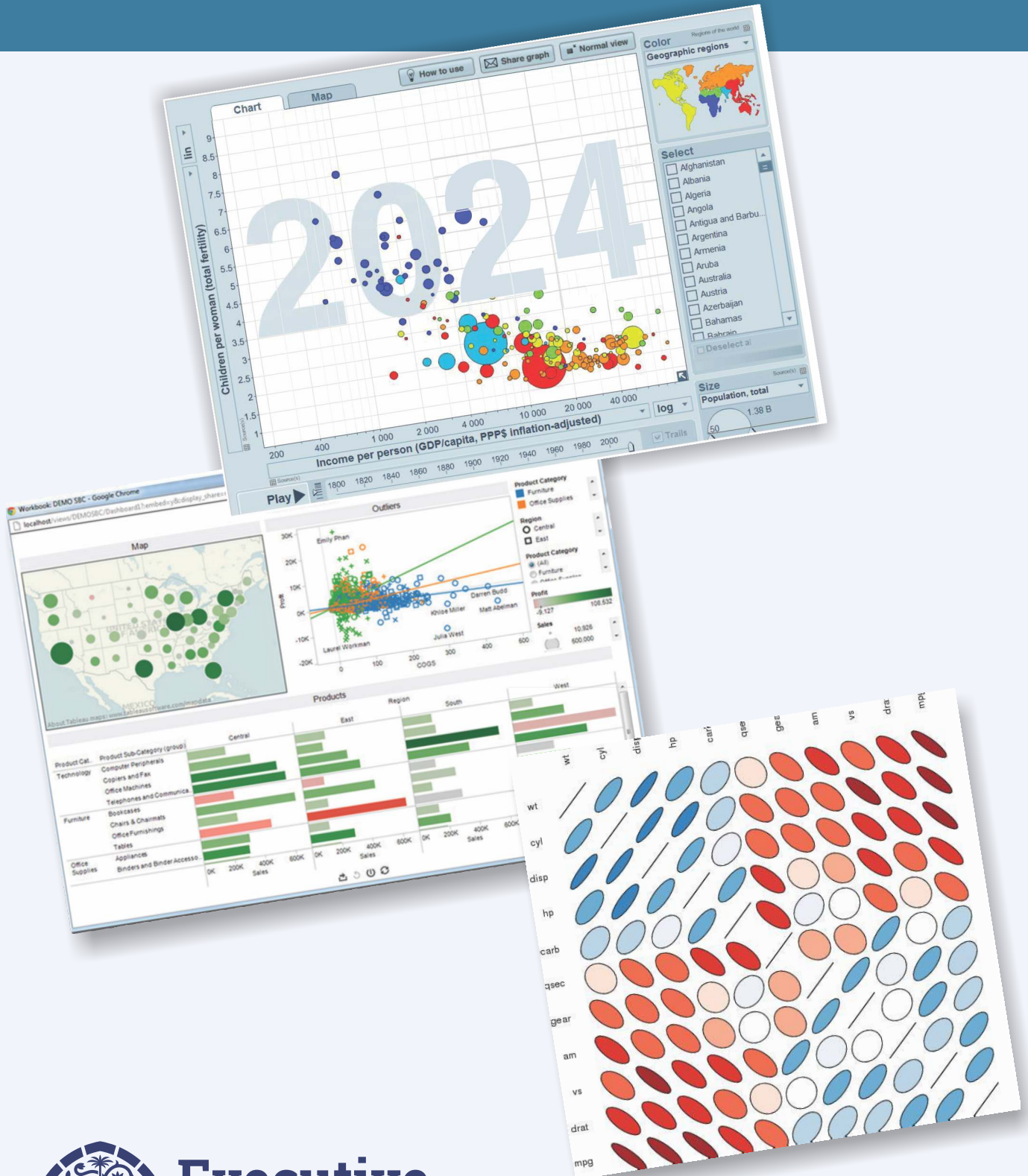


Effective Data Visualization for the Data Driven Organisation

December 16 – 19, 2024



**Executive
Education**

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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The amount and complexity of data produced in the business world is increasing at a staggering rate. The amount of information is overwhelming, not because there is too much of it but because we do not know how to tame it. Data visualization through charts and graphs has been a preferred way of mining and communicating business insights and information. Though the time spent on creation of charts has reduced due to proliferation of software and tools, a majority of these charts fail to convey the intended message because they are badly designed. The programme focuses on the tools and techniques in data visualization to leverage data including correctly designed static charts and dynamic interactive visualizations. This programme would help decision-makers to quickly examine large amounts of data, expose trends and issues efficiently, exchange ideas with key players, and influence the decisions that will ultimately lead to success.

Key Learnings

The participants of the programme will learn design principles of effective visualization for data analysis and communication. Ample hands-on sessions and demos will help the participants not only grasp the fundamentals of business data visualization but also expose them to the cutting-edge tools in this area.

Among others, participants will learn to:

- Design graphics and tables better to convey intended message
- Understand visual perception and its applications to quantitative communication
- Perform exploratory analysis to generate and test business hypotheses
- Design effective dashboards
- Convey a story using data

Programme Highlights

The following topics will be covered (but will not be limited to) in the programme:

- Correct usage of tables versus graphs
- Seven important quantitative relationships in business graphs
- Visual perception and its application to quantitative information
- Best practices of graph design
- Exploratory data analysis with Tableau
- Interactive graphics
- Creating effective dashboards
- Constructs for advanced analysis
- Storytelling using data

Pedagogy

The teaching methodology for this programme will be an appropriate mix of classroom teaching, hands-on experiments, case discussions, identification of best practices, in-class participation, group exercises/presentations, and guest lectures.

Participants' Profile

This programme is intended for all those whose work requires them to make sense of quantitative business data. It is ideal for practitioners, managers, and decision-makers who want to use data visualisation for better decision-making and in-depth understanding of information using hands-on techniques and related business cases to understand the concept.

