

TECHNOLOGY TRANSFER PRESENTS

STEPHEN FEW

SHOW ME THE NUMBERS

Designing Tables and Graphs to Enlighten

MAY 6, 2009

DATA VISUALIZATION FOR

DISCOVERY AND ANALYSIS

Simple Graphing Techniques for

Analyzing Quantitative Business Data

MAY 7, 2009

DASHBOARD DESIGN

For Immediate Insight

MAY 8, 2009

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231



info@technologytransfer.it
www.technologytransfer.it

ABOUT THIS SEMINAR

The ability to design effective visual displays of data is not intuitive; it requires a set of Visual Design skills that must be learned. Based on his recent book **“Show Me the Numbers: Designing Tables and Graphs to Enlighten”** Stephen Few introduces the best practices in data presentation in this workshop. 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.

This course provides practical instruction in table and graph design developed specifically for the needs of Business. It will alleviate countless hours of confusion and frustration. Following Stephen Few’s clear precepts, 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.

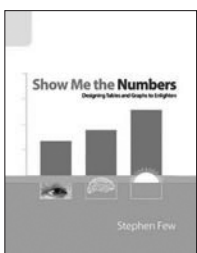
YOU WILL LEARN TO

- Match your message to the right type of display
- Understand visual perception and how it applies to data presentation
- Design each component of your tables and graphs so the data speaks clearly and the most important data speaks loudly

WHO SHOULD ATTEND

BI Practitioners who present data in the form of tables and graphs or manage those who do.

DOCUMENTATION



Each participant will receive a copy of all presentation material and a copy of the book **“Show Me the Numbers: Designing Tables and Graphs to Enlighten”** by Stephen Few.

OUTLINE

1. The current state and challenges of Data Presentation

2. Learning to recognize what doesn’t work

3. Introduction to table and graph design

- The goal of tables and graphs
- The two fundamental challenges of Data Presentation
- Characteristics of quantitative information
- Different types of quantitative scales
- Differing characteristics and uses of tables and graphs
- The seven common quantitative relationships in Business graphs
- Visual perception and how it applies to Data Presentation
- Steps in the Visual Design process
- Visual Design methods for highlighting data

4. Best Practices in table design

- Delineating and grouping data
- Highlighting data
- Aligning data
- Supporting data presentations with descriptive information
- Exercise in table design

5. Best Practices in graph design

- How graphs work
- Visual objects used to encode values in graphs and the best uses of each
- Matching the right visual encoding objects to the seven common quantitative relationships in graphs
- Exercise in critiquing the design of graphs
- Graph design at the component level
- Exercise in designing graphs

ABOUT THIS SEMINAR

Probably as much as 90 percent of all Business data analysis can be done using simple graphing techniques to discern meaningful Patterns in the data. Plenty of existing resources already teach the skills and practices involved in doing sophisticated statistical and financial analysis to support the mere 10 percent of Business data analysis that requires those specialized skills, but where are the resources that teach the skills needed by the rest of us? Even though these skills are simple and easy to learn and apply with the right help, very few people involved in analyzing Business data know them. This workshop 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; it 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.

YOU WILL LEARN TO

- Recognize those visual characteristics of the data that are meaningful
- Perform those visual analysis techniques that are most appropriate for each type of data (time series, distributions, correlations, etc.)
- How to navigate efficiently through the data
- How to avoid the pitfalls to data analysis that exist in many of the software products
- How to apply the findings of information visualization research to the analysis of Business data

OUTLINE

1. Introduction to visual data analysis

- Goals of data analysis
- The visual data analysis process
- The unique power of visual perception
- History of data visualization
- Definition of information visualization
- Traits of top data analysts
- Desired characteristics of data for effective analysis

2. Visual perception and how it applies to information visualization

3. Effective graphs for quantitative analysis

4. Visual characteristics to look for in the data

5. Quantitative Business analysis techniques by type

- Analyzing time series (includes an exercise)
- Analyzing rankings and parts-to-whole
- Analyzing deviations
- Analyzing distributions (includes an exercise)
- Analyzing correlations (includes an exercise)

6. Best Practices for analytical navigation

- Directed vs. exploratory
- “Overview first, zoom and filter, then details-on-demand”

7. The pitfalls and challenges of popular data analysis software

- Chartjunk
- Graph types not suited for analysis
- 3-D graphs
- Fragmented displays

8. The critical contributions from the information visualization research community

- Concurrent focus+context views (includes a demonstration)
- Direct dynamic interaction with the data
- Complementary concurrent views and brushing to visually link data (includes a demonstration)
- Small multiples (includes a demonstration)

ABOUT THIS SEMINAR

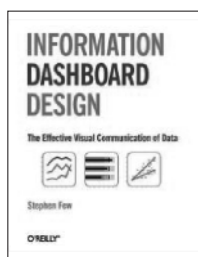
Dashboards have become a popular means to present critical Business information at a glance, but few do so effectively. Huge investments are made in Information Technology to produce actionable information, only to have it robbed of meaning at the very last stage of the process: the presentation of insights 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, author of the books: *“Show Me the Numbers: Designing Tables and Graphs to Enlighten”* (2004) and *“Information Dashboard Design”* (2005), will expose the common problems in Dashboard design and introduce effective design practices through examples that explain what works, what doesn’t, and why.

