

Data Visualization 101: A 3-Week Power Program

In this introductory level course, market researchers will learn how to make reporting interesting and impactful through the correct and current use of data visualization. Instructors use fun exercises to enhance comprehension and retention of data visualization lessons. This program meets once a week, for a total of three 90-minute sessions.

I. Data Visualization

- A. Learning Objectives
- B. Defining Data Visualization
- C. Difference between Infographics and Data Visualization

II. Shapes and Color

- A. Geographic Shapes and Emotional Responses
- B. The Meaning of Color
- C. Color Blindness

III. Graph Types

- A. Box and Whisper
- B. Bubbles
- C. Databurst (Sunburst)
- D. Donuts
- E. Dot Plots
- F. Gauges
- G. Heat Maps
- H. Lollipops
- I. Radial Bar Charts
- J. Perceptual Mapping
- K. Tree Map
- L. Waffle Chart



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M. Waterfall Chart

IV. Excel (versions 2007, 2010, 2013 and 2016)

A. Tutorial: Donut Chart

B. Tutorial: Bubble Chart

V. Tools: Web Tools and Charting

VI. Recommended Readings and Resources

A. Circumplex Charts

B. Coxcomb Charts

C. Videos (TED talks on Data Visualization)

D. Bibliography

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.