PRIMAX FOUNDATION

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Bengaluru, Karnataka, India

In Association with

SOUNDARYA INSTITUTE OF MANAGEMENT & SCIENCE

(Affiliated to Bangalore University, Recognized by Govt. of Karnataka)
Soundaryanagar, Sidedahalli, Bengaluru, Karnataka, India

Organizing

5 DAY VIRTUAL FACULTY DEVELOPMENT PROGRAM

ON

DATA VISUALIZATION TOOLS (GOOGLE DATA STUDIO, TABLEAU, POWERBI) FOR ACADEMICIANS, RESEARCHERS AND STUDENTS

For Registration

✔ CLICK ME

Registration Fee
Rs. 900/-

22nd to 26th July | 2024

Time: 6.00 PM to 8.00 PM

About Primax Foundation, India

Primax Foundation (Reg. No JNR-211-2015-16), Established in 2015 is a registered non-profit organization located in Bengaluru, Karnataka, India. Committed to social development, it offers high-quality educational and professional development opportunities through workshops, conferences, seminars, and training programs. These programs encompass journal publications, faculty development, management development, educational and skill development initiatives, and research activities. As an emerging training and development center, Primax Foundation provides both on-campus and off-campus programs, empowering students, research scholars, and faculty members with the knowledge and skills needed for academic and professional success.

About Soundarya Institute of Management & Science, Bengaluru

Soundarya Institute of Management and Science (SIMS) is a trusted name in the education ecosystem in commerce, management, science, computer science and journalism education. Blissfully located at the edge of Bengaluru city, the institution shines among its counterparts situated around with educational and professional fruition of its candidates. The unique, multicultural learning environment at Soundarya Institute of Management and Science is available to both students and professors. It was founded in the year 2007 with 92 students and has expanded from a small community to a significant scale that is educating and empowering over 1500 students on campus in less than two decades. The system utilizes a cutting-edge methodology and works to meet the standards of contemporary education.

About the FDP

This proposal outlines a Faculty Development Program (FDP) designed to equip academicians, students, and researchers with the skills and knowledge to create impactful data visualizations. In today's research environment, effectively communicating complex information is essential, and data visualization tools offer a powerful way to achieve this.

Program Objectives

- Equip participants with proficiency in popular data visualization tools (Google Data Studio, Tableau, PowerBI).
- Foster an understanding of best practices for creating clear, informative, and aesthetically pleasing data visualization dashboard.
- Develop skills for tailoring data visualizations to specific audiences and publication requirements.

Program Benefits

- Enhanced communication of research findings.
- Improved ability to create impactful presentations, publications, and grant proposals.
- Deeper understanding and interpretation of complex data.
- Increased competitiveness in the data-driven academic landscape.

Program Outcomes

This FDP offers faculty, students, and researchers a valuable opportunity to develop essential data visualization skills. By enhancing their ability to communicate research effectively, participants will contribute to the success of our academic community. We strongly recommend your approval for this program.

Target Audience: Faculty, Researcher and Student (UG & PG)

PROGRAM CONTENT

Day 1: Introduction to Data Visualization

- Importance and benefits of data visualization
- Principles of effective visual communication
- Choosing the right chart type for your data
- Importing and manipulating data in chosen software
- Data cleaning techniques for accurate visualization

Day 2: Exploring Popular Data Visualization Tools – Google Data Studio
(Hands-on sessions with chosen software)

- Creating basic charts and graphs
- Customization options for clarity and aesthetic
- Interactive data visualization features

Day 3 & 4: Advanced Techniques and Storytelling – Tableau & Power BI

- Visualizing complex data sets (e.g., time series, geographical data)
- Creating infographics and interactive dashboards
- Storytelling with data visualizations for presentations and publications

Day 5: Best Practices and Ethical Considerations

- Accessibility and color theory for inclusive visualizations
- Avoiding common data visualization mistakes
- Data attribution and ethical considerations

Dr. Aishwarya N is an Assistant Professor in the School of Business and Management at CHRIST (Deemed-to-be University), Bangalore, with over ten years of teaching experience. She leverages a combined expertise in engineering and management from her B.Tech in information technology and MBA, M.Phil, and Ph.D in management. She has Analytics and Information Technology expertise and conducts training programs and workshops on Artificial Intelligence for Business leaders, Machine Learning, Data Visualization Tools, and Soft Skills. Dr. Aishwarya has a prolific research record, with over 12 papers in Scopus and Web of Science and more than 15 papers in UGC-indexed journals. She actively presents at conferences and has authored five books on diverse topics like Submarine cables, cybersecurity, and Competency mapping for software professionals. Dr. Aishwarya's dedication to education extends beyond the classroom. She was crucial in developing a MOOC (Massive Open Online Course) for NPTEL-MHRD. She is associated with AICTE on the Student Skill Enhancement Project to foster practical skills in undergraduate students.

Dr. Aarthy Chellasamy is an Assistant Professor with 9 years of teaching experience in School of Business and Management Christ (Deemed to be) University, and PES University, Bangalore, India. She has completed her bachelor's in Engineering from Avinashi Lingam University, Coimbatore, Masters in International Business Management and PhD in Technology Marketing from Anna University. Her teaching interests are in the area of Management Information System, Business Analytics, Consumer Behavior in Digital age, Operations Management. She has published more than 70 research papers to her credit in National and International Publishers including Emerald, Taylor & Francis and Springer. She has also presented papers in many national and international conferences to her credit. She has completed two Consultancy Projects for CTS & CDT and Salem Periyar University under the Theme "Tech for All" and "Soft Skill Development" respectively. She has conducted workshops on Publication Ethics, Excel, and AI tools to her credit. Her field of research include Information Technology Implementation & it's usage, Consumer Behavior in digital age.

Key Information

- Duration : **5 days (22-07-2024 to 26-07-2024)**
- Timings : **6 PM to 8 PM**
- Registration fees : **Rs.900** for participants from India and 50 US $ for participants from outside India
- Only 50 seats are available, therefore registration shall be made on first come first serve basis.
- Recorded session link will be provided (Only View Option Max. Five Days)
- All participants will receive 'e-Certificate of Participation' after successful completion of the program
- Trial version of GOOGLE DATA STUDIO, TABLEAU, POWERBI software will be provided to the registered participants

CHIEF PATRONS

Mr. Soundarya P Manjappa
Chairman, Soundarya Educational Trust
Bengaluru, Karnataka

Mr. Keerthan Kumar
C.E.O, Soundarya Educational Trust
Bengaluru, Karnataka

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