

***ASP 16th Cycle***

***P&G Training in Data Visualization***

**Syllabus**

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| **Short Course** |
| Title | **Training in “Data Visualization”** |
| Objectives | Data visualization is the study of the visual representation of data, meaning “information which has been abstracted in some schematic form” and is an integrated part of data analysis whose role in the companies is always more strategic. The main goal of data visualization is to communicate information clearly and effectively through graphical means.Before proceeding to build a visual, it is important to ask 3 questions upfront: who is the audience, what is the message to communicate and if the visualization is really needed or not. Once identified the need of a visualization it is important to build and structure the data so that they are suitable for a good visualization.Depending on data availability and data relationship and the message to communicate, there are different recommended graphs to prefer or avoid. Also, the application of easy recommendations or “golden rules” will allow to avoid common pitfalls to produce an effective message.The short course is structured in a first theoretical lecture, followed by a practical class where the guidelines and tips will be applied into practical exercises which will provide the opportunity to build a scorecard based on a provided dataset. For the practical exercise, Microsoft Power BI software will be used, giving the opportunity to learn the fundamentals of the most widely used data visualization software. |

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| **Collaboration**  |
| Firm  | Procter & Gamble, Italy Division |

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| **Coordinator and Teacher**  |
| Name | Katia Cocca |
| Affiliation | Procter & Gamble, Analytics Leader Italy |
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| **Course format** |
| What | Training in Data Visualization |
| Where | Online  |
| Duration | 3 hours (50% theoretical, 50% practical) |
| When | February 25th and March 4th 2021  |
| For who | Addressed to all students and alumni of Alta Scuola Politecnica |
| Acquired Skills | The “hands-on” session (Session 2) will include the use of **Microsoft** **Power BI** software |

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| **Session details** |
| DATE | SESSION |
| Thursday, February 25th 17.30-19.00 CET  | Theoretical class |
| Thursday, March 4th17.30-19.00 CET | Practical class |