

## Data storytelling & Visualization LAB

### SOFTLAB SPA

Softlab S.p.A. is a company listed on the Milan Stock Exchange specializing in Business Advisory, ICT Consulting and Digital Entertainment, activities aimed at supporting decision-making processes, improving business performance, and ensuring the most effective customer experience.

The company's main objective is to optimize business performance through the integration of skills and experience and is structured through a cross industry approach. Designed to offer a unique combination of skills and team-working capabilities, it provides services and consulting in Data Analytics, GRC Audit & Security, Software engineering, BPM & Automation, TLC network management, and Digital sales & marketing.

### LAB DESCRIPTION

In this lab, students will address the theoretical aspects of Data Storytelling and Data Visualization with the goal that by the end of the course students will be able to communicate effectively using graphical forms of data visualization. Choosing the best presentation for the context and audience, through free visualization tools, particularly using tools like Python and Excel.

### MAIN TOPICS

Why visualize.

Data storytelling: how to build effective communication based on Data.

Data Visualization Project: how to approach a Data Visualization Project.

Walkthrough: let's build a dashboard together.

Exercise: make your own dashboard.

Showcase: let's discuss together the dashboards made.

### CALENDAR: 20 hours

2nd April 16.30 -18.30 - 2H University

3rd April 16.30-18.30 - 2H University

9th April 16.30-18.30 - 2H University

10h April 16.30-18.30 - 2H University

16th April 16.30-18.30 - 2H University

17th April 16.30-18.30 - 2H University

23th April 16.30-18.30 - 2H University

24h April 14.30-18.30 – 4H online

30h April 16.30-18.30 – 2H Showcase University

### SKILLS:

Knowledge of Python

Knowledge of Excel