IES MCRC
VALUE ADDITION THROUGH EDUCATION

MDP 1:
DATA VISUALISATION USING TABLEAU

📅 March 11 & 12 , 2022

MDP 2:
DATA VISUALISATION USING POWER BI

📅 March 25 & 26 , 2022

ONLINE MANAGEMENT DEVELOPMENT PROGRAMME(S)

VISUALISE TO WIN
EXPLORING THE POWER OF DATA VISUALISATION USING

TABLEAU and POWER BI

About IESMCRC

Indian Education Society is one of the Oldest Public Charitable Trusts, established in 1917 and committed to education and successfully running 64 Institutions. IES's Management College and Research Centre (IES MCRC) is recognised as a premier business school, committed to academic excellence and value based education. In the attempt to shape and develop business leaders, IES MCRC offers several full time courses which include Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management(Pharmaceutical Management) approved by AICTE and Ph.D.(Management) from University of Mumbai. We have received the MBA equivalence for our PGDM program from Association of Indian Universities (AIU) and is accredited by National Board of Accreditation (NBA).

Armed with proficient and experienced faculty members and state of art academic infrastructure, IES MCRC provides an excellent environment for research and development activities. We offer the latest in management education through a unique pedagogy to enable the students to become successful and socially responsible professionals.

IES MCRC's commitment to " Value Additional through Education" is manifested through a whole spectrum of programs and industry oriented activities. The Institution has produced many distinguished alumni, who have contributed significantly to the industry and the society and earned accolades and respect in their chosen careers.

Program(s) Overview

"**A picture is worth a thousand words**" - The way human brain processes information, using charts or graphs to visualise large amount of complex data is easier than poring over complex and bulky spreadsheets or reports. With the Business Intelligence (BI) revolution, from traditional BI tools, wherein highly specialised professionals were needed to extract insights from data, to modern or self service BI with powerful tools like Tableau and Power BI, has offered the power of analysing the massive data and presenting

convincing and interesting stories with the simplest steps to everyone.

With this transition in business environment, where the amount of data is overwhelming, the ability to create smart data visualisations is no more a nice to have skill. But being able to create and communicate through interactive and compelling data visualisations is a must- have skill for everyone irrespective of the industry, domain and experience to grow and more importantly create difference and stand out. So here comes the Program(s) to help you acquire these simple, interesting yet very powerful skills to quickly uncover and communicate the actionable insights within the data to the stakeholders.

Program(s) Objective

The program's aims to provide understanding on :

- How to create powerful data visualisations that will improve the impact of your presentations.

- Step-by-Step demonstration of how to create interactive Dashboards and unlocking the right visualisation options.

- Understanding how to identify the most important data and building a compelling storyline using a simple story telling format.

- Going beyond creating charts and visualisation to describe how to apply data visualisations in telling persuasive stories

Program(s) Highlights

Participants will leave the program(s) having developed the visualisation skills that will stay and will create immediate value to their daily job profile.

You will feel inspired from the first moment as visual analytics is fun to explore and will build momentum as you experiment with more tools. You shall be excited, inspired and challenged to find out ways to visualise better.

MDP-1 Topics to be Covered

**Data Visualization Using Tableau
March 11 & 12 , 2022**

Content:
- What is Business Intelligence (BI)
- Traditional BI tools vs Modern /Self Service BI Tools
- Concept of Data Visualisation
- Why Data Visualisation?
- Introduction to Visual Analytics
- Data Visualisation vs Visual Analytics
- Introduction to Tableau
- Different Products of Tableau
- Tableau Architecture
- Dimensions and Measures in Tableau
- Data Types in Tableau
- Creating Interactive visuals in the form of Charts, Graphs and Maps (Basic)
- Creating customized Visuals
- Applying different filters
- Introduction- Parameters/ Sets/ Calculated fields
- Groups/ Hierarchies
- Creating Interactive Dashboards
- Tips and tricks to create attractive and powerful dashboards
- Creating interactive and interesting stories using simple tips.

MDP-2 Topics to be Covered

Data Visualisation Using Microsoft Power BI
March 25 & 26 , 2022

Content:
- Introduction to Visual Analytics
- Introduction to Microsoft Power BI
- Why Microsoft Power BI?
- Products- Power BI
- MS Power BI Architecture
- Connecting to Data
- Creating basic visuals in the form of Charts and Graphs and Maps
- Deciding the right visuals for effective insights basis the type of data and question
- Applying different filters in MS Power BI
- Creating Interactive Reports/ Dashboards
- Tips and tricks to create attractive and powerful dashboards and coming up with interesting stories.

Pedagogy

- Interactive Lectures and Demonstrations
- Hands on Practical Training using Tableau Desktop and Power BI Desktop
- Exercises and Assignments

Who Should Attend?

The Program is designed for:

- Executives, Managers at various level and in different domains who are data enthusiasts and are involved in some kind of data handing/ processing and reporting activities.

- Researchers and Data Analysts responsible to massage their facts based insights with the most effective visuals

- Decision makers in different departments of Private/ Public sector Companies at Mid/ Senior Level.

- Academicians/ Research Scholars from Management and Social Science domain interested in up skilling themselves on data visualisation tools for effective presentation.

Participation Fee

MDP 1:
Corporate: INR 1500+18%GST
Academician/Research Scholars : INR 1000+18%GST

MDP 2:
Corporate: INR 1500+18%GST
Academician/Research Scholars: INR 1000+18%GST

MDP 1 & 2 (Joint Registration)
Corporate: INR 2000+18%GST
Academician/ Research Scholars: INR 1500+18%GST

Mode of Payment

NEFT/ RTGS/ Online Payment is accepted for submission of Registration Fees.

Bank Details:
Account Name: INDIAN EDUCATION SOCIETY- 1
Account Number: 30207291479
Name of the Bank: Greater Bombay Co.Op. Bank Ltd.
Branch Name: Bandra Reclamation
IFSC Code: GBCB0000018
Type of Account: Saving Account

Registration Guidelines

Registration Deadline for MDP(s):
On or Before : March 8 , 2022

- All participants are requested to register for the MDP(s) (MDP1 or MDP2 or Both), by filling the registration form after the payment has been successfully completed.

- The participants are requested to email the screen shot of payment details to **mcrc.accounts@ies.edu/iesmcrc.mdp@ies.edu**

- Looking at the interactive nature of the MDP's , only first 20 registrations would be considered for the Program. So hurry up and secure your seat.

E- Certificates will be provided to all Parcipicants

Instructor's Profile
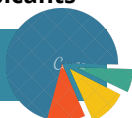
Dr Richa Chaudhary
Ph.D., MBA, EPBA (Business Analytics- IIM Calcutta), PGDTDP, B.Sc. Honors (Mathematics)
Associate Professor: Marketing Research/ Business Analytics

Dr Richa Chaudhary is Associate Professor at IES MCRC, Mumbai, in the area of Marketing Research and Business Analytics with over 15 years of rich teaching experience at Post Graduate Level. Her primary teaching and research interests focus on Marketing Research/ Analytics, Statistics for Analytics, Research Methodology, Operation Research and Consumer Behavior.

She has worked as a recognised Ph.D co-guide in Faculty of Management at Banasthali University, with three Ph.D.'s successfully completed under her guidance and has been working as an Advisory Research and Statistical Consultant for many Ph.D candidates from various B.Schools and Industry Professional across India. She is a reviewer for various International and National Journals. She has over 12 years of research experience with plethora of white papers presented at leading International and National conferences and has published several articles and book chapters with reputed publishers.