Data Visualization & Dashboard Design for Market Research

Ready to move from standard slideware to visually impactful research deliverables? In this hands-on course, your instructor will guide you through data visualization and dashboard design and creation. This isn't just theory; students will create charts and an online dashboard.

For this course, the instructor will be using Plotly. While there are several programs available for data visualiation and dashboard design, the skills developed in this class will be transferable to other platforms. We chose Plotly for its features, ease of use and relevance to market research applications. **NOTE: Students will be required to register for a** free Plotly account**, which will be used for class assignments.**

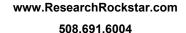Taught by instructor Ken Faro, this course meets once a week, for a total of three, 120 minute sessions.

Pre-requisites: Students should know basic descriptive statistics and how to interpret them correctly. Students should have experience with basic charting and graph making in tools like Microsoft Word, PowerPoint and Excel.

1. **Day 1: Making Charts in Plotly**

    a. Homework: Reading and Plot Practice

    b. Example Data Visualizations

    c. Introduction to Plotly

    d. Learning How to Plot in Plotly

        i.   Learn how to create a scatterplot

        ii. Learn how to create an area chart

        iii. Learn how to create a histogram

    e. Learning How to Analyze in Plotly

        i.   Descriptives

        ii. Correlation

2. **Day 2: Making Dashboards in Plotly**

    a. Homework: Reading and Plot Practice

    b. Example Data Visualizations

    c. Introduction to Dashboard

    d. Learning How to Plot in Plotly

   i. Learn how to create a contour plot

   ii. Learn how to create a heat map

 e. Learning How to Analyze in Plotly

   i. Trendline

   ii. T-Test

   iii. ANOVA

3. **Day 3: Making Presentations in Plotly**

 a. Homework: Reading and Plot Practice

 b. Example Data Visualizations

 c. Introduction to Presentation

 d. Learning How to Plot in Plotly

   i. Learn how to create a 3D surface plot

   ii. Learn how to create a 3D scatterplot

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