



# West Coast Visual Business Intelligence Workshop

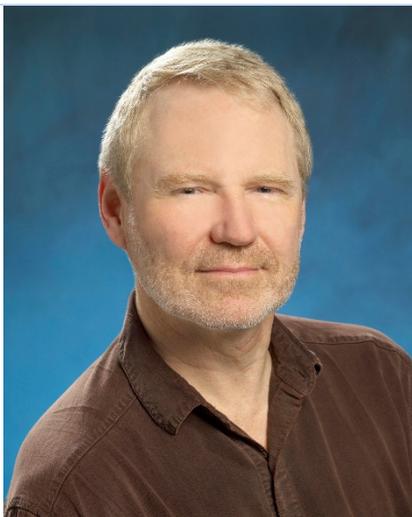
4 days of data analysis and presentation courses in Portland, OR

Show Me the Numbers: Table and Graph Design (two-day course)

Information Dashboard Design

Now You See It: Visual Data Analysis

Taught by Stephen Few of Perceptual Edge



Known for his four popular books on data visualization—*Show Me the Numbers*, *Information Dashboard Design*, *Now You See It*, and *Signal* — Few writes the quarterly *Visual Business Intelligence Newsletter*, speaks and teaches internationally, and provides information design consulting.

*Now that [Few has] opened our eyes and minds to new and better ways of communicating data, we shall never see things in quite the same way again.*

UNESCO

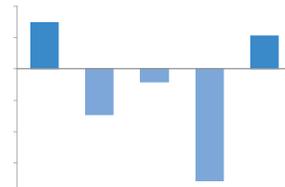
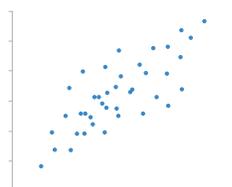
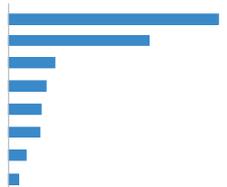
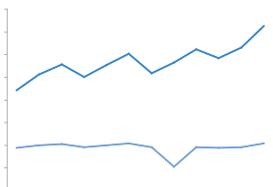
## RiverPlace Hotel, Portland

Mon, Sept 18 to Tues, Sept 19, 2017 Show Me the Numbers: Table and Graph Design

Wed, Sept 20, 2017 Information Dashboard Design

Thurs, Sept 21, 2017 Now You See It: Visual Data Analysis

You may attend one, two, or all three courses. These courses will only be offered once on the West Coast during 2017, but will also be offered in Portsmouth, VA on April 24 – 27, 2017.



# Registration

## How to Register

You may register online at [www.PerceptualEdge.com/workshops.php](http://www.PerceptualEdge.com/workshops.php). Payments may be made using a credit card (Visa, MasterCard, American Express, or Discover) or purchase order.

## Fees

The fee for Show Me the Numbers: Table and Graph Design is \$1,000. The fees for Information Dashboard Design and Now You See It: Visual Data Analysis are \$500 each. Individuals who register for all three courses will receive a 10% discount.

## Group Discounts

Groups receive discounts based on the total number of courses taken by the entire group, as follows:

Total Courses	Discount
4 to 11	10%
12 to 19	15%
20 or more	20%

Full time students and non-profit organizations may receive an additional 25% discount (applied to total, after any group discount).

## Location and Dates

RiverPlace Hotel, Portland, Oregon

Lodging must be arranged directly with a hotel. For your convenience, a limited number of rooms have been reserved at The RiverPlace Hotel, for a discounted group rate of \$229 per night, plus taxes and fees. Please make your reservation online using Group Code VIBW91717 or by calling (888) 869-3108 and telling them that you are attending the “Visual Business Intelligence Workshop.”

Mon, Sept 18 to Tues, Sept 19, 2017	Show Me the Numbers: Table and Graph Design
Wed, Sept 20, 2017	Information Dashboard Design
Thurs, Sept 21, 2017	Now You See It: Visual Data Analysis

## Questions

For further information, email [register@PerceptualEdge.com](mailto:register@PerceptualEdge.com) or phone (530) 676-4254.

