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COURSE BROCHURE

Infographic Data Analysis and Visual Reporting Training Course

19 – 23 April 2027
Dar es Salaam

Infographic Data Analysis and Visual Reporting Training Course

Ref: 3011_114178 **Date:** 19 – 23 April 2027 **Location:** Dar es Salaam **Fees:** 7900 GBP

Infographic Data Analysis and Visual Reporting is a 1-week training course for analysts, report writers and communications officers who must turn analysed figures into an infographic report pack that managers read and act on. Organisations now publish more numbers than leaders can absorb, so a single well-structured visual page often decides whether a finding is noticed or ignored. Jupiter Prime Training runs this course for people who shape how evidence reaches decision makers.

Why Infographic Data Analysis and Visual Reporting Matters Now

Three forces shape infographic reporting today. Executives scan reports on phones, so a message must land within seconds. Organisations face pressure to explain performance openly to staff, investors and citizens. Analytical teams produce more output than ever, making selection harder than calculation. Handled well, this brings faster decisions and fewer misreadings; handled badly, it buries the key finding and erodes trust. The course rests on principles of visual perception, information hierarchy and plain-language writing.

Who Gains Most from Infographic Data Analysis and Visual Reporting

- Analysts responsible for summarising survey, operational or financial results for management packs
- Report writers who assemble periodic performance and progress reports
- Communications officers who publish findings to staff, partners or the public
- Planning and performance staff who track indicators and explain movements
- Project coordinators who present status and outcome evidence to sponsors

A reporting unit gains most when its analyst, writer and communications lead attend together and leave with one shared visual style.

Infographic Data Analysis and Visual Reporting Capabilities

Participants move from a spreadsheet of findings to a page whose headline, visual hierarchy and annotation steer the reader to the right conclusion.

- Distil a set of analysed results into one headline message and three supporting points — the manager who must decide
- Select the visual encoding that matches each comparison, trend or share — the accuracy of the reader's judgement
- Design a grid-based infographic layout with a clear reading path — busy executives scanning on small screens
- Apply colour, icons and typography consistently with a house style — the organisation's credibility with external audiences
- Write annotation, captions and source notes that prevent misreading — auditors and sceptical readers
- Build an infographic report pack with a cover page, detail pages and a summary sheet — the next management meeting

Key Infographic Data Analysis and Visual Reporting Terms

- Infographic — one visual page combining numbers, short text, icons and charts to explain one finding.
- Visual hierarchy — ordering size, colour and position so the reader sees the key element first.
- Data-ink ratio — the share of a graphic's marks that carry information rather than decoration.
- Pictogram — a chart that counts quantities with repeated icons.
- Annotation — short text on a graphic pointing out a peak, gap or target.
- Report pack — linked summary and detail pages prepared for one audience and decision.

Infographic Data Analysis and Visual Reporting Day by Day

Day 1: Audience, Message and Evidence

- Audience Profiling Grid — What Each Reader Group Needs To Decide
- Headline Message Drafting — Choosing The One Finding Worth Publishing
- Evidence Selection Matrix — Which Figures Support Or Distract From The Message
- Summary Statistics For Reporting — Averages, Ranges And Shares Readers Trust
- Infographic Purpose Statement — Informing, Persuading Or Monitoring Performance

Day 2: Visual Encoding and Perception

- Pre-Attentive Attributes — Using Position, Length And Colour To Draw Attention
- Comparison, Trend And Composition Charts — Matching Shape To Question
- Pictograms And Icon Arrays — Making Counts Concrete For Public Readers
- Maps And Spatial Displays — When Location Adds Meaning To Figures
- Misleading Graphic Patterns — Truncated Axes, Distorted Areas And Clutter

Day 3: Layout, Colour and Typography

- Grid And Module Layouts — Building A Predictable Reading Path
- Visual Hierarchy Scale — Sizing Headline, Key Figure And Detail
- Colour Palette Rules — Accessible Contrast And Meaningful Highlight Colour
- Typography For Numbers — Font Weight, Alignment And Number Formatting
- House Style Sheet — Consistent Icons, Colours And Labels Across Reports

Day 4: Narrative, Annotation and Review

- Visual Narrative Sequence — Context, Finding, Implication And Next Step
- Annotation And Caption Writing — Pointing Readers To The Insight
- Source Notes And Data Caveats — Protecting Credibility With Sceptical Readers
- Peer Review Checklist — Accuracy, Clarity And Accessibility Before Publication
- Print, Screen And Mobile Versions — Adapting One Story To Each Channel

Day 5: Practising the Infographic Report Pack

- Message And Evidence Brief — Applying Audience Profiling To A Live Dataset
- Draft Infographic Page — Applying Encoding And Layout Choices Together
- Annotated Revision Round — Applying The Peer Review Checklist
- Management Presentation Rehearsal — Walking Leaders Through The Visual Story
- Infographic Report Pack Assembly — Cover, Detail Pages And Summary Sheet

Applying Infographic Data Analysis and Visual Reporting After the Course

- Rework the next periodic management report into a summary infographic using the headline drafting and evidence selection matrix.
- Agree a house style sheet for charts, icons and colours with colleagues and apply it to every published figure for one month.

Infographic Data Analysis and Visual Reporting Questions FAQ

What is infographic data analysis and visual reporting, and why does it matter now?

It is the craft of turning analysed figures into visual pages readers grasp quickly. It matters because leaders receive more numbers than they can read.

Which roles gain most from infographic data analysis and visual reporting?

Analysts, report writers and communications officers gain most, especially where analysis and publication sit with different people who need one shared approach.

How does an infographic data analysis and visual reporting course differ from a dashboard course?

It focuses on static, story-led pages rather than interactive tools. A dashboard course teaches filters and live monitoring; this one teaches message selection, layout and annotation.

What do you bring back from infographic data analysis and visual reporting training?

You bring back a finished report pack built on your own data, with a house style sheet and a review checklist colleagues can reuse.

Infographic Data Analysis and Visual Reporting: The Way Forward

The infographic report pack is the first output to put to use. It informs the next management meeting, where leaders decide which finding deserves action, and serves analysts, writers and communications staff alike. After its first release, revisit the audience profile: reader feedback on what was missed shows where the visual hierarchy needs sharper emphasis.