



DATA VISUALISATION



Programme Directors:

Prof. Karthikeyan Balakumar and Prof. Advaita Rajendra



Programme Dates:

November 01 - 03, 2024



Programme Venue:

Online



REGISTER NOW



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INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Dhaulta Kuan, Paonta Sahib, Himachal Pradesh - 173021

OBJECTIVE



The "Data Visualization Online Course" is designed for learners of all levels interested in effectively communicating data insights through visual representations. The course covers the following key areas:

1. **Fundamentals of Data Visualization:** Understanding the importance of data visualization, basic principles, and the psychology of visual perception.
2. **Data Analysis for Visualization:** Techniques for data cleaning, preparation, and analysis using tools like Excel, Python, or R.
3. **Choosing the Right Visuals:** In-depth exploration of different types of charts, graphs, and interactive visuals, and guidance on selecting the most effective format for various data sets.
4. **Design Principles in Data Visualization:** Best practices in design, including color theory, layout, and creating visually appealing and understandable visuals.
5. **Interactive Visualizations and Dashboards:** Creating dynamic and interactive data visualizations using platforms like Tableau or Power BI.
6. **Storytelling with Data:** Techniques for narrating compelling stories with data, aimed at influencing and informing audiences.

WHO MAY ATTEND



This course is perfect for students, professionals, or anyone seeking to enhance their ability to tell stories and make informed decisions using data.

KEY TOPICS

The course includes video lectures, practical exercises, peer interaction, and expert feedback. No prior experience in data visualization is required.

PROGRAMME FEES

- INR 5,000/- plus taxes and surcharges as applicable.

PROGRAMME DETAILS

Duration: November 01 - 03, 2024

Programme Commencement: 10.00 AM on November 01, 2024

Programme Conclusion: 5.00 PM on November 03, 2024

Venue: Online

PROGRAMME DIRECTOR

- **Dr. Karthikeyan Balakumar** is an Assistant Professor specializing in Marketing at IIM Sirmaur. In addition to his teaching role, he serves as the Chairperson for Placements and Career Development. He has a BSc in Physics from Madras Christian College after which he secured a PGDM with a Gold Medal for Academic Proficiency from IIM Tiruchirappalli. After his post graduate studies, he worked in channel sales with TTK Prestige and played an instrumental role in establishing and managing tertiary eye hospitals in Africa as a Senior Operation Manager at Dr. Agarwal's Eye Hospitals. He then pursued a PhD in Marketing from IIM Calcutta where his doctoral research delved into retail channel strategies. In 2020, his team received the Association of Consumer Research-Transformative Consumer Research grant. His publications have been featured in the Journal of Retailing and Consumer Services and the Economic and Political Weekly. Outside the academic sphere, Dr. Balakumar maintains an active online presence, regularly contributing to his personal website, drkb.in. His research interests span retailing, channel, and sales management, and occasionally, he delves into public policy topics.

Dr. Advaita Rajendra is a faculty in the area of Public Policy and Sociology at the Indian Institute of Management Sirmaur, India. She has completed her Ph.D. from the Indian Institute of Management Ahmedabad, India. Her doctoral research focuses on the governance of waste and waste work in India. Her earlier work includes the understanding of gender, caste and how they manifest in skewed sex ratios and in the reproduction of social hierarchies in government run residential schools. Her research interests lie in policy issues at the intersection of labour, social hierarchies, and the environment. Her work has been published in journals like the Indian Journal of Gender Studies, Third World Quarterly, The Sociological Review Magazine and Ideas for India. She can be reached at advaitar@iimsirmarur.ac.in

TERMS AND CONDITIONS

- **Cancellation Policy:** In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.



HOW TO APPLY

- To apply or nominate personnel for the Programme, click on the "Register Now" link in the brochure or visit <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>
- Once the candidature is approved, the sponsoring authority or participant (in case of self-nomination) will receive an email with a Payment Advice requesting the Programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS). After remitting the fees online, please inform the CMDP office of the UTR number or relevant transaction details via email. This will allow us to connect your remittance to your nomination(s).
- Please note that confirmation of participation is subject to receipt of Programme fees by the CMDP office before the commencement of the MDP.

HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Dhaula Kuan, in Himachal Pradesh. The distance of Dhaula Kuan from Jolly Grant Airport Dehradun is 96 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 6 hours and 20 minutes from Delhi Airport to reach Dhaula Kuan. The nearest Railway stations are Yamuna Nagar, Saharanpur, and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

NEAR BY TOURIST DESTINATIONS

- Renuka Lake: Located 31 km away
- Kalesar National Park: Located 38 km away
- Gurudwara Paonta Sahib Ji: Located 21 km
- Mussoorie: Mussoorie is a hill station located 99 km away
- Haridwar: Haridwar is a holy city situated 119 km away



Our correspondence address is as follows:

MDP Office

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Phone: 01704 277367

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For all other details on administrative matters please refer our website www.iimsirmaur.ac.in/mdp/ or e-mail to mdpoffice@iimsirmaur.ac.in