, interaction map, accessibility checklist, critique log, and visual story. It changes inconsistent graphics into governed decision communication. The pack keeps clarity, truthfulness, inclusion, and action connected.