



*Training Course:
Data Visualization in Tableau-Power BI*

*3 - 7 January 2027
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Data Visualization in Tableau-Power BI

Training Course code: IT234730 From: 3 - 7 January 2027 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 6300 ₺ Euro

Introduction

Data visualization skills are tremendously important in today's data driven economy. Collecting and analysing data is just one step; to communicate your results to clients or your managers, you need to present the data in a coherent and intuitive way. Charts or graphs allow the human brain to visualize and understand large amounts of complex data.

This course will teach you to use data visualization to explore and understand data, and then communicate insights in a powerful and meaningful ways. This course uses Tableau to create data visualizations.

Course Objective

In this course participants will learn:

- The fundamentals of data visualization
- Practice communicating with data.
- How to apply design principles, human perception, color theory, and effective storytelling with data.
- This course is part of both the Business Analyst and Data Analyst Nanodegree Programs.

Target Audience

- Business Analysts and Data Analysts
- Professionals working in data reporting and visualization roles
- Marketing and Sales Analysts who need to present insights visually
- Finance and Operations professionals dealing with data-driven decision making
- BI Business Intelligence Developers and Reporting Specialists
- Anyone responsible for communicating data insights to stakeholders or management
- Beginners in data visualization who want to learn Tableau from scratch
- Professionals aiming to improve storytelling and presentation using data

Course Outlines

Day 1

Data Visualization Fundamentals

- Learn why visualization is so important in analytics.
- Learn about exploratory versus explanatory visualizations.

- Get introduced to data types and ways to encode data.

Day 2

Design Principles

- Use chart type, color, size, and shape to get the most out of data visualizations.
- Learn about the importance of limiting the amount of data presented in an analysis.
- Learn to use data with integrity.

Day 3

Creating Visualizations with Tableau

- Do basic functions in Tableau, like inputting data and building charts.
- Learn to use colors, shapes, and other tools to dig deep into data.
- Learn to use calculations to create new data columns.

Day 4

Telling Stories with Tableau

- Build Tableau dashboards.
- Create visualizations to tell stories with data.

Day 5

Workshop session

Registration form on the Training Course: Data Visualization in Tableau-Power BI

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