

Signal Workshop

Two days of advanced visual data analysis instruction in Berkeley, CA

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.

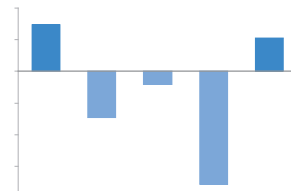
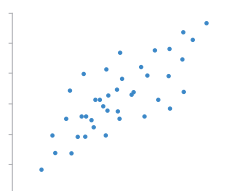
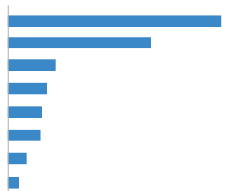
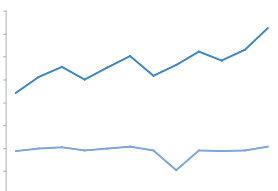
Now that [Few has] opened our eyes and minds to new and better ways of communicating data, we shall never see things in quite the same way again.

UNESCO

David Brower Center, Berkeley, California

Monday, January 25 and Tuesday, January 26, 2016

This workshop will only be offered once in the United States in 2016, but will also be offered in London on March 9-10, Stockholm on October 10-11, and Melbourne on November 7-8, 2016.



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

\$1,750 for the two-day workshop.

Group Discounts

Groups receive discounts based on the total number of people they send to the workshop, as follows:

Total People	Discount
2 to 4	10%
5 to 10	15%

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

Location

David Brower Center, Berkeley, California

This workshop will be held at the David Brower Center, located at 2150 Allston Way in Berkeley, California. [Directions](#) are available on their website.

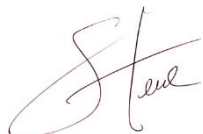
Lodging

Lodging must be arranged directly with a hotel. For your convenience, a limited number of rooms have been reserved at the nearby Hotel Shattuck Plaza for a discounted group rate of \$179 per night, plus taxes and fees. To get the reduced rate, you can make your reservation [online](#) or by calling (510) 845-7300 and telling them that you are part of the "Perceptual Edge" group. We recommend you book your room early as space is limited and any unused rooms in the block will release for sale to the general public on January 4.

Questions

For further information, email register@PerceptualEdge.com or phone (916) 941-9244.

I hope to see you in Berkeley.



Description

Many people assume that, if they know how to use data analysis software, this means that they are skilled data analysts. Knowledge of data analysis *tools* and possession of data analysis *skills*, however, are not the same. Even expert users of analytical tools frequently have little or no knowledge of fundamental yet powerful data analysis techniques.

Do you have the nagging sense that signals in your data—the things that matter most—might be slipping by unnoticed? Do you ever wonder if you're wasting time tracking the wrong metrics or tracking the right metrics in the wrong ways? The data analysis that takes place in most organizations produces only a small fraction of its potential for useful insights. This is because most of the people who do this work have never been trained in data exploration and analysis beyond the basics, if at all. When presented with a new data set, do you know how to get the lay of the land—the context that's necessary for analytical insights? Do you know how to separate signals from the noise?

At any given point in time, only a small portion of any organization's data is useful for decision making. The rest is noise. Increases in data volume, velocity, and variety are actually more a problem than a benefit unless you know how to find and decipher signals buried in that growing haystack.

In this advanced data exploration and analysis course, Stephen Few takes participants beyond the basic skills that are taught in his books *Show Me the Numbers* and *Now You See It* to the next level of statistical and data visualization skills that are required for signal detection. Only the signals matter.

