

Data Visualisation Training

[Date]

Kamlesh Mistry, Co-founder - Kamlesh@Hardcoverdata.com

Josh Harris, Co-founder - Josh@Hardcoverdata.com



**Discover the true power of
Marketing Cloud
Intelligence / Datorama with
Hardcover.**



“A combination of Art & Science is how Data Visualisation is realised.”





Data Visualisation Training

This is a training course aimed at Marketing Cloud Intelligence (Datorama) Admins/Power Users who are looking to develop a deep understanding of Data Visualisation, through theory and a practical introduction to coding (CSS/HTML).

- Learn and apply the core principles of great Data Visualisation, while empowering teams to amend basic code and utilise/tailor custom widgets.
- Combination of Theory and Practical sessions, with takeaway materials to continue and reinforce learning after course completion.
- MCI / Datorama focused training around Data Visualisation.

Common use cases where Data Visualisation Training would be beneficial...



Dashboards are
lacking innovation
or creativity

New Custom
Widget
requirement
requested

Clients
experiencing low
engagement /
adoption of
dashboard pages

Admins that
frequently request
DTR Custom
Widget support

Clients struggle
with visual
storytelling

Visual Dashboard
Admins that lack
time for self
learning

Analytic Teams
needing to upskill
on Visualisation
experience

Clients looking for
competitive
advantage in
market/sector

Course Agenda



INTRODUCTION

- History and Evolution of Data Vis
- Data Vis for Today

CREATING PAGES FROM SCRATCH

- The Questions-to-Be-Answered Approach
- Making a Plan
- Choose the Right Widget for my Data
- CSS Kick-Start

PAGE DESIGN FOR EFFECTIVE CONSUMPTION

- Page Layout and Spacing
- Interactivity
- Typography
- Colours
- Design Patterns for Page Layout

DAY 1
3hrs

DAY 2
3.5hrs

PRINCIPLES OF GREAT DATA VISUALISATION

- Data-Ink
- Chartjunk
- Multi-Functioning Graphical Elements
- High-Resolution Data Graphics
- Aesthetics and Technique

CONCLUSION

- BYO Dashboard Breakout
- CSS Learnings Summary
- Summary Wrap-Up
- Reflections and What's Next

DAY 3
3.5hrs

10 hrs

Course Time
Commitment

[illegible][illegible]



Appendix



The Team



Kamlesh Mistry

Co-founder



Josh Harris

Co-founder



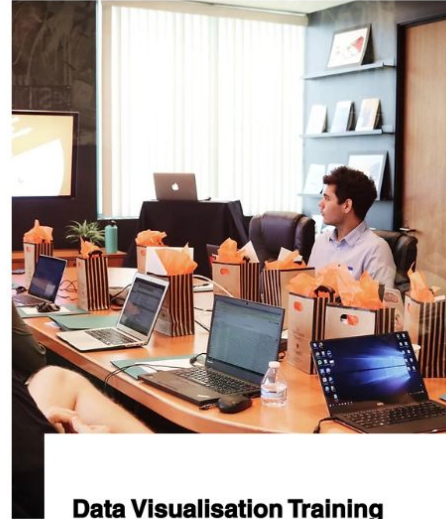
<https://www.hardcoverdata.com/>

Hardcover Services



Custom Widget Development

Bespoke widget creation to solve your specific business use case.



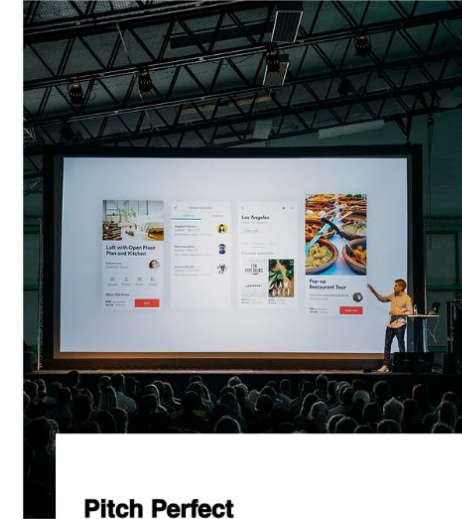
Data Visualisation Training

Advanced training to enable your team to communicate data on MCI.



MCI Exit Pack

Comprehensive account backup for preparation for transition off MCI.



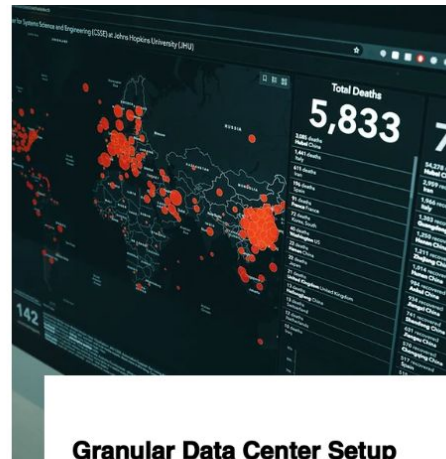
Pitch Perfect

Custom dashboards to help win new business pitches for Media Agencies.



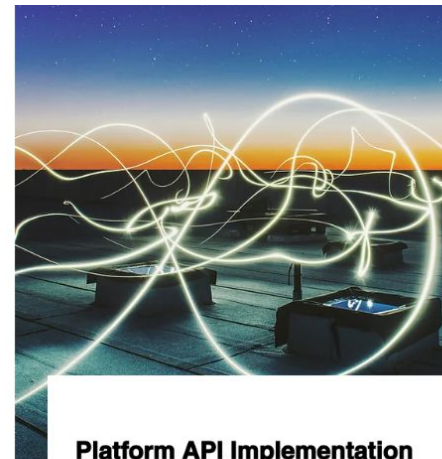
Implementation

Client onboarding, Taxonomy, Best Practice & Scaling services in MCI.



Granular Data Center Setup

Automating big data workflows from ingestion to visualisation.



Platform API Implementation

Unlock capabilities and use cases only achievable through automation.



Account Audits

Getting the optimum value from your MCI Account & Workspaces.