



West Coast Visual Business Intelligence Workshop


3 days of data analysis and presentation courses in San Francisco

Table and Graph Design for Effective Communication

Dashboard Design for at-a-Glance Monitoring

Visual Data Analysis for Discovery and Understanding

Taught by Stephen Few of Perceptual Edge



Known for his two popular books on data presentation—*Show Me the Numbers* and *Information Dashboard Design*—Few teaches internationally, including in the MBA program at the University of California, Berkeley, and writes the monthly *Visual Business Intelligence Newsletter*.

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

Fort Mason Conference Center, San Francisco

Tues, September 29, 2009

Table and Graph Design for Effective Communication

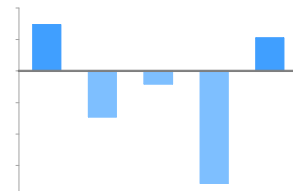
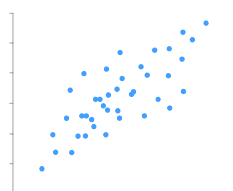
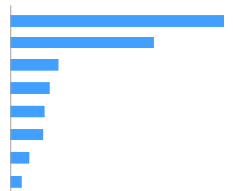
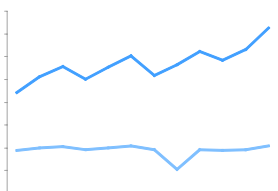
Wed, September 30, 2009

Dashboard Design for at-a-Glance Monitoring

Thurs, October 1, 2009

Visual Data Analysis for Discovery and Understanding

You may attend one, two, or all three courses. These courses will only be offered once on the West Coast during 2009, but will also be offered in Austin on Apr. 21 – 23, 2009 and Boston on Jun. 2 – 4, 2009.



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. Following registration, you will receive an email confirmation, including a receipt, as well as directions to the hotel. Attendance will be limited to the first 60 people for any given day, so be sure to register early.

Fees

The fee per course is \$350. 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
3 to 5	10%
6 to 10	15%
11 to 15	20%
16 or more	25%

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

Fort Mason Conference Center, San Francisco

Lodging must be arranged directly with a hotel. For your convenience, a limited number of rooms have been reserved at the Argonaut Hotel (www.argonauthotel.com) which is approximately a 15-25 minute walk from the Fort Mason Conference Center. Our group rate is \$229 per night for single or double occupancy (plus taxes and fees). Please make your reservations by contacting the Argonaut Hotel via email at reservations@argonauthotel.com or by phone at (866) 415-0704. Be sure to mention that you are attending the "Visual Business Intelligence Workshop" to get the reduced rates.

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Questions

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

I hope to see you in San Francisco.



Day 1: Table and Graph Design for Effective Communication

The ability to design effective visual displays of data is not intuitive; it requires a set of visual design skills that must be learned. No information is more important to a business than *quantitative information*—the numbers that measure performance, identify opportunities, and forecast the future. Most quantitative information is presented as *tables and graphs*. Unfortunately, most tables and graphs used in business 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 other report developers, have been trained in effective table and graph design. You can become an exception to this norm. Based on his book, *Show Me the Numbers*, Few will introduce the best practices in data presentation.

This course provides practical instruction in table and graph design developed specifically for the needs of business. It eliminates countless hours of confusion and frustration. Following Few's clear principles and practices, communicated through examples of what works, what doesn't, and why, you will learn to design tables and graphs that present data clearly and drive your message home.

This course covers:

- Fundamental challenges of data presentation
- Differing characteristics and uses of tables and graphs
- Seven important quantitative relationships in business graphs
- Visual perception and how it applies to data presentation
- Steps in the visual information design process
- Visual design methods for highlighting data
- Best practices of table design
- Effective ways to encode quantitative information graphically
- Matching the right graph to your data and message
- Component-level graph design (colors, scales, labels, etc.)

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

Day 2: Dashboard Design for at-a-Glance Monitoring

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 *Information Dashboard Design*.

Day 3: Visual Data Analysis for Discovery and Understanding

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

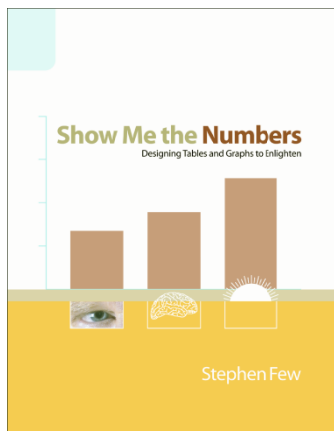
More about Perceptual Edge

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.

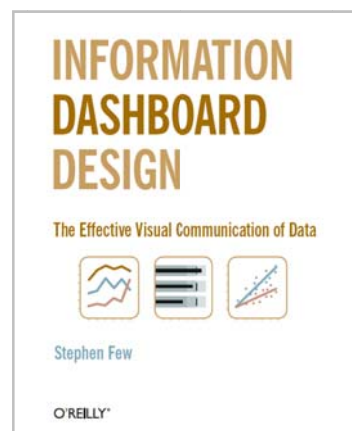
Computers speed the process of information handling, but they don't tell us what the information means or how to communicate its meaning to decision makers. These skills are not intuitive; they rely largely on analysis and presentation skills that must be learned.

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.



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



Guidelines for creating "eloquence through simplicity."