East Coast Visual Business Intelligence Workshop

3 days of data analysis and presentation courses in Portsmouth, VA

Show Me the Numbers: Table and Graph Design (two-day course)
Now You See It: Visual Data Analysis

Taught by Stephen Few of Perceptual Edge

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

Renaissance Portsmouth Hotel & Waterfront Conference Center
Tues, April 28 to Wed, April 29, 2015   Show Me the Numbers: Table and Graph Design
Thurs, April 30, 2015   Now You See It: Visual Data Analysis

You may attend one or both courses. Now You See It: Visual Data Analysis will only be offered once in the U.S. during 2015, but Show Me the Numbers: Table and Graph Design, along with another course, Information Dashboard Design, will be offered in Minneapolis, MN on June 2 – 4, 2015 and in Portland, OR on September 22 – 24, 2015.
Registration

How to Register
You may register online at 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 fee for Now You See It: Visual Data Analysis is $500. Individuals who register for both courses will receive a 10% discount.

Group Discounts
Groups receive discounts based on the total number of days attended by the entire group, as follows:

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<tr>
<th>Total Days</th>
<th>Discount</th>
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<tr>
<td>3 to 8</td>
<td>10%</td>
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<tr>
<td>9 to 14</td>
<td>15%</td>
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<td>15 or more</td>
<td>20%</td>
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Full time students and approved non-profit organizations may receive an additional 25% discount (applied to total, after any group discounts). To request this discount, please call us at (510) 558-7400, rather than registering via the Web. Students must provide a copy of their student ID.

Location and Dates

Renaissance Portsmouth Hotel & Waterfront Conference Center, Portsmouth, Virginia

Lodging must be arranged directly with a hotel. For your convenience, a limited number of rooms have been reserved at Renaissance Portsmouth Hotel & Waterfront Conference Center, for a discounted group rate of $111 per night, plus taxes and fees. Please make your reservation online or by calling (888) 839-1775. Be sure to mention that you are attending the “Visual Business Intelligence Workshop” to get the reduced rate.

Tues, April 28 to Wed, April 29, 2015   Show Me the Numbers: Table and Graph Design
Thurs, April 30, 2015   Now You See It: Visual Data Analysis

Questions
For further information, email register@PerceptualEdge.com or phone (510) 558-7400.

I hope to see you in Portsmouth.
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.
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.