Mastering Data Visualization: From Concepts to Dashboards

16 – 20 May 2027
Istanbul (Turkey)



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Why This Course

Data visualization is more than creating charts; it is the ability to turn complex information into clear, engaging, and decision-ready stories. In today's business environment, professionals need to present data in a way that helps leaders and teams understand performance, identify opportunities, and take action with confidence.

This intensive 1-week Power BI Data Visualization and Storytelling Training program equips participants with the practical skills needed to design interactive dashboards, apply visualization best practices, use advanced Power BI features, and communicate insights effectively. Through hands-on exercises, dashboard design activities, and real-world scenarios, participants will learn how to transform raw data into professional visual reports and compelling data stories.

What You'll Learn and Practice

By joining this program, you will:

- Master Power BI for creating interactive visualizations and dashboards.
- Apply data visualization best practices and design principles.
- Import, clean, and transform data for visual analysis.
- Build effective data models and relationships.
- Use DAX to create calculated columns, measures, and advanced calculations.
- Select the right chart types for different data stories and audiences.
- Apply color, layout, typography, and visual hierarchy effectively.
- Build interactive dashboards using filters, slicers, drill-through, and bookmarks.
- Create compelling data narratives for business users and executives.
- Publish, share, secure, and maintain professional Power BI reports.

The Program Flow

Day 1: Foundations of Data Visualization

- Understand the purpose and principles of effective data visualization.
- Explore how visual analytics supports data-informed decision-making.
- Get started with Power BI Desktop and its core features.
- Import, clean, and transform data for reporting.
- Create basic charts, graphs, and visual reports.



Day 2: Advanced Power BI Techniques

- Build data models and define relationships between tables.
- Understand the role of DAX in Power BI analysis.
- Create calculated columns and measures for business reporting.
- Apply advanced filtering and slicing techniques.
- Improve report interactivity and analytical flexibility.

Day 3: Designing Effective Visualizations

- Apply color theory, typography, and layout principles in data visualization.
- Choose the right chart type based on data, purpose, and audience.
- Design visuals for executives, analysts, and operational users.
- Create custom visuals to improve insight communication.
- Improve dashboard clarity, usability, and visual impact.

Day 4: Interactive Dashboards and Storytelling

- Build interactive dashboards that support exploration and decision-making.
- Implement drill-through features for deeper analysis.
- Use bookmarks to guide users through key insights.
- Apply data storytelling techniques to structure clear narratives.
- Create compelling data stories that connect insights to business actions.

Day 5: Advanced Topics and Real-World Application

- Work with geospatial data and map-based visualizations.
- Implement row-level security to control report access.
- Publish and share Power BI reports professionally.
- Apply best practices for maintaining and updating dashboards.
- Complete a real-world dashboard and data storytelling application.

Individual Impact

- Build confidence in creating professional Power BI dashboards.
- Strengthen your ability to turn complex data into clear visual stories.
- Improve skills in dashboard design, DAX, interactivity, and reporting.
- Learn how to present insights effectively to different audiences.
- Develop practical experience in publishing and maintaining Power BI reports.



Work Impact

- Improve decision-making through clearer and more interactive dashboards.
- Enhance reporting quality and reduce reliance on static reports.
- Support executives and teams with visual insights that are easy to understand.
- Strengthen data communication across departments and business functions.
- Build scalable reporting solutions that can be shared and maintained effectively.

Training Methodology

This program combines Power BI practice with visualization and storytelling application through:

- Hands-on Power BI dashboard development exercises.
- Data importing, transformation, modeling, and DAX practice.
- Visualization design workshops focused on layout, color, and chart selection.
- Interactive dashboard activities using slicers, filters, drill-through, and bookmarks.
- Data storytelling exercises for business and executive audiences.
- Real-world case studies and final applied dashboard project.

Beyond the Course

Upon completion, participants will be able to:

- Create fully interactive Power BI dashboards and visual reports.
- Build effective data models and apply DAX calculations.
- Design professional visualizations using strong design principles.
- Develop data stories and executive-level insight presentations.
- Publish, secure, share, and maintain Power BI reporting solutions.

