[m]asterclass

Data visualization

How to use charts to effectively communicate and extract information?

Learn how to create useful charts, how to read them in order to quickly find the most important information, and how to use this knowledge to better understand and predict the behavior of your product's users. Through several real charts and data visualization examples, you will be able to quickly learn key information on these topics.

Masterclass is a 4-hour, intensive online workshop that is a deep dive into a specific issue related to creating digital products. It is designed for professionals already working in the field who want to expand their skills.

After the masterclass, participants will:

- learn what types of visualizations are best for presenting any given data
- find out what to focus on to create effective data visualizations
- learn how to avoid common mistakes made when creating charts
- know how to quickly find the necessary information in visualizations
- learn how to predict the future based on available data and charts
- learn how to translate knowledge extracted from charts into business actions

Trainer

Michał Witkowski

Psychologist and data analyst. One of the pioneers of product analytics, working in the field since 2014. He combines mathematical skills with psychological knowledge. He has built analytical teams in three product companies, managed a team of product analysts at Zendesk, and designed and implemented from scratch a survey system for measuring user satisfaction at Onet. Consulting analytics solutions for many companies, including Canal+, Booksy, and ING. Lectures at universities and speaks at conferences, teaching how to use quantitative data to create better digital products.

[VIZ] Data visualization

Training program

Duration: 4 hours (online, live)

- Choosing the right type of chart for the data presented
- Characteristics of good and bad charts
- Common errors in data visualization
- Reading information from charts
- Interpreting data from charts
- Trends, cycles, anomalies
- Basic techniques for forecasting product metrics from charts

Who is it for?

- Data analysts - will learn how to communicate analysis results more effectively.
- Product managers - will find out how to support product decision-making with data visualizations.
- C-level - will learn how to quickly and effectively read the key information from charts.
- Designers - will learn what makes data visualization useful.

Contact us!

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