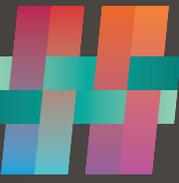


# Data Visualisation Training

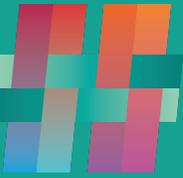
[Date]

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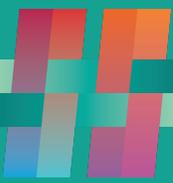


**Discover the true power of  
Marketing Cloud  
Intelligence / Datorama with  
Hardcover.**



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



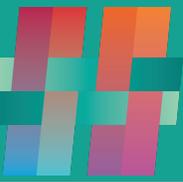


# Data Visualisation Training

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



## 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

# With Handout Resources for Continued Learning...



## ABOVE ALL,

# SHOW THE DATA.

- Edward Tufte

### Contents

- INTRODUCTION
- CREATING PAGES FROM SCRATCH
  - The Questions-to-Be-Answered Approach
  - Making Plans
  - Close the Right Widgets for My Data
- HOW DESIGN IMPROVES COGNITIVE CONSTRUCTION
  - Page Layout and Spacing
  - Interactivity
  - Typography
  - Color
- RENDERING OF GREAT DATA VISUALIZATION
  - Dashboard
  - Charts
  - Multi-Resolution Graphical Elements
  - High-Resolution Data Graphics
  - Audience and Software
- APPENDIX
  - Custom CSS Class Sheet
  - Design Process Class Sheet

## Creating Pages From Scratch

Data dump dashboards do little to help viewers effectively process information and make decisions. To achieve that, dashboards primarily need to answer our questions.

Achieving this requires putting in time to consider the task at hand and using the resulting information to plan and how to best achieve your objectives. All of this happens before putting widgets on a dashboard page.

By following a question-oriented approach to page design and planning out how those questions will be answered, we can set the stage for creating pages that will use appropriate design to answer users' questions succinctly and quickly.

## The Questions-to-Be-Answered Approach

When putting dashboard pages together without direction, it's common to take the data available and put together every possible combination of elements and measures. This leads to a page that is cluttered and difficult to navigate, with a variety of goals of what the dashboard is intended to do. The user will be overwhelmed and often other important things will be missed. The user will be overwhelmed and often other important things will be missed. The user will be overwhelmed and often other important things will be missed.

## Making a Plan

Designing a page to answer those questions will be easiest, but before widgets can be considered, a page contains need to work with the results of how widgets (dashboard data) intended for, for their most complete collection can be put together with the most appropriate dashboard widgets. The user will be overwhelmed and often other important things will be missed. The user will be overwhelmed and often other important things will be missed.

## Page Layout and Spacing

One of the most advantages of web is software-based media is its interactivity. It allows users to interact with the data, and this is a critical functionality of dashboard systems. The user will be overwhelmed and often other important things will be missed. The user will be overwhelmed and often other important things will be missed.

## Interactivity

Interactivity is essential to how dashboards are used. It allows users to interact with the data, and this is a critical functionality of dashboard systems. The user will be overwhelmed and often other important things will be missed. The user will be overwhelmed and often other important things will be missed.

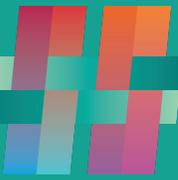
## Typography

Typography is essential to how dashboards are used. It allows users to interact with the data, and this is a critical functionality of dashboard systems. The user will be overwhelmed and often other important things will be missed. The user will be overwhelmed and often other important things will be missed.





# 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.



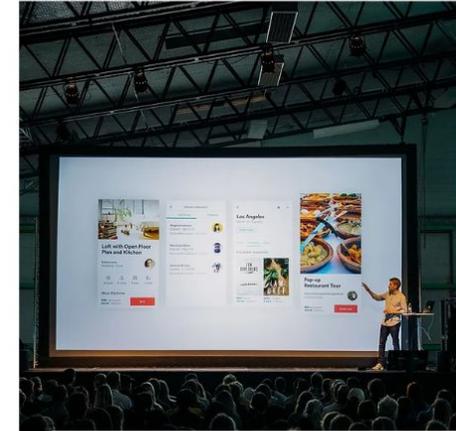
## Data Visualisation Training

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



## MCI Exit Pack

Comprehensive account backup for preparation for transition off MCI.



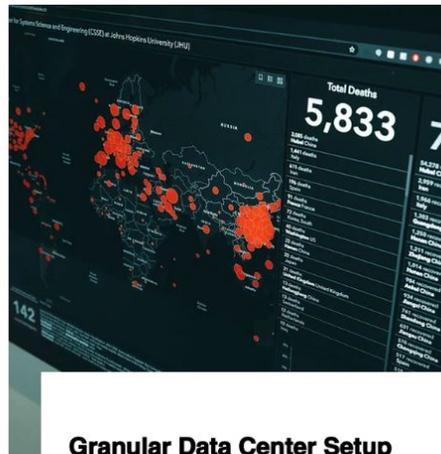
## Pitch Perfect

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



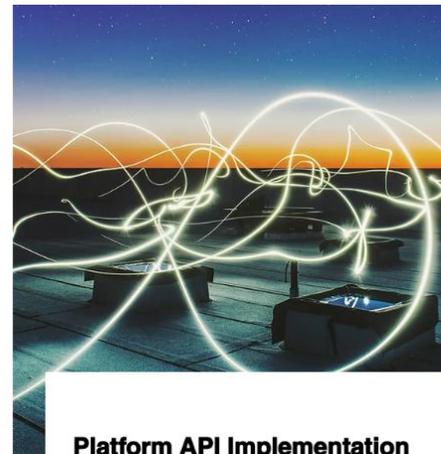
## Implementation

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.