



# CERTIFIED DATA VISUALIZATION PROFESSIONAL

Transform complex information into clear,  
meaningful and visually appealing communication.

LIVE ONLINE CERTIFICATION

## 2026 EDITIONS:

- > 05 - 09 APRIL (ARABIC)
- > 20 - 24 APRIL
- > 12 - 16 JULY (ARABIC)
- > 03 - 07 AUGUST
- > 07 - 11 DECEMBER



The KPI Institute is an Accredited Provider of the CPD Standards Office, a Continuing Professional Development global assessor.

## Key business benefits:

- > Successfully work with challenging data sets by using visual representations.
- > Have a clear overall image of your company by creating specific data visualization tools.
- > Gain a competitive edge by identifying and acting faster on emerging trends.
- > Eligible for Executive Program in Strategy & Performance Postgraduate Diploma.



## Over the last years, the team at The KPI Institute:








- > Documented 21,000+ KPIs from 16 functional areas and 25 industries.
- > Reviewed 1,000+ performance reports from 125 countries.
- > Referenced 30,000+ resources as part of the documentation process.

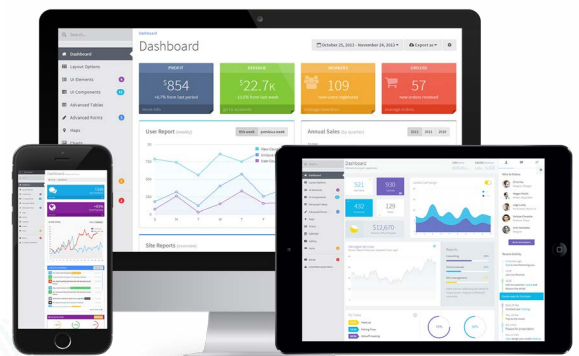


# Course overview



Think Differently.  
Think Visually.

-  **BRANDING**
-  **REPORTS**
-  **GRAPHS**
-  **SOCIAL MEDIA**
-  **INFOGRAPHICS**
-  **VIDEOS**
-  **PRESENTATIONS**
-  **WEBSITES**



The Certified Data Visualization Professional course equips you with essential skills for effective business data visualizations and storytelling. It follows a structured framework that covers key graphical design principles, including the use of fonts, colors, icons, and various chart elements. Additionally, the course provides technical training on building charts, dashboards, and balanced scorecards in Excel and Power BI, along with fundamental concepts in data storytelling.

## + Benefits

- > Receive relevant guidance for developing visual representations in order to discover, understand and communicate information;
- > Create better and more relevant reports by understanding the fundamental concepts in data visualization;
- > Offer intelligible data sets to decision-making parties through creating excellent graphical representations;
- > Improve your performance in presenting data and enhance viewer experience;
- > Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer.

## + Learning objectives

Critique any data visualization based on well-established concepts and assessments	Identify data visualization fundamentals and best practices
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Generate optimal graphs, data presentations, dashboards and BSCs	Apply data reporting principles in business settings
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# Agenda



## Day 1 - 4h

### M1 - Data Visualization Parameters

- > Brief history of data visualization
- > Power of data visualization
- > Aims of data reporting
- > Data visualization software
- > Course outline overview

### M2 - Data Collection and Preparation

- > Data visualization process
- > Methods of data collection
- > Sources of data
- > Data quality

### M3 - Visual Communication Channels

- > Spreadsheets
- > Charts
- > Dashboards and SSBI systems
- > BSCs
- > Data stories
- > Data presentations

## Day 4 - 4h

### M8 - Reporting II: Creating Dashboards using Excel and Power BI

- > Creating Excel dashboards
- > Introduction to Power BI
- > Connecting data to Power BI
- > Creating charts in Power BI
- > Formatting charts in Power BI
- > Adding interactivity in Power BI
- > Power BI dashboard publishing options

## Day 2 - 4h

### M4 - Visualization Structure

- > Grid
- > Layout and diagrams
- > Applying knowledge: Choosing necessary chart components
- > Learning by example: Structure

### M5 - Visualization Format

- > Typography
- > Applying knowledge: Typography and Iconography in Data Visualization
- > Learning by example: Format

### M6 - Visualization Express

- > Color theory
- > Color psychology
- > Applying knowledge: Colors in data visualization
- > Learning by example: Express

## Day 4 - 4h

### M9- Reporting III: Creating Scorecards using Excel

- > Building scorecard structure
- > Formatting scorecard
- > Populating scorecard data
- > Resizing canvas size

