



FMM INSTITUTE

(C10626805080/ 199901000527/ 475427-W)

Centre for Professional Development



DATA VISUALIZATION & DATA STORYTELLING MASTERING CHARTS IN EXCEL

INTRODUCTION

This program teaches participants how to transform data into compelling visual stories using effective charting techniques, modern visualization principles, and dynamic Excel features. Instead of simply "creating charts," participants learn how to design visuals that highlight trends, explain performance, compare results, and drive decisions. The course emphasizes storytelling structure, clean design, and practical, real-world reporting methods used in management presentations and dashboards.

ADMINISTRATIVE DETAILS

Date : **May 4 - 5, 2026**
(Monday-Tuesday)

Time : **2 Days (9:00 am - 5:00 pm)**

Venue : **FMM Institute, Johor Branch**
No. 1 & 3, Jalan Kencana Mas 1/1,
Tebrau Business Park III,
81100 Johor Bahru, Johor

Fees : **RM 1,215.00 (FMM Member)**
RM 1,350.00 (Non member)
The fee inclusive Service Tax at 8%
(SST No: W10-1901-32000105)

Closing Date : **April 20, 2026 (Monday)**

Training Provider : **FMM Institute Johor**
MYCOID: 475427W_JOHOR

**ALL PARTICIPANTS ARE REQUIRED TO
BRING LAPTOP FOR PRACTICAL SESSION**

All cancellations must be made in writing. There will be no charge for cancellation received 7 or more working days before the start of the programme. Cancellation received 5 working days before the start of the programme is subjected to a cancellation fee of 50% of the course fees. Cancellation received 3 working days and below before the start of the programme is subjected to cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.



COURSE CONTENTS

1. Introduction to Data Storytelling & Visualization

- Why Data Storytelling matters
- Showing data vs communicating insights
- How people perceive visuals (Gestalt, attention, color psychology)
- Key audience questions before creating a chart
- Data Storytelling Framework (Setup → Insight → Action)

2. Chart Foundations: Understanding Visual Components

- Chart anatomy and components
- Choosing the correct chart type
- Visual hierarchy and decluttering
- Color strategy for business charts
- Layout rules for management reporting

3. Data Preparation Techniques

- Structuring data for chart engines
- Using Excel Tables for auto-updating charts
- Cleaning and shaping data for analysis
- Helper columns for insights (variance, YoY, bins)
- Data selection techniques

4. Core Chart Types & When to Use Them

- Comparisons: Column, Bar, Stacked
- Trends: Line charts, moving averages, trendlines
- Distribution: Histogram, Box & Whisker
- Part-to-Whole: Donut, Treemap, Sunburst
- Relationship: Scatter, Bubble
- Business charts: Waterfall, Funnel, Radar, Stock
- Geospatial charts and maps

5. Advanced Chart Techniques

- Combination charts
- Slope charts, dot plots, dumbbell charts
- Lollipop charts
- Error bars for variability or target ranges
- Custom number formatting
- Using formulas (OFFSET, INDEX, FILTER) for dynamic charts





COURSE CONTENTS

6. Dynamic & Interactive Charts

- Charts with Dropdowns, Slicers, Timelines
- Scrollable charts
- Named ranges for flexibility
- Dynamically highlighting values
- Form controls for chart interactivity
- Auto-updating dashboard visuals

7. Sparklines & Mini Visuals

- Trend sparklines
- Data bars
- Icon sets
- Combining sparklines + KPIs

8. Visual Storytelling Techniques

- Insight-first titles
- Annotations and callouts
- Before & After chart design
- Decluttering techniques
- Creating visual storyboards

9. Dashboard Principles & Integration

- Visual consistency rules
- Using alignment grids
- Combining visuals into a narrative
- Reusable dashboard components
- Refresh strategy for reports

10. Chart vs PivotChart

- Strengths and limitations
- Best use cases
- Tips to reduce clutter
- Designing PivotCharts for dashboards

11. Data Visualization Best Practices

- Choosing the right chart
- Avoiding 3D and distracting elements
- Using color intentionally
- Designing for clarity and accessibility
- Formats for print vs screen





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DATA VISUALIZATION & DATA STORYTELLING - MASTERING CHARTS IN EXCEL

MAY 4 - 5 , 2026 | VENUE: FMM INSTITUTE, JOHOR BRANCH

FMM Institute (475427-W)

Puan Sabrina / Pn. Astri / Pn. Ain

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Tel: 07-357 7613 / 14 / 15 / 16 Fax: 07-357 7618

Please tick accordingly:

- Fees: **FMM Member: RM 1,215.00/pax**
(inclusive of 8% Service Tax (SST No: W10-1901-32000105))
- Non Member: RM 1,350.00/pax**
(inclusive of 8% Service Tax (SST No: W10-1901-32000105))

Dear Sir/Madam,

Please register the following participant (s) for the above programme:

(To be completed in BLOCK LETTERS)

1.Name:	IC No:	Nationality:
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Designation:	Email:	Mobile No.:
-----	-----	-----
2.Name:	IC No:	Nationality:
-----	-----	-----
Designation:	Email:	Mobile No.:
-----	-----	-----

(if space is insufficient, please attach a separate list)

Disclaimer

Registration is on a first-come first-served basis. All cancellations must be made in writing. There will be no charge for cancellation received 7 or more working days before the start of the webinar. **Cancellation received 5 working days** before the start of the webinar is **subject to a cancellation fee of 50%** of the webinar fees. **Cancellation received 3 working days and below** before the start of the webinar is **subject to a cancellation fee of 100%** of the webinar fees. **If the participant fails to attend the programme, the full webinar fees are payable.** However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to change the speaker, reschedule or cancel the webinar and all efforts will be taken to inform participants of the changes.

We hereby confirmed that (please tick accordingly):

We will be claiming under **HRD CORP CLAIMABLE COURSES** and full payment would made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances.

I (self-sponsor) / We will **NOT BE CLAIMING under HRD CORP CLAIMABLE**. Payment will be made to the account payee **FMM Institute** by cheque or bank transfer to **Maybank Account No. 501280056601**.

Tin No. : C10626805080

BRO No. : 475427-W

SST No. : W10-1901-32000105

Submitted by:

Name: _____ Email: _____

Designation: _____ Tel No: _____ Moblie No: _____

Company: _____ Address: _____

Tin No. : (Company Tax Number) _____ Business Registration No. (New/Old) _____ SST No (If Applicable): _____

Company Stamp & Signature: _____ Date: _____