

Management Development Program
on
“Story Telling using Data Visualization”

September 10-11, 2020



Program Director: Prof. Himanshu Joshi



INTRODUCTION

Every organization, its processes and stakeholders carry a story which is unique. The power of this story is often underestimated and ignored. However, when consciously put into use this can be used to create opportunities to inspire, ignite, guide and enlighten. Majority of the organizations still use of traditional methods of reporting. This new world of storytelling will help managers to transform imaginations, information into knowledge. Rather than relying on gut feeling and perceptions, managers could quickly generate insights based on their data. Further, the reliance on IT experts or power users is reduced as the decision makers can make use of these self-service data visualization tools.

The objective of this program is to take you beyond spreadsheets and presentations, and teach you why, what, how and what next of storytelling using data visualization. At the end of the program, its is expected that besides answering the above questions participants will be able to create compelling data visualizations by using the elements of data storytelling and decide which visualizations tell your audience the best story.

Data visualization is the representation of data or information in a graph, chart, or other visual format. In order words, it refers to techniques used to communicate insights from data through visual representation. But what is new about storytelling? Decision makers have used historically doing visualization using spreadsheets. The answer lies in that fact that spreadsheet is not a visualization tool. It supports some basic functionality of creating graphs and charts but the speed and ability to understand vast quantities of data is limited. A data visualization tool consists of a visualization layer that typically sits on top of a data warehouse and allows users to discover and explore data in a self-service manner. This can be used to distill large datasets and build new models. Not only does this spur creativity, but it reduces the need for IT to allocate resources to continually build new models. Regardless of industry or size, data visualization is emerging as an important concept in all types of businesses to help make sense of their data. Thus, data visualization is seen as an important and essential skill for all managers.

OBJECTIVES

This program will provide a foundation for decision makers who want to understand the core principles of data visualization and use it to improve business performance through better insights.

Broadly, the program has the following objectives:

- To introduce participants to the fundamentals of storytelling, its need and impact.
- Utilize data visualization tools to uncover insights and communicate it as a story
- To introduce participants to data summarization and visualization techniques.
- To provide hands-on training on creating a 360 view of data through dashboards.
- To improve decision ability of managers through analysis of real-life situational data across different functional domains.
- To enhance decision making capabilities of participants through analyzing large data sets
- To create value using right blend of concept building and hands-on-experience on analytics tools.
- To prepare managers for career opportunities in business intelligence and analytics.

CONTENTS

- **Story Telling Using Data**
 - What is story telling?
 - Understanding the context

- Choosing an appropriate visual
- Tell a story – Communicate it to the audience
- **Data Visualization using Power BI and Tableau**
 - Understanding data sources and import
 - Understanding data types
 - Sourcing and Joining Data
 - Understand Marks
 - Understand Filters
 - Understand Calculations
 - Use of Filters and Formatting
 - Understanding types of visualization (Piecharts, Barcharts, Treemaps, Scatterplots, Crosstabs, Geo-maps, Storylines...)
- **Building dashboards using Tableau**
 - Understand KPIs
 - Understand Maps
 - Understand Pages
 - Understand Stories
 - Publishing your Visualization
 - Understanding Tableau Public
 - Avoiding Common Pitfalls and Sharing Visualization

METHODOLOGY

The program will include an appropriate blend of classroom teaching, hands-on exercises using real datasets, in-class discussion, readings and presentations. Participants are expected to build models and work on different types of business scenarios. Real life case studies and datasets would be used to demonstrate the capabilities of the tool.

WHO SHOULD ATTEND?

- Operational and functional managers from junior and middle management engaged in in following Domains: Sales & Marketing, Finance, Insurance, HR, Operations & Supply Chain, IT, Strategy, Research & Development etc.
- Executives and managers who are willing to use the large database of stakeholders to make critical business decisions to influence the bottom line.
- Professionals who want to take data back decisions working in various industries like marketing, FMCG, retail, healthcare, logistics, aviation, banking, IT/ITeS, banking, finance etc.

FACULTY AND RESOURCE PERSONS

IMI faculty members and eminent resource persons will share expertise and experience in various sessions.

PROGRAM DIRECTOR

Prof. Himanshu Joshi

Prof. Himanshu Joshi is an Associate Professor and former Area Chair for Information Management at International Management Institute, New Delhi, India. He has overall 17 years of teaching, research and industry experience, with prior employment in organizations like United Nations Development Program (UNDP) & UNAIDS. An avid researcher, Himanshu has several research papers published in referred national and international journals to his credit. Other than that, he periodically writes book chapters and is a regular with articles in various business & management publications. Himanshu is also a reviewer to international journals and has done book reviews on Enterprise Resource Planning and Knowledge Management.

He has keen research interest in the areas of Information Systems, Electronic Business, Enterprise Resource Planning, Analytics and Knowledge Management. He has conducted training sessions on Spreadsheet modeling and data analytics for ONGC, IOCL, Satluj Jal Vidyut Nigam (SJVN), Canara Bank, Hindustan Zinc and Fab India. He also takes sessions on Information Systems, Electronic Commerce, Knowledge Management, Big Data and Analytics and Enterprise Systems. A graduate in Engineering, Himanshu is also a gold medalist from IMI, Delhi. He has done his doctorate in the area of Knowledge Management.

ADMINISTRATIVE DETAILS

Dates:

September 10-11, 2020

Venue:

International Management Institute
B-10, Qutub Institutional Area
New Delhi 110016

FEE

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and lunch

Residential: Rs. 25,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and boarding/lodging (airconditioned single room) from noon of **September 09, 2020** till noon of **September 12, 2020** at IMI Campus.

Group Discounts

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of "**International Management Institute**" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50123177738
MICR Code: 110010007, IFSC Code: ALLA0211083
Pan No. AAAT10972K; GST No. 07AAATI0972K1ZJ

Please mention the program name while making payment through electronic fund transfer.

REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. **In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed.** However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

ABOUT IMI

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

For registration/any other information, please contact:

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