

Course Name

Advanced Dashboard Design and Visualization Principles

Sector Name

Digital Transformation and Innovation

Document Type

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Advanced Dashboard Design and Visualization Principles

Course Introduction

Effective dashboards and reports are not just about displaying data—they must communicate insights clearly, engage the audience, and support decision-making. This advanced course focuses on visualization design principles, layout strategies, and the psychology of information presentation. Participants will learn to create visually appealing and intuitive dashboards that convey meaningful insights.

The course emphasizes design thinking, best practices for dashboard layout, and practical application using real-world datasets. By the end, participants will have the skills to transform raw data into impactful, interactive visual stories that support business decisions.

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Target Audience

- ✓ **Business Intelligence (BI) Analysts & Developers**
- ✓ **Data Analysts (Intermediate to Advanced)**
- ✓ **Dashboard & Reporting Specialists**

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Learning Objectives

- ✓ Apply visualization design principles to create effective dashboards.
- ✓ Develop clear, intuitive, and interactive dashboards for decision-making.
- ✓ Optimize visual layout, color schemes, and chart selection.
- ✓ Incorporate storytelling techniques to highlight insights.
- ✓ Evaluate dashboard effectiveness and usability for different audiences.

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Course Outline

✓ DAY 01

Fundamentals of Dashboard Design

- ✓ Principles of visual perception and cognitive load
- ✓ Choosing the right charts and graphs for data types
- ✓ Layout design and grouping information logically
- ✓ Color theory, branding, and accessibility considerations
- ✓ Common dashboard design mistakes and how to avoid them

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Course Outline

✓ Day 02

Advanced Visualization Techniques

- ✓ Multi-layered visualizations for complex datasets
- ✓ Interactive visualizations: filters, drill-downs, and tooltips
- ✓ Use of KPIs, indicators, and performance metrics
- ✓ Advanced chart types: heatmaps, treemaps, and waterfall charts

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Course Outline

✓ Day 03

Power BI Advanced Dashboards

- ✓ Power BI modeling and data transformation best practices
- ✓ Interactive dashboards and dynamic visuals
- ✓ DAX for advanced calculations and KPI indicators
- ✓ Custom visuals and themes for enhanced readability
- ✓ Integrating multiple data sources effectively

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Course Outline

✓ Day 04

Python-Based Visualization

- ✓ Using Matplotlib for precise, static visualizations
- ✓ Advanced Plotly visualizations for interactivity
- ✓ Seaborn for statistical and multi-dimensional data visualization
- ✓ Combining multiple libraries for dashboards and reports

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Course Outline

✓ Day 05

Dashboard Evaluation and Storytelling

- ✓ Evaluating dashboard usability and effectiveness
- ✓ Enhancing insights with storytelling techniques
- ✓ Visual best practices for executives vs operational teams
- ✓ Dashboard iteration and user feedback incorporation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 29, 2027	April 2, 2027	5 days	4250.00 \$	UAE , Dubai
April 18, 2027	April 22, 2027	5 days	4250.00 \$	KSA , Riyadh
Sept. 27, 2027	Oct. 1, 2027	5 days	2150.00 \$	Virtual , Online
Nov. 23, 2026	Nov. 27, 2026	5 days	4950.00 \$	Turkey , Istanbul

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