Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

BUSINESS INTELLIGENCE

UX/UI for Business Intelligence Dashboards Training Course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
10 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 23, 2026

Academic & Professional Training Year: 2026

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UX/UI for Business Intelligence Dashboards Training Course

Business Intelligence • 10 Days Intensive • Accredited Certification

Course Overview

UX/UI for Business Intelligence Dashboards Training Course equips participants with practical skills to design intuitive, visually appealing, and highly functional BI dashboards that align with business goals.

Key Skills & Software Tools Covered

MS Word • Tableau • Power BI • and Qlik Sense

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
6 Apr 2026 – 17 Apr 2026	Nairobi	Classroom / 10d	**$3,000 USD / KES 220,000**
6 Apr 2026 – 17 Apr 2026	Kigali	Classroom / 10d	**$6,000 USD / KES 220,000**
6 Apr 2026 – 17 Apr 2026	Dubai	Classroom / 10d	**$10,000 USD / KES 220,000**
6 Apr 2026 – 17 Apr 2026	Cape Town	Classroom / 10d	**$9,000 USD / KES 220,000**
6 Apr 2026 – 17 Apr 2026	Addis Ababa	Classroom / 10d	**$6,000 USD / KES 220,000**
6 Apr 2026 – 17 Apr 2026	Singapore	Classroom / 10d	**$10,000 USD / KES 220,000**
6 Apr 2026 – 17 Apr 2026	Istanbul	Classroom / 10d	**$10,000 USD / KES 220,000**
6 Apr 2026 – 17 Apr 2026	Bangkok	Classroom / 10d	**$10,000 USD / KES 220,000**
6 Apr 2026 – 17 Apr 2026	Accra	Classroom / 10d	**$8,000 USD / KES 220,000**
20 Apr 2026 – 1 May 2026	Nairobi	Classroom / 10d	**$3,000 USD / KES 220,000**
20 Apr 2026 – 1 May 2026	Kigali	Classroom / 10d	**$6,000 USD / KES 220,000**
20 Apr 2026 – 1 May 2026	Dubai	Classroom / 10d	**$10,000 USD / KES 220,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

UX/UI for Business Intelligence Dashboards Training Course

Introduction

User Experience (UX) and User Interface (UI) design are crucial for creating Business Intelligence (BI) dashboards that deliver actionable insights efficiently. In today's data-driven world, organizations rely on interactive dashboards to make real-time decisions, monitor performance metrics, and identify trends. A well-designed BI dashboard enhances user engagement, simplifies data interpretation, and improves organizational decision-making. UX/UI for Business Intelligence Dashboards Training Course equips participants with practical skills to design intuitive, visually appealing, and highly functional BI dashboards that align with business goals.

With a focus on industry best practices, human-centered design principles, and modern UX/UI trends, this course blends theoretical knowledge with hands-on exercises. Participants will learn to leverage tools, wireframes, prototypes, and data visualization techniques to optimize dashboard usability and effectiveness. By the end of the program, attendees will be confident in transforming complex datasets into clear, actionable insights while enhancing user satisfaction across all BI platforms.

Course Objectives

- Understand core UX/UI principles for BI dashboard design
- Apply human-centered design methods for enhanced usability

- Design intuitive and interactive dashboards for multiple devices
- Integrate data visualization best practices to improve comprehension
- Enhance user engagement through color theory, typography, and layout
- Utilize prototyping and wireframing tools effectively
- Implement responsive and adaptive dashboard design strategies
- Analyze user behavior to drive data-driven UX improvements
- Optimize information architecture for better navigation
- Develop accessible dashboards following WCAG guidelines
- Incorporate KPI-focused design for business impact
- Collaborate with stakeholders to ensure design alignment
- Evaluate dashboard performance and iterate for continuous improvement

Organizational Benefits

- Increased data-driven decision-making efficiency
- Higher user adoption and engagement rates
- Reduced time to interpret complex datasets
- Improved collaboration across business units
- Enhanced visual appeal and usability of dashboards
- Streamlined reporting and analytics processes
- Better alignment of dashboards with business objectives
- Reduced errors in data interpretation
- Optimized performance metrics visualization
- Competitive advantage through advanced UX/UI techniques