Faculty

- Prof. Kavitha Ranganathan (Faculty Chair)
Email: kavitha@iima.ac.in
- Prof. Anish Sugathan

Kavitha Ranganathan is a faculty member in the Information Systems Area at IIMA. She holds a doctorate in Computer Science from the University of Chicago and a master's in Information Systems from BITS Pilani. She is the author of the book "Impactful Data Visualization: Hide & Seek with Graphs," published by Penguin Random House in 2023.

How to Apply

To register for the programme, fill in the application form through the link below:

<https://bit.ly/45r2rC6>

The closing date for receiving applications is **December 2, 2024**. The last date for early bird discount is **November 25, 2024**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please write to us at exed@iima.ac.in or call at +91 79 7152 6400.

Certification

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Co-Chairs.

Venue & Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee & Payment

INR 1,60,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **December 2, 2024**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.



[A] Electronic Fund Transfer

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
2. Savings Bank A/c IIMAHMOEP
HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Effective Data Visualization for the Data-Driven Organization**
5. IIMA Permanent Account Number (PAN): AAATI1247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number: 24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the following link for Payment Gateway:

<https://bit.ly/45lXOt3>

Discount

Early Bird Discount: Applications received with payments on or before **November 25, 2024** will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.

IIMA Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

MAJOR PROGRAMMES OFFERED BY IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Force Programme (AFP)
- Online MBA Programme

The Institute has 100+ faculty members working in the following management areas and centres:

DISCIPLINARY AREAS AND GROUPS

- Centre for Management in Agriculture (CMA)
- Ravi J. Matthai Centre For Educational Innovation (RJMCEI)
- Communication
- Economics

- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organizational Behaviour
- Operations and Decision Sciences
- Public Systems Group
- Strategy

INTERDISCIPLINARY CENTRES

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship (CIIE)
- Centre for Management of Health Services (CMHS)
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre (IGPC)
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



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