Data Visualisation and Storytelling with Tableau

Course Synopsis

The increased popularity of big data and data analysis projects has made visualisation more critical than ever! Data visualisation provides a quick and effective way to communicate information universally using visual information.

Learning Tableau could give one a leg up on getting jobs and advancing one's career in a data-driven business world. Whether in marketing, operations, strategic planning, product development, HR, or other aspects of business, data helps companies make smarter decisions.

The two days workshop focuses on applied learning that aims to enhance your ability to use Tableau in identifying which factors affect businesses and pinpoint areas that need to be improved or need more attention, including making data memorable with storytelling.

Target Audience

This course is suitable for anyone who are:

(1) working with big data and need to communicate it effectively in a visual information;

(2) need to present an insightful analysed data into an attractive and interactive dashboard for the management for decision making.

Course Code: TGS-2022016332

Course Duration: 2 days, 9am – 6pm
(14.5 hours of training, 1.5 hour of assessment)

Course Dates: https://asktraining.com.sg/course-calendar/

Course Objectives

At the end of the course, you will be able to:

1. Use different tools for data visualisation with Tableau.

2. Identify various methods to portray data patterns, trends, and correlations, including optimally presenting the data and findings.

3. Design and create features of data displays, including navigation, layout, user interface, and user experience of interactive graphics.

4. Recognise dashboard development process and techniques, including developing dashboards and marks cards that incorporate advanced visualisation techniques and embed with analytics capabilities.

5. Communicate data in the form of storytelling.

Course Outline

Introduction and Fundamentals of Tableau

- You will learn to identify and distinguish new or emerging visualisation tools and techniques.

Data Management

- You will learn to identify a range of methods that can be used to portray data patterns, trends, and correlations, including analysing the presentation of data.

Creating Custom Visuals

- You will learn strategic visualisation and mapping techniques, including designing and creating features of data displays.

Dashboards

- You will learn the dashboard development process and technique, including developing dashboards and marks cards that incorporate advanced visualisation techniques and embed with analytics capabilities.

Storytelling with Data

- You will learn to address critical questions from key stakeholders and communicate data through storytelling.

Pre-requisites:

- Age: Minimum 18 years old
- Minimum of GCE O levels academic qualification or Workplace Literacy and Numeracy (WPLN) score: Level 5 for Reading, Speaking, Listening, Writing and Numeracy
- At least 1 year of working experience
- Basic knowledge in business, marketing and be familiar with computer software like Microsoft Excel.

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Course Fees & Schedule

Full Course Fee: $880 + $79.20 (9% gst) = $959.20 (Inclusive of gst)

Company Sponsored

- Absentee Payroll applicable for both SMEs & Non-SMEs
  - For course commencement Jan 2022, absentee payroll funding is $4.50 per hour capped at $100,000 per enterprise per calendar year

Self-Sponsored

- Skillsfuture Credit is eligible for Singapore Citizens aged 25 and above.
- Singaporean aged 17 to 30 may use PSEA (Post-Secondary Education Account) for fee payment.
- You may use U-tap to defray 50% of the unfunded course fee, capped at $250/year. NTUC members aged 40 and above can enjoy higher funding support up to $500/year for courses attended between 01 April 2022 to 31 March 2023. Sign up https://ntuc.co/ask-edm

Company Sponsored			Self-Sponsored	
SME	**Non-SME**		**All Singapore Citizens and PRs aged ≥ 21 Years (50% of course fees)**	**Singapore Citizens Aged ≥ 40 Years (70% of course fees)**
Singaporean & PR (70% of course fees)	**Singaporean & PR (50% of course fees)**	**Singaporean aged ≥ 40 (70% of course fees)**		
$264 + $79.20(gst) = $343.20	$440 + $79.20(gst) = $519.20	$264 + $79.20(gst) = $343.20	$440 + $79.20(gst) = $519.20	$264 + $79.20(gst) = $343.20

Trainees are entitled to the training grant when they meet 75% of the training attendance and pass the requisite assessment.