## Day 3 - 4h

### M7 - Reporting I: Creating Pivot Charts Using MS Excel

- > Reporting principles
- > Introduction to pivot tables and pivot charts
- > Visualizing data overtime
- > Visualizing data for comparison
- > Chart types
- > Visualizing part of a whole
- > Other useful visualizations
- > Visualizing geographical data
- > Saving charts as images

## Day 5 - 4h

### M10 -Reporting IV: Data Presentations and Data Storytelling

- > Why Storytelling Matters in Data Communication
- > Overview of Freytag's Pyramid
- > The Data Storytelling Arc – Brent Dykes
- > Breaking Down the Four Stages
- > Best Practices for Business Impact
- > Common Pitfalls to Avoid

### M11 - Visualization Assessment

- > Data visualization within teams
- > Chart assessment
- > Dashboard assessment
- > BSC assessment

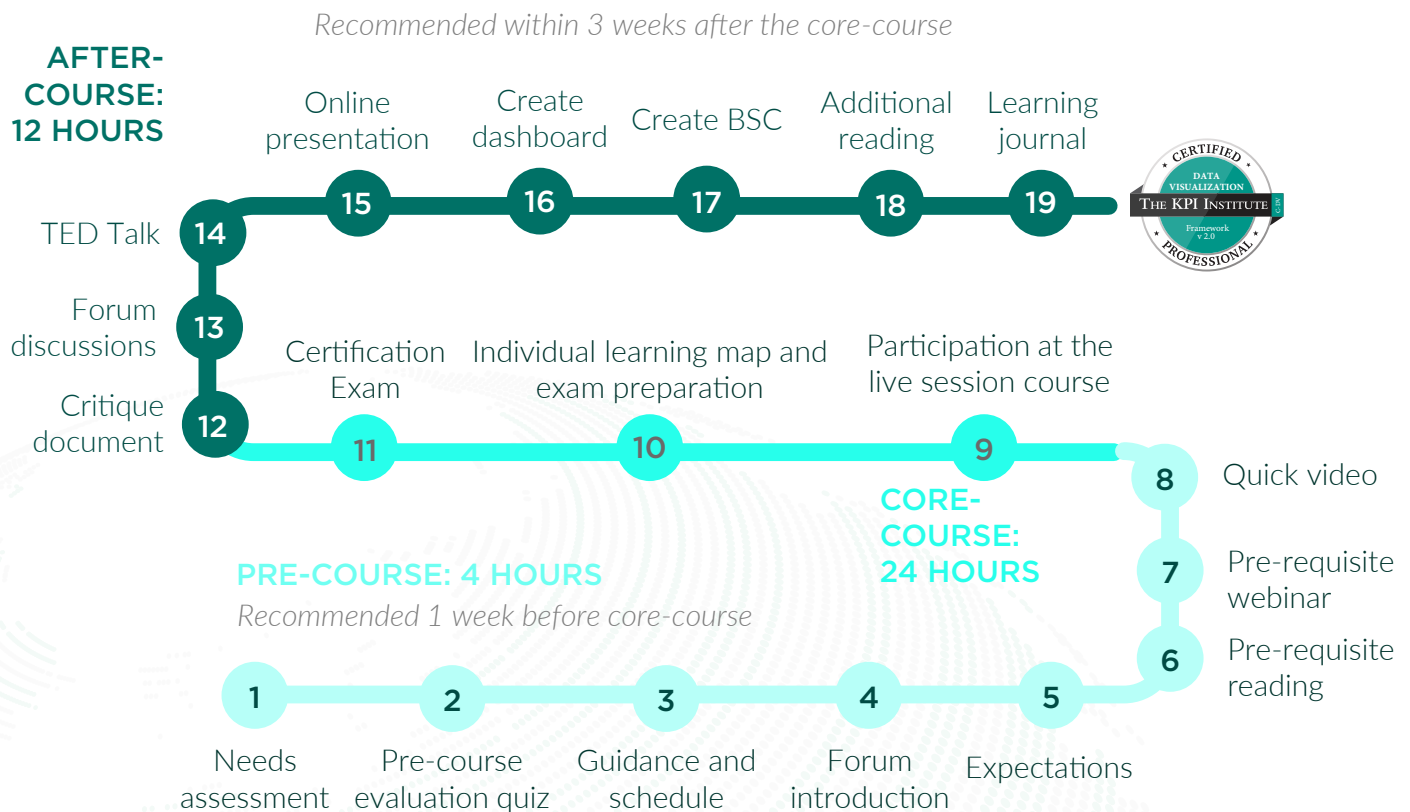
### Review and Q&A

- > > Course review
- > > Q&A

# Certification Process



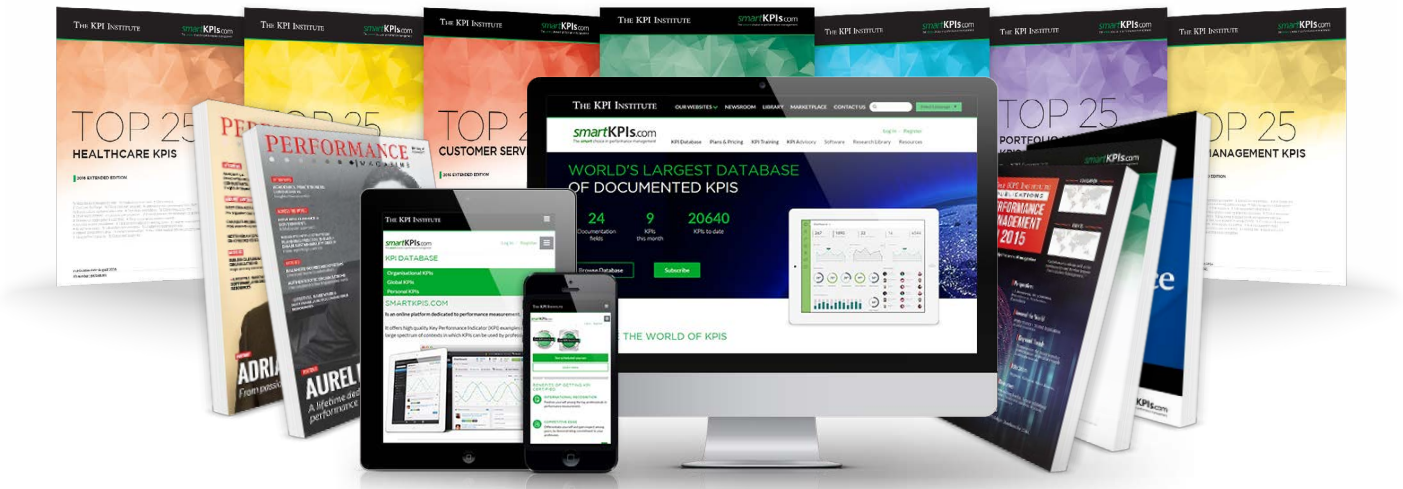
## Learning Objectives



The certification process is finalized only when you complete all of the 3 stages of the learning experience. You will receive:

- > Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;
- > Certificate of Attendance (soft copy): after participating at the 5 days of live session course;
