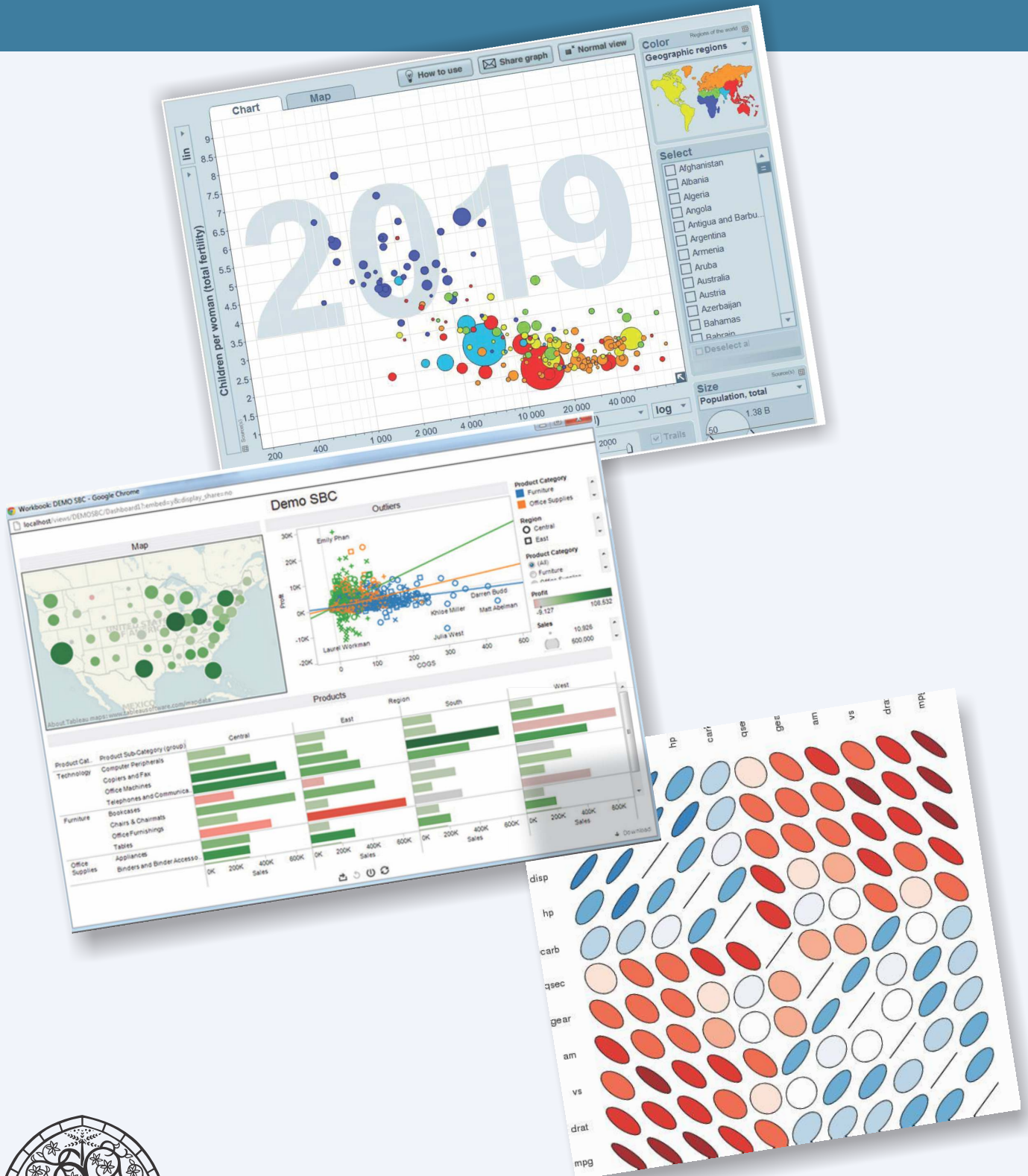


# Effective Data Visualization for the Data-Driven Organisation

November 25-28, 2019



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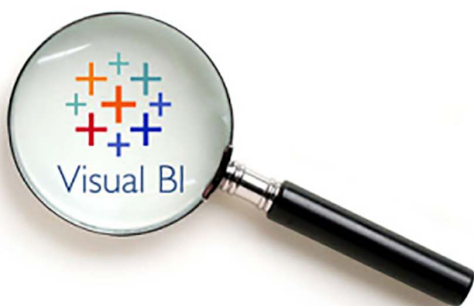
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The amount and complexity of data produced in the business world is increasing at a staggering rate. The amount of information is overwhelming, not because there is too much of it but because we do not know how to tame it. Data visualization through charts and graphs has been a preferred way of mining and communicating business insights and information. Though the time spent on the creation of charts has reduced due to the proliferation of software and tools, a majority of these charts fails to convey the intended message because they are badly designed. Visual Business Intelligence focuses on the tools and techniques in data visualization to leverage data including correctly designed static charts and dynamic interactive visualizations. This programme would help decision-makers to quickly examine large amounts of data, expose trends and issues efficiently, exchange ideas with key players and influence the decisions that will ultimately lead to success.

The participants of the programme will learn design practices for visualization along with visualization as a means of data analysis and communication. Ample hands-on sessions and demos will help the participants not only grasp the fundamentals of business data visualization but also expose them to the cutting edge tools in this area.

Among others, participants will learn to:

- Design graphics and tables better to convey the intended message
- Understand visual perception and its applications to quantitative communication
- Perform exploratory analyses to generate and test business hypotheses
- Design effective dashboards
- Convey a story using data



## Programme Highlights

The following topics will be covered (but will not be limited to) in the programme:

- Correct usage of tables versus graphs
- Seven important quantitative relationships in business graphs
- Visual perception and its application to quantitative information
- Best practices of graph design
- Exploratory data analysis
- Interactive graphics
- Creating effective dashboards
- Constructs for advanced analysis
- Story-telling using data

## Participants' Profile

This programme is intended for all those whose work requires them to make sense of quantitative business data. It is ideal for practitioners, managers and decision-makers who want to use data visualization for better decision-making and in-depth understanding of information using hands-on techniques and related business cases to understand the concept.

