# Data Visualization

All business units, and companies large and small, are using data to improve operations and financial performance. Data science allows companies to make data-driven decisions in marketing, sales, finance, purchasing and more. Through a progression of courses at CCM, you can earn a Certificate in Data Visualization.

## Data Visualization Certificate Program

The CCM Certificate in Data Visualization provides participants with an understanding of a visualization tool which presents large amounts of complex data in an easy to understand format. Visualizing data in the context of charts and graphs makes it easier to identify correlations, patterns, trends or areas that need improvement. Individuals will be prepared to take the Tableau Desktop Specialist certification exam. To obtain your data visualization certificate, you must take the following courses:

| Course Code | Course Title | CEUs |
|---|---|---|
| CPC-651E | Tableau I | 1.6 |
| CPC-652E | Tableau II | 1.6 |

For information on current course offerings and how to register, please go to our website (https://www.ccm.edu/workforce-development/).

## Courses

**Tableau I**

This course is a fundamental building block as part of CCM's Data Visualization Certificate Program. This course provides a deep dive into the fundamentals of Tableau and the principles of effective data visualization. Designed for students eager to master the fundamentals of data analysis and storytelling, this course challenges participants to think critically about data structure, the analytics and insights development process, and user centric design to drive outcomes inside an organization. Through hands-on projects, case studies, and real-world datasets, students will develop the ability to create compelling visualizations that inform decision-making. CPC-651E.

**Tableau II**

This course serves as a critical next step in CCM's Data Visualization Certificate Program. Build on the foundational skills learned in Tableau I and learn the practical application of advanced Tableau techniques in a simulated business environment. Students will collaborate with peers acting as business stakeholders to gather user requirements, develop a strategic roadmap, and create a polished, functional dashboard. Key topics covered include advanced Tableau techniques such as Level of Detail (LOD) calculations, string functions, and advanced data visualization principles for designing clear, impactful dashboards. Additionally, students will learn how to refine the aesthetics of their visualizations to enhance user experience and communicate insights effectively. Present your work in a professional setting, by building a personal Tableau portfolio, and discuss strategies for using your skills in the job market. This includes tips for job searching, interview preparation, and showcasing your data visualization expertise. CPC-652E.