- > Certified Professional diploma (soft copy): after you have successfully completed all of the 3 stages of the learning experience and the full payment was received by contractor;
- > CPD Certificate of Attendance (soft copy): once successfully obtained the Professional status.

# Educational resources



## Course materials

- › Course Slides;
- › Course notes;
- › Course quiz;
- › The KPI Infographic.

## The qualitative reports

- › Performance Management in 2012 – 2018.

## Catalogues

- › Scorecards;
- › Dashboards;
- › Graphs in practice.

## Videos

- › 11 videos dedicated to Performance Management .

## Fact Sheets

- › Tools for Data Visualization;
- › Historical Milestone;
- › Selected Data Visualization articles.

## Webinars

- › Free access to all Performance Management webinars series to date.

## Performance Management Toolkit

- › Templates: Desired State of Evolution, Strategy Map, Performance Scorecard, Performance Dashboard, Performance Healthogram, Performance Maturity Model, Initiatives Portfolio, Performance Management System Architecture, Monthly Performance Management Process, Employee Scorecard;
- › Manuals: Performance Scorecard guide for administrator, Performance Dashboard guide for administrator;
- › Publications: KPIs for Call Center Dashboard, KPIs for Call Center Scorecard.

## Premium subscription on [smartKPIs.com](http://smartKPIs.com)

- › Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.



