

Data Visualization



Programme Director:

- Prof. Karthikeyan Balakumar
- Prof. Kiran Kumar Paidipati
- Prof. Advaita Rajendra



Programme Dates:

January 25-28, 2023



Programme Venue:

Online



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INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Rampur Ghat Road, Paonta Sahib,
Himachal Pradesh-173025



OBJECTIVES:

The Management Development Programme on Data Visualisation is an immersive course designed to provide managers with the necessary skills and knowledge to leverage the power of data visualization. This programme focuses on the practical application of data visualization techniques, tools, and best practices to enhance business decision making, story telling, and communication.

The following are the key objectives of the Management Development Programme on Data Visualisation:

1. Equip participants with fundamental knowledge of various data visualization tools (e.g. R, Python, Tableau, PowerBI, Excel etc.) and techniques.
2. Teach participants how to translate complex data into easy-to-understand, visualizations.
3. Enhance the ability of managers to make data-driven decisions and improve business outcomes.
4. Develop storytelling skills to effectively communicate data insights to various audiences.



PEDAGOGY:

The programme utilizes a blended learning approach to cater to various learning preferences:

1. Interactive Lectures: Experts will introduce key concepts and theories during these sessions.
2. Hands-on Workshops: Participants will use various data visualization tools and work on real-life data sets.
3. Case Studies: Analysis of successful and failed data visualization efforts will be conducted.
4. Group Discussions: Participants will share their insights, challenges, and solutions with peers.
5. Project: Participants will implement their learning by creating a data visualization project from scratch, presenting their findings and receiving feedback from experts.

The teaching approach of the programme is designed to be highly interactive and practical, enabling participants to immediately apply the learned concepts to their work. R code, slides, and other reading material will be provided by IIM Sirmaur.



WHO MAY ATTEND:

This course is designed for mid to senior-level managers, executives, and professionals who handle or are interested in handling data analytics, business intelligence, or strategic management. This includes:

- Business Analysts and Data Analysts
- Strategic Planners
- Marketing, Sales, and Operation Managers
- IT Managers
- Project Managers
- Content writers
- Consultants
- Journalists
- Media Personnel



KEY TOPICS:

Introduction to Data Visualisation:

- The Importance of Data Visualisation in Business
- Different Types of Data Visualisations

Data Visualisation Tools:

- An Overview of Common Tools (Tableau, PowerBI, Excel, etc.)
- Hands-on Exercises with R

Principles of Effective Data Visualisation:

- Choosing the Right Type of Visualisation for different types of data
- Grammar of Graphics - Design Principles for Effective Visuals

Storytelling with Data:

- Building a Narrative Around Data
- Techniques for Persuasive Presentations

Data Visualisation for Decision Making:

- Incorporating Data Visualisation in Business Strategy
 - Case Studies of Data-Driven Decisions
- Automating Data Visualisations based on dynamic data:
- Incorporating data visualizations on dynamic data

Ethics in Data Visualisation:

- Avoiding Misleading Representations
- Privacy and Data Governance

Project:

- Create a Full Data Visualisation Project from Scratch (based on data of participant's choice)

PROGRAMME DETAILS

- **Duration** : January 25-28,2024
- **Programme Commencement** : 10:00 AM on January 25,2024
- **Programme Conclusion** : 5:00 PM on January 28, 2024
- **Venue** : Online



PROGRAMME DIRECTORS:

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. Kiran Kumar Paidipati is working as an Assistant Professor in the Area of Decision Sciences at IIM Sirmaur. Prior to this, he served as an Assistant Professor in the Department of Statistics, Lady Shri Ram College for Women, University of Delhi, New Delhi. He also worked as a UGC Post-Doctoral Fellow in the Department of Statistics, Pondicherry University, Puducherry. As an academician, he had more than ten years of teaching and research experience. Dr. Paidipati completed his Ph.D. in Statistics from Pondicherry University and M. Sc. Statistics from Sri Venkateswara University, Tirupati. His research areas include Stochastic Modeling, Operations Research, and Data Science. The applications of his research work confine to measure the glucose and insulin levels through Stochastic Models, Agricultural Resource Management, and Diet Management of Diabetes through Optimization Models. He is now working for the proposed international collaborations with France and the BRICS countries. He published several research papers and book/book chapters at National/International levels.

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@iimsirmaur.ac.in



IIM Sirmaur Proposed Campus



IIM Sirmaur MDP Experience

TERMS & CONDITIONS

- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, the fees is proposed to be adjusted in future programmes.

PROGRAMME FEES

- **Executive and Others:** INR 4,999/- plus taxes and surcharges as applicable
- **Students:** INR 2,499/- plus taxes and surcharges as applicable

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.



Our correspondence address is as follows:

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**For all other details on administrative matters please refer our website
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