

How to Create Executive-Level Data Visualizations

GoSkills online course syllabus

Skill level

Beginner

Lessons

18

Pre-requisites

No prior experience needed

Video duration

42m

Estimated study time

42m 42s

Instructor

Chris Tauber

Introduction

1 The boardroom hero

The success of your business depends on the story in your data.

Data Blunders

2 Five worst mistakes

If you're making these data mistakes, you're missing out on opportunities with business leaders.

3 Problems with pies

Think of pie charts like a flashing warning signal that something is wrong with your data visualization.

4 Metrics that matter

Confusing data visualization is often because the data that matters most is buried in the clutter.

5 Fast fixes

The big meeting is in 1 day, 1 hour or 1 minute and the chart still isn't right.

Design Principles

6 Charts with purpose

A "pretty" chart works when it clearly communicates the data.

7 Use design structure

A clear chart doesn't just happen by accident.

8

Engage with images

Sometimes data alone can't capture the full story.

9

Go really big

When you're confident in your data story, you can drive big changes in your company.

Data Evolution

10

Rescuing raw data

When all you have is a wall of numbers in an Excel file, never just take a screenshot of all those numbers and paste them on a slide.

11

Legacy reports revamped

As fast as business moves, your company may still be slow to let go of old legacy reports.

12

Dashboards to boardrooms

A dashboard is an amazing tool for an analyst, but it's usually too granular for a big-picture meeting.

CEO Stories

13

Strategic matrix

The data that's most important to the CEO is the data that should be most important to you.

14

True KPIs

Not everything is actually a key performance indicator.

15

Dramatic stories

Storytellers have used the three-act structure for centuries.

16

Dynamic slides

Executives will always have more follow-up questions and want to go deeper into the data.

17

Grand finale

Lead the executives to your big finish. After this lesson, you'll be able to deliver a data story and recommendations that resonate with executives.

Conclusion

18

Show what's next

Data visualization is constantly evolving.

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