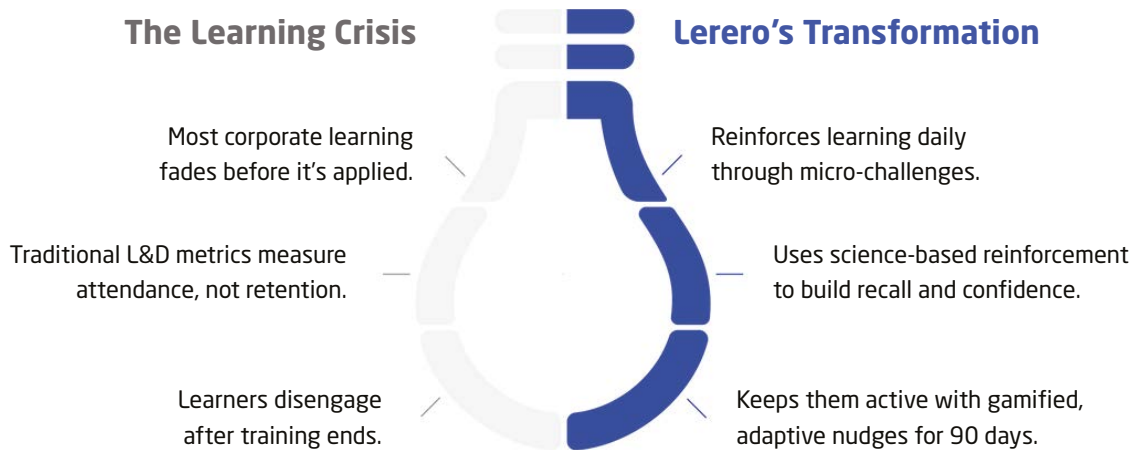
**LERERO**  
Learning Reengineered

# Where Learning Becomes Lasting Knowledge

## The Science of Reinforcement

Most employees forget up to 90% of traditional training within a week (Ebbinghaus Forgetting Curve). Lerero flips the curve, turning training into lasting mastery through gamification, repetition, and reinforcement. With 90 days of microlearning, knowledge retention can improve by up to 80%.

### The Problem → The Transformation



### The 90-Day Reinforcement Championship

Most training stops at completion. The Lerero Learning Reinforcement Championship (LLRC) keeps learning alive for 90 days through micro-challenges, nudges, and leaderboards by turning completion into competence.

- Daily Micro-Challenges
- Leaderboards & Streaks
- Badges & Rewards
- Real-Time Analytics

Ready to Reinvent Learning?

**Book a Demo**

Contact us:  
sales@lerero.com

Visit us:  
www.lerero.com

# Faculty



The KPI Institute retains the authority to designate facilitators for each training course based on business requirements. The TKI Faculty continually expands by incorporating subject matter experts and experienced professionals to guarantee an exceptional experience for our trainees. Consequently, the facilitator assigned to the course may undergo changes prior to the actual delivery date.

For information about the appointed facilitator for each session, kindly contact your sales representative or reach out to [office@kpiinstitute.org](mailto:office@kpiinstitute.org).



## Codruta Mare

Data Analytics Consultant  
Expertise: Data Analysis and  
Statistics

# About Executive Education in Strategy and Performance



The Executive Program in Strategy and Performance is the most complex educational program in The KPI Institute's portfolio. It is designed for business leaders who are interested in strengthening their skills in strategic planning, performance measurement, data analysis and reporting, and strategy execution in dynamic markets.

Professionals interested in this program, can enroll to obtain one of the following diplomas:

## Postgraduate Diploma in Strategy and Performance

Recommended for Executives and consultants interested in developing an in-depth understanding and experience in Strategy and Performance Management.

- > 3 semesters (18 months)
- > 6 mandatory courses
- > 2 elective courses
- > 1 final practitioner portfolio (36 assignments)
- > 1 Postgraduate Diploma in Strategy and Performance

## Graduate Certificate in Strategy and Performance

Recommended for professionals interested to explore the basic disciplines related to Strategy and Performance Management.

- > 2 semesters (12 months)
- > 4 courses
- > 1 final practitioner portfolio (20 assignments)
- > 1 Graduate Certificate in Strategy and Performance



*"NOTE: Certified Data Visualization Professional is part of the Postgraduate Executive Education program."*

# Course Fees



Language	Date	Time zone 1	Time zone 2	Standard Fee
English	> 20 - 24 April	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD \$ 1,500
	> 03 - 07 August	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD \$ 1,500
	> 07 - 11 December	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD \$ 1,500
Arabic	> 05 - 09 April	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD \$ 1,500
	> 12 - 16 July	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD \$ 1,500

## Join as a Group

### Customized Live Online Group Training Programs

The KPI Institute is offering Customized Live Online Group Training Programs that provide a perfect blend of research, best-practice and best-in-class instructional design.

Leveraging on our extensive research work, our highly skilled faculty, our expertise in providing customized learning solutions, together with next-generation online technology, our Group learning programs are unique, accessible anytime, anywhere learning experiences that deliver results for employees and the organization.

This fully customized training solution supports organizations of all sizes to provide their employees with development opportunities in an efficient, impactful and cost-effective way.

# Benefits of customized live online sessions



## ▶ Flexibility and convenience

Participants can learn from anywhere and it can be scheduled in consecutive days throughout one week or selected days over 2 or more weeks. Participants can access learning materials from anywhere, anytime convenient for the group.