I hope to see you in Portland.



## Show Me the Numbers: Table and Graph Design (two-day course)

No information is more important to most organizations than *quantitative information*—numbers that measure performance, identify opportunities, and predict the future. Most quantitative information is presented in *tables and graphs*. Unfortunately, most tables and graphs produced in organizations today are poorly designed—often to the point of misinformation. Why? Because almost no one who produces them, including specialists such as financial analysts and business intelligence professionals, have been trained in effective table and graph design. You can become an exception to this norm.

The ability to present quantitative information effectively is not intuitive; it requires visual communication skills that must be learned. Based on the book *Show Me the Numbers: Designing Tables and Graphs to Enlighten* by Stephen Few, this course provides an in-depth introduction to the best practices of quantitative data presentation.

This course alleviates countless hours of confusion and frustration. Following Stephen Few's clear precepts, communicated through examples of what works, what doesn't, and explanations of why, you will learn to design tables and graphs that present data clearly and drive your message home. This two-day version of the course differs from the previous one-day version in part by including more content (for example, more information about table design), but mostly by adding many more group exercises and extended discussions to drive the principles home and build a firmer foundation for the development of expertise. You will leave this course having developed table and graph design skills that will stick with you and add immediate value to your work.

You will learn to:

- Match your message to the right type of display
- Design tables and graphs to communicate information simply, clearly, and accurately

This course covers:

1. The current state and challenges of quantitative data presentation
2. Introduction to table and graph design
  - a. Fundamental challenges of data presentation
  - b. Key characteristics of quantitative information
  - c. Differing characteristics and uses of tables and graphs
  - d. Eight common quantitative relationships featured in graphs
  - e. Visual perception and how it applies to data presentation
  - f. Steps in the visual design process
3. Table design
4. Graph design
  - a. Visual objects used to encode values in graphs, and the best uses of each
  - b. Matching the right visual encoding objects to the eight fundamental quantitative relationships in graphs
  - c. Graph design at the component level

Everyone who attends this course will receive a copy of the book *Show Me the Numbers*, Second Edition.

# Information Dashboard Design

Dashboards have become a popular means to present critical business information at a glance, but few do so effectively. Huge investments are made in Information Technology to produce actionable information, only to have it robbed of meaning at the very last stage of the process: the presentation of insights to those responsible for making decisions. When designed well, dashboards engage the power of visual perception to communicate a dense collection of information in an instant with exceptional clarity. This can only be achieved, however, by applying visual design skills that address the unique design challenges of dashboards. These skills are not intuitive; they must be learned.

Stephen Few, a leader in the field of data visualization and author of *Information Dashboard Design* will expose the common problems in dashboard design and introduce effective design practices through examples that explain what works, what doesn't, and why.

This course covers:

- Current state of dashboards
- Definition and potential benefits of dashboards
- Fundamental goals and challenges of dashboard design
- Thirteen common mistakes in dashboard design
- Characteristics of well-designed dashboards
- Steps in the dashboard design process
- Common dashboard information and techniques for enriching its meaning
- Selecting appropriate media for displaying the data
- Ideal library of dashboard display media
- Best practices of dashboard design

Everyone who attends this course will receive a copy of the book *Information Dashboard Design, Second Edition*.

# Now You See It: Visual Data Analysis

Ninety percent of all business data analysis can be done using simple graphing techniques to discern meaningful patterns in data. The remaining 10%, which requires sophisticated statistical and financial analysis skills, is well addressed by available resources, but where are the resources that teach the skills needed by the rest of us? Even though these skills are easy to learn and apply with proper guidance, very few people involved in analyzing business data know them. This course provides a solution.

This course is intended for all those whose work requires them to make sense of quantitative business data. This audience is much broader than financial analysts, or even analysts by any name. This course provides practical skills that are useful to managers at all levels and to anyone interested in keeping a keen eye on the business. Anyone who uses Excel or any of the many other business productivity tools used for data access, analysis, and reporting, will learn how to use them productively, perhaps for the first time.

