BLACKBIRD FOR TRAINING

Data Analytics and Visualization

19 – 23 April 2027
Lyon (France)



Data Analytics and Visualization

Ref: 3255351_194048 **Date:** 19 – 23 April 2027 **Location:** Lyon (France) **Fees:** 5900 GBP

Introduction

In the modern business landscape, data has become one of the most valuable assets driving informed decision-making and strategic growth. As organizations generate massive volumes of information, the ability to analyze and visualize data effectively has become a critical skill for professionals across all sectors.

The Data Analytics and Visualization course provides participants with a comprehensive understanding of how to process, interpret, and present data in ways that reveal meaningful insights. Through a balance of analytical depth and practical application, the program equips learners to transform raw data into actionable intelligence, presented through interactive visual tools that enhance clarity and impact within management and decision-making processes.

Course Objectives

- Understand the principles and frameworks of data analytics.
- Learn methods for collecting and structuring data from multiple sources.
- Apply statistical and analytical techniques to identify trends and patterns.
- Design interactive dashboards for effective data presentation.
- Develop skills to visualize complex information clearly and accurately.
- Present analytical results in ways that support executive decision-making.
- Strengthen critical and analytical thinking for problem-solving.
- Apply learned techniques directly within real business environments.

Course Outlines

Day 1: Introduction to Data Analytics

- Understanding the concept and importance of data analytics.
- Classification and types of data.
- Preparing and cleaning data for analysis.
- Handling missing or inconsistent data.
- Identifying and defining key performance indicators.
- Practical exercise: building a structured dataset for analysis.



Day 2: Statistical Methods and Trend Analysis

- Applying descriptive and inferential statistics in data interpretation.
- Identifying relationships and correlations between variables.
- Analyzing operational data to uncover performance drivers.
- Conducting time-series and trend analysis.
- Using comparative analytics to evaluate outcomes across time periods.
- Practical exercise: analyzing a real dataset and presenting conclusions.

Day 3: Designing Analytical Dashboards

- Principles of building interactive dashboards.
- Selecting and defining performance indicators aligned with organizational goals.
- Structuring visual elements for clarity and usability.
- Applying color theory and layout design for data emphasis.
- Creating dynamic summaries for executive decision support.
- Workshop: designing a complete performance monitoring dashboard.

Day 4: Principles of Data Visualization

- Understanding visual communication in analytics.
- Choosing the right chart or graph for each data type.
- Simplifying complex datasets through clear visual storytelling.
- Using visual metaphors to communicate analytical outcomes.
- Balancing precision and aesthetics in visual presentation.
- Hands-on project: converting a data analysis report into a visual story.

Day 5: Integrated Analytics and Visualization Practice

- Combining statistical analysis with visual storytelling.
- Preparing comprehensive analytical reports for management.
- Linking operational and financial data for integrated analysis.
- Reviewing case studies of effective data-driven decision-making.
- Group project: developing and presenting a complete analytics model.
- Final evaluation and feedback on applied practical work.



Why Attend This Course? Wins & Losses!

- Gain an in-depth understanding of modern data analytics and visualization techniques.
- Learn how to transform large datasets into meaningful insights.
- Develop the ability to design dashboards that support strategic decisions.
- Enhance your ability to communicate complex results visually.
- Improve reporting efficiency and accuracy in daily operations.
- Strengthen analytical reasoning and evidence-based thinking.
- Support a data-driven culture and transparency within your organization.
- Apply learned tools to real-world business challenges effectively.

Conclusion

The Data Analytics and Visualization course offers professionals the essential knowledge and tools to transform raw data into strategic insights. It emphasizes not only technical analysis but also the ability to communicate findings effectively through clear and impactful visualizations.

By integrating analytical precision with visual communication, participants gain the confidence and competence to deliver data-driven insights that support strategic leadership and operational excellence.

In a world increasingly shaped by information, mastering the art of data analytics and visualization is not just a technical skill — it's a strategic advantage that empowers professionals to drive clarity, innovation, and measurable success.