This workshop is for

- Those whose work involves frequent data analysis
- Those who have already read the books *Show Me the Numbers* and *Now You See It* or have taken the courses associated with these books

This workshop covers

1. The importance of data analysis to support decision making
2. The role and responsibilities of a data analyst
3. The difference between signals and noise
4. Getting the lay of the data landscape by examining key types of variation and relationships
 - Variation within categories
 - Variation within measures
 - Variation across space
 - Variation through time
 - Relationships between measures
 - Relationships between categories
 - Relationships among multiple variables
5. The fundamentals of Statistical Process Control (SPC)
6. Graphs for signal detection
7. Documentation for signal detection
8. Dashboards for signal monitoring

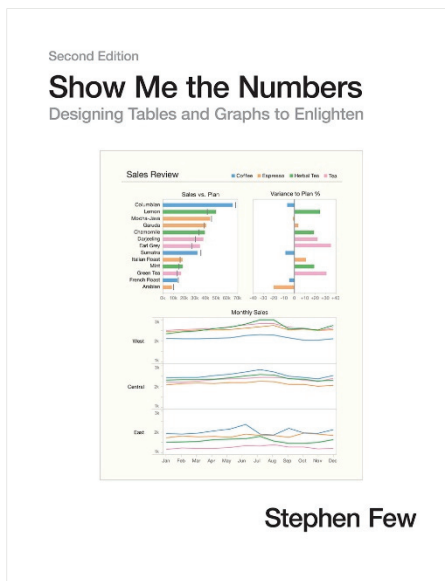
More about Perceptual Edge

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.

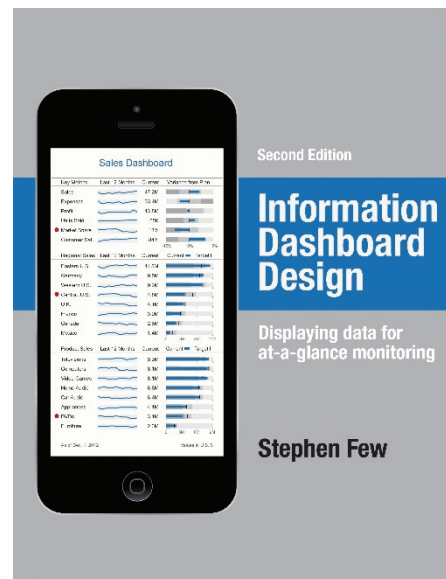
Computers speed the process of information handling, but they don't tell us what the information means or how to communicate its meaning to decision makers. These skills are not intuitive; they rely largely on analysis and presentation skills that must be learned.

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

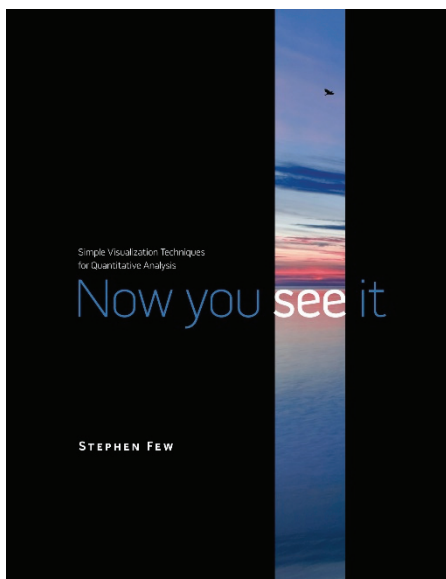
For a full range of resources and services, visit www.PerceptualEdge.com.



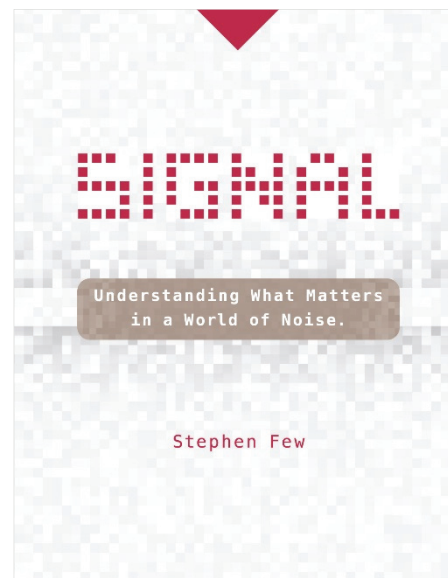
A real gem...clear, concise, and comprehensive.



Guidelines for creating “eloquence through simplicity.”



...will become the “gold” standard for data exploration.



For those who know that only signals matter.