

## Data Visualization 101: A 3-Week Power Program

In this introductory level course, students 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. This course includes homework.

### I. Data Visualization

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

### II. Shapes and Color

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

### 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. Perceptual Mapping
- J. Radial Bar Charts
- K. Tree Map
- L. Waffle Chart
- M. Waterfall Chart

IV. Do Readers Misinterpret Visualized Data?

- A. What Research Tells us About How People Read
- B. Statistics Don't Lie (People, on the Other Hand, Can Intentionally Misguide)

V. Excel Tips

- A. Tutorial: Donut Chart
- B. Tutorial: Bubble Chart

VI. Tools: Websites and Applications

VII. Extra Examples

VIII. Recommended Readings and Resources

- A. Videos (TED talks on Data Visualization)
- B. Bibliography

**Class availability and content subject to change. For the most current information, please contact [Sales@ResearchRockstar.com](mailto:Sales@ResearchRockstar.com).**