## ▶ Customized course content

Course content, case studies and exercises will be customized based on the group's industry or selected functional areas, as well as by assessing current needs and competency development requirements.

## ▶ Business continuity

Continuity of work with daily sessions scheduled for a maximum 4 hours to ensure both information assimilation efficiency and work-related task completion.

## ▶ Virtual collaborative learning

Facilitated inter-company learning is enabled, leading to Virtual Teams Cooperation and Communication, with the help of specialized E-Learning technology.

## ▶ Cost effectiveness

An estimated of up to 40% savings compared with traditional face-to-face in-house solutions, due to logistical burdens being waved from both customer and contractor.

Customized Live Online Group Courses	Online Live Format	Content details
Certification	5 Days - 4h/Day	Fully customized certification course
Masterclass	3 Days - 4h/Day	75% of the certification course content, selected based on group requirements
Essentials	2 Days - 4h/Day	50% of the certification course content, selected based on group requirements
Awareness Session	4 h	Selected 1 or 2 sessions from a certification content, depending on the length

Group sizes range from a minimum of 10, to a maximum of 25 participants.

Should you be interested in scheduling a live online Group training course, email us at [office@kpiinstitute.org](mailto:office@kpiinstitute.org) or contact one of the region representatives.

## Online Coaching (up to 4h)

- ▶ One of our consultants and facilitators will be dedicated to help customers individually achieve their business objectives, evaluate current systems or tools and provide feedback on how to improve current strategy, performance measurement and management practices.
- ▶ Our dedicated coaches are industry, capability and functional area experts who guide the participants in addressing their business needs and requirements.
- ▶ They will work closely with attendees and help them address their individual areas of improvement.
- ▶ We can assist in providing coaching on all the topics that we cover through our certification programs detailed in this brochure.

\*Live coaching will be provided via conference call. The session scheduling will be established either via email/conference call for all delegates or individually between each participant and the facilitator.

\*\*Hours to be accessed when required by scheduling as per customer preference and facilitator availability.

Get in touch with us for a customized quotation

# Registration

## 3 ways to register

### Online

marketplace.kpiinstitute.org

### Direct contact

Call us and we will assist you through the registration process.

#### Middle-East Delegate

**Teodora Gorski**

**Managing Director MENA**

**E: teo.gorski@kpiinstitute.com**

**M: +971 55 787 6427**

#### Worldwide Delegate

**Alexandru Muntean**

**Head of Customer Engagement**

**E: alex.muntean@kpiinstitute.com**

**M: +40 747 060 997**

## Registration form

Email us with your registration details

## Payment

### Credit card

Pay by credit card using the online facility.

### Bank transfer

1. Send an email containing your contact details and registration request;
2. An email confirmation containing the tax invoice and bank account details will be sent to you;
3. Proceed with the attendance fee payment by bank transfer;
4. Send through email the proof of the payment transaction completion;
5. A tax receipt together with the registration confirmation will be sent to you via email (after the attendance fee payment is confirmed).

Kindly ensure that your payments reflect the Total Amount of the invoice that will be presented to you. It is your responsibility to cover all bank fees due to Telegraphic / Wire transfer.

## Registration form

By filling your contact data, you agree to receive further information about our events. Your privacy is very important to us. We will not sell, rent or share your personal information under any circumstances.

### Participant details:

Mr.  Mrs.

.....  
First name

.....  
Last name

.....  
Job title

.....  
Email

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Phone

.....  
Organization

.....  
Department

.....  
Date of training course

.....  
Training course

.....  
City

.....  
Country

### Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less \$400 retained for administrative expenditure. The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded. If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

### Term of Agreement

If there are no other standing agreements, this form represents a valid contract between the parties.

I agree to the above terms and conditions.

.....  
Signed

.....  
Date

.....  
Company stamp

The Customer acknowledges and agrees that all materials provided by The KPI Institute, including but not limited to the live presentations, any audio-visual presentations, and the handout materials distributed pre, during and after the training course, shall at all times remain the sole and exclusive property of The KPI Institute. They cannot be made public, and can only used for the purpose of the individual course participant's benefit. In no event shall the Customer use the live presentations, any audio-visual presentations, and/or the handout materials for any other purpose, including but not limited to the offering of any course, training or seminar that in any manner competes with the course or any portion thereof. This provision shall survive the termination or expiration of this Agreement.



## EUROPEAN DIVISION

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## SE ASIA DIVISION

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### KUALA LUMPUR OFFICE

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Kuala Lumpur, Malaysia  
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## HEADQUARTERS

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