Data Visualization and Storytelling

Course Description

This 12-hour workshop teaches participants the fundamentals of data visualization, which they can use to support data-driven decision-making and a data-driven culture. By the end of this course, they will be able to recognize misleading or inaccurate charts and graphs, understand the design principles involved in creating effective and accurate visualizations, and create a narrative that accurately supports the data, provides context, and reveals actionable insights.

Objectives

1. Create a narrative that accurately supports the data, provides context, and reveals actionable insights
2. Understand the design principles involved in creating effective and accurate visualizations
3. Recognize misleading or inaccurate charts and graphs provided by others

No background in math or data analysis is required.

Topics covered

Day One

- The basics of data visualization
- Getting started with data visualization
- The anatomy of a chart
- Q&A

Day Two

- Common charts & graphs
- Choosing a visual
- Reducing chart clutter
- Q&A

Day Three

- Visual design theory
- Common mistakes
- Misleading statistics & visual distortions
- Q&A

Day Four

- Data storytelling
- Q&A

Instructor Bio

Gunnar Kleemann holds a PhD in Molecular Genetics from Albert Einstein College of Medicine and a Master's in Data Science (MIDS) from UC Berkeley. He did post-doctoral research on the genomics of aging at Princeton University, where he focused developing high throughput robotic assays to understand how genetic changes alter lifespan and reproductive biology. Currently he runs Austin Capital Data; an Austin Based Data science consulting company and is an instructor at UC Berkeley's MIDS (Masters in Data Science) program.