## Methodology

The teaching methodology for this programme will be an appropriate mix of classroom teaching, hands-on experiments, case discussions, identification of best practices, in-class participation, group exercises/ presentations and guest lectures.

## Faculty

- Kavitha Ranganathan (Faculty Chair)  
Email: [kavitha@iima.ac.in](mailto:kavitha@iima.ac.in)
- Anish Sugathan  
and eminent experts from the industry

## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **November 11, 2019**. The last date for early bird discount is **November 4, 2019**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

### Executive Education

Indian Institute of Management Ahmedabad  
Vastrapur, Ahmedabad 380 015.  
Phone: +91-79-6632 4462 to 69 and 4472 to 77  
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)  
Email: [exed@iima.ac.in](mailto:exed@iima.ac.in)  
Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus/nearby Hotel.

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

**INR 90,000** plus **18% GST** per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.



The programme fee should be received by the Executive Education Office latest by **November 11, 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

### [A] Electronic Fund Transfer:

1. Name of Beneficiary:  
**Indian Institute of Management Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad  
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance: **Effective Data Visualization for the Data-Driven Organisation**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA GST Registration Number:  
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

### [B] Payment Gateway

For more information, please visit the respective programmes in our website ([www.iima.ac.in/exed](http://www.iima.ac.in/exed)).

## Discount

**Early Bird Discount:** Nominations received with payments on or before **November 4, 2019** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

**Group Discount:** Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



## Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

## Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post-Graduate Programme in Management (ePGP)

The Institute has about 95 faculty members working in the following management areas and centres:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा  
भारतीय प्रबंध संस्थान अहमदाबाद

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