



Mastering Data Visualization

Impactful Insights: Crafting Data Driven Dashboards and Reports

2 Days Training

COURSE OVERVIEW

Learn to create compelling and informative data-driven dashboards and reports. This course covers design principles, data visualization techniques, and storytelling to effectively communicate insights to stakeholders.

COURSE OBJECTIVE

- Understand the principles of transforming raw data into dashboards
- Master data visualization components and visualisation tools e.g. Looker Studio
- Construct automated and visually appealing reports

RECOMMENDED FOR

All types of professionals seeking to enhance their data visualization skills.



COURSE HIGHLIGHTS



Leverage data storytelling to convey insights



Master visual design principles



Choose the best visualisation for each data type



Create visually appealing, interactive dashboards



Course Outline

1

Basics of Data Storytelling

Understand the importance of data storytelling to enhance the effectiveness of visualisations. Leverage the principles of data storytelling, combining narrative, data and visuals to convey insights.

2

Introduction to Visualisation Tools

Understand the basics of popular data visualization tools such as Looker Studio. Master the interface and components of these tools for immediate use in your daily reporting.

3

Building Interactive Dashboards

Master visual design principles for creating impactful and user-friendly dashboards. Understand when and how to use different visualization components (e.g., charts, filters) for different data types, in addition to tips & ticks for effective visual design.

4

Hands-On Workshop: Constructing a Live Dashboard

Get hands-on in a practical session where you create a simple and meaningful dashboard. The workshop includes tasks such as planning a dashboard, connecting to a dataset, and building beautiful visualizations.

Trainers Profile

Mazlita Mat Hassan Director / Lead Trainer, MatrixC Academy



Mazlita Mat Hassan, known as "MEM," is an accomplished IT corporate trainer and data science expert with a BSc in Computer Science from University College London. With over a decade of experience, she has trained more than 10,000 professionals across Southeast Asia, specializing in Microsoft Office, Google Apps, and Tableau.

As the CEO of RECQA, she drives DeLIMA 2.0, Malaysia's National Digital Learning Platform, and leads MatrixC Academy's Change Management training with Google Tools. Globally recognized, she is the SEA & Pacific Leader for UNCTAD's "e-trade for women" initiative and received the 2023 Women in STEM award from Business and Professional Woman Malaysia for her contribution in co-developing DeLIMA 2.0 with MOE and Google Malaysia.

Ikmal Nordin Data & AI Lead, Matrix Connexion



A distinguished data analytics trainer, data scientist, and AI specialist with deep expertise in data science, AI, and economic analysis. Renowned for architecting cutting-edge data solutions, he translates complex concepts into practical, high-impact training for both corporate teams and individuals.

Ikmal has successfully trained and consulted for leading companies like Proton, Star Media Group, and BE International, empowering professionals across industries to harness the power of big data and AI for significant productivity gains and career advancement.