YOU WILL LEARN TO

- Recognize the common problems in Dashboard design
- Match your message to the right means of display
- Avoid clutter and arrange data in a way that communicates clearly and at a glance

DOCUMENTATION



Each participant will receive a copy of all presentation material and a copy of the book *“Information Dashboard Design”* by Stephen Few.

OUTLINE

- 1. The current state of Dashboards and why they often fail**
- 2. The definition, purpose, and potential benefits of Dashboards**
- 3. The fundamental challenge of Dashboard Design**
- 4. Thirteen common mistakes in Dashboard Design**
 - Exceeding the boundaries of a single screen
 - Supplying inadequate context for the data
 - Displaying excessive detail or precision
 - Expressing measures indirectly
 - Choosing inappropriate display media
 - Introducing meaningless variety
 - Using poorly designed display mechanisms
 - Encoding quantitative data inaccurately
 - Arranging the data poorly
 - Ineffectively highlighting what’s important
 - Cluttering it with useless decoration
 - Misusing or overusing color
 - Designing an unappealing visual display
- 5. Characteristics of well-designed Dashboards**
- 6. Steps in the Dashboard Design process**
- 7. Exercise involving design critiques of Dashboards**
- 8. Common Dashboard information and techniques for displaying it meaningfully**
- 9. Selecting appropriate media for displaying your data**
- 10. An ideal library of Dashboard display media**
 - Graphs
 - Icons
 - Text
 - Images
 - Drawing objects
 - Organizers
- 11. Visual Design objectives and the techniques for achieving them**
 - Eliminating clutter and distraction
 - Grouping data into logical sections
 - Highlighting what’s most important
 - Supporting meaningful comparisons
 - Discouraging meaningless comparisons
 - Achieving aesthetic appeal without meaningless visual content
- 12. The Best Practices of Dashboard Design**
- 13. Exercise involving the Design of an entire sales Dashboard**

PARTICIPATION FEE

SEMINAR 1

Show me the numbers

Designing Tables and Graphs to Enlighten
€ 700

SEMINAR 2

Data Visualization for Discovery and Analysis

Simple Graphing Techniques for
Analyzing Quantitative Business Data
€ 700

SEMINAR 3

Dashboard Design for Immediate Insight

€ 700

**Special price for the delegates who attend
two seminars:**

€ 1300

**Special price for the delegates who attend
three seminars:**

€ 1900

The fee includes all seminar documentation, luncheon and coffee breaks.

VENUE

Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

SEMINAR TIMETABLE

9.30 am - 1.00 pm
2.00 pm - 5.00 pm

HOW TO REGISTER

You must send the registration form with the receipt of the payment to:
TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Fax +39-06-6871102

**within
April 21, 2009**

PAYMENT

Wire transfer to:
Technology Transfer S.r.l.
Banca Intesa Sanpaolo S.p.A.
Agenzia 6787 di Roma
Iban Code:
IT 34 Y 03069 05039 048890270110

GENERAL CONDITIONS

GROUP DISCOUNT

If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.

EARLY REGISTRATION

The participants who will register 30 days before the seminar are entitled to a 5% discount.

CANCELLATION POLICY

A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.

CANCELLATION LIABILITY

In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.



STEPHEN FEW

1 **SHOW ME THE NUMBERS**
DESIGNING TABLES AND GRAPHS
TO ENLIGHTEN

May 6, 2009
Residenza di Ripetta - Via di Ripetta, 231 - Rome (Italy)
Registration fee: € 700

2 **DATA VISUALIZATION FOR DISCOVERY
AND ANALYSIS**
SIMPLE GRAPHING TECHNIQUES FOR
ANALYZING QUANTITATIVE BUSINESS DATA

May 7, 2009
Residenza di Ripetta - Via di Ripetta, 231 - Rome (Italy)
Registration fee: € 700

3 **DASHBOARD DESIGN**
FOR IMMEDIATE INSIGHT

May 8, 2009
Residenza di Ripetta - Via di Ripetta, 231 - Rome (Italy)
Registration fee: € 700

SEMINARS 1-2

Registration fee: € 1300

SEMINARS 2-3

Registration fee: € 1300

SEMINARS 1-3

Registration fee: € 1300

SEMINARS 1-2-3

Registration fee: € 1900

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

Send your registration form
with the receipt of the payment to:
Technology Transfer S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Tel. +39-06-6832227 - Fax +39-06-6871102
info@technologytransfer.it
www.technologytransfer.it

Stephen Few, has more than 20 years of experience as an innovator, consultant, and educator in Information Technology (IT). Most of this time he has specialized in the fields of Data Warehousing (a.k.a. *Business Intelligence* and *Decision Support*) and Information Design. Today, as Principal of the consultancy Perceptual Edge, Mr. Few focuses on the design and use of Business information for effective analysis and communication. Today, from his office at Perceptual Edge in Berkeley, California, Mr. Few provides consulting and training services, writes frequent articles for magazines such as *DM Review*, *Intelligent Enterprise* and *Business Intelligence Journal*, speaks at conferences such as those organized by The Data Warehousing Institute (TDWI) and DCI, teaches in the MBA program at the Haas School of Business at the University of California in Berkeley. Stephen Few, a leader in the field of data visualization, author of the books “**Show Me the Numbers: Designing Tables and Graphs to Enlighten**” (2004) and “**Information Dashboard Design**” (2005) will expose the common problems in Dashboard design and introduce effective design practices through examples that explain what works, what doesn’t and why.

These courses encourage frequent student interaction, are filled with examples, and are enriched and reinforced by individual and group exercises involving real-Business data analysis scenarios.