This course covers:

- An introduction to visual data analysis
- The traits of top data analysts
- The best data for meaningful analysis
- Visual perception and data visualization
- Visual characteristics to look for in the data
- Quantitative business analysis techniques by type
- Analytical navigation
- The pitfalls and challenges of popular data analysis software
- The critical contributions from the information visualization research community

Everyone who attends this course will receive a copy of the book *Now You See It*.

## More about Perceptual Edge

In this so-called *information age*, we are overwhelmed by data. This is not because there is too much information, but because we don't know how to tame it. Information lies stagnant in rapidly expanding pools as our ability to collect and warehouse it increases, but our ability to make sense of and communicate it remains inert, largely without notice.

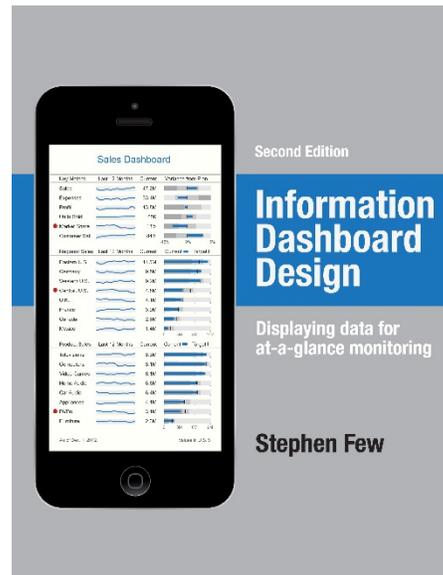
Computers speed the process of information handling, but they don't tell us what the information means or how to communicate its meaning to decision makers. These skills are not intuitive; they rely largely on analysis and presentation skills that must be learned.

Perceptual Edge focuses on the tools and techniques of *visual business intelligence* to help you make better use of your valuable information assets.

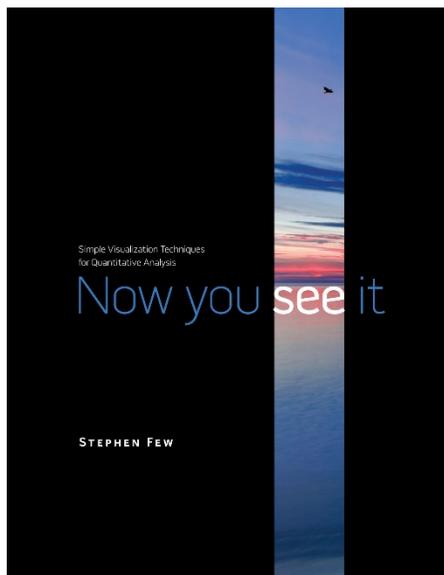
For a full range of resources and services, visit [www.PerceptualEdge.com](http://www.PerceptualEdge.com).



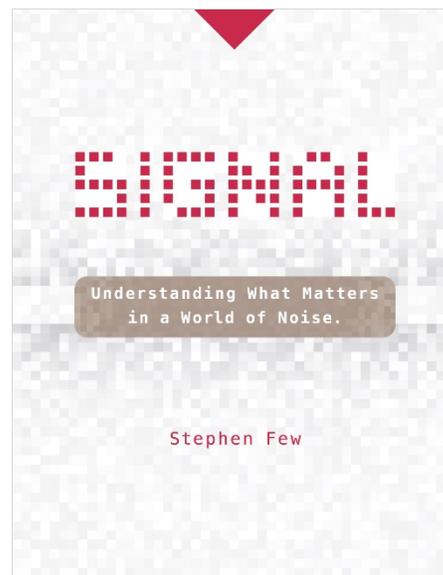
*A real gem...clear, concise, and comprehensive.*



*Guidelines for creating "eloquence through simplicity."*



*...will become the "gold" standard for data exploration.*



*For those who know that only signals matter.*