Target Audiences

- Data analysts and BI professionals
- UX/UI designers transitioning to BI
- Product managers overseeing BI solutions
- Business intelligence developers
- Digital transformation consultants
- IT managers and solution architects
- Decision-makers involved in dashboard implementation
- Data-driven marketing and operations professionals

Course Duration: 10 days

Course Modules

Module 1: Introduction to UX/UI in BI Dashboards

- Importance of UX/UI in BI solutions
- Differences between UX and UI in dashboard design
- Key principles of data visualization
- Overview of dashboard types and use cases
- Common UX/UI mistakes in BI dashboards
- Case study: Redesigning a financial KPI dashboard

Module 2: Understanding Users and Personas

- Conducting user research and interviews
- Creating personas for BI users
- Identifying user goals and pain points
- Mapping user journeys for dashboards
- Aligning dashboard design with user expectations
- Case study: Persona-driven dashboard design

Module 3: Information Architecture and Navigation

- Organizing dashboard content effectively
- Hierarchy of information presentation
- Designing intuitive navigation patterns
- Using dashboards for storytelling with data
- Labeling and categorization strategies
- Case study: E-commerce performance dashboard navigation

Module 4: Data Visualization Best Practices

- Selecting the right chart types
- Visual encoding principles
- Handling large datasets efficiently
- Highlighting critical insights
- Avoiding misleading visualizations
- Case study: Visualizing sales data trends

Module 5: Wireframing and Prototyping

- Low-fidelity vs high-fidelity prototypes
- Tools for wireframing and prototyping
- Iterative design and user testing
- Aligning prototypes with business goals
- Incorporating interactivity into prototypes
- Case study: Prototype testing for a marketing dashboard

Module 6: Color Theory and Typography

- Importance of color in dashboards
- Typography best practices for readability
- Maintaining visual hierarchy
- Accessibility considerations
- Brand consistency in dashboards
- Case study: Redesigning a dashboard for color-blind users

Module 7: Layout and Visual Design Principles

- Grid systems and spacing techniques
- Visual balance and alignment
- Consistency across dashboard screens
- Highlighting key metrics visually
- Using icons and visual cues effectively
- Case study: Optimizing operational dashboards for clarity

Module 8: Responsive and Adaptive Design

- Designing for multiple devices
- Principles of responsive dashboards
- Handling screen resolution variations
- Mobile-first dashboard strategies
- Testing responsive designs effectively
- Case study: Responsive sales dashboard for field teams

Module 9: Interaction Design and Usability

- Designing interactive dashboard elements
- Effective use of filters and drill-downs
- Reducing cognitive load for users
- Micro-interactions to improve engagement
- Usability heuristics for BI dashboards

- Case study: Enhancing interactivity in an HR dashboard

Module 10: Performance Optimization

- Dashboard load time considerations
- Reducing unnecessary visual complexity
- Efficient data querying strategies
- Balancing performance and usability
- Monitoring dashboard analytics
- Case study: Optimizing a real-time operations dashboard

Module 11: Accessibility and Inclusive Design

- Understanding accessibility standards
- Implementing WCAG guidelines
- Designing for diverse user needs
- Testing for accessibility compliance
- Inclusive design strategies for dashboards
- Case study: Creating an accessible government dashboard

Module 12: KPI-Focused Dashboard Design

- Identifying critical KPIs for dashboards
- Designing KPI-centric layouts
- Aligning dashboards with strategic goals
- Visualizing KPIs effectively
- Prioritizing actionable insights
- Case study: KPI dashboard for a retail company

Module 13: Stakeholder Collaboration

- Managing stakeholder expectations
- Gathering feedback effectively
- Balancing business needs and UX principles
- Communication strategies for design alignment
- Iterative refinement based on stakeholder input
- Case study: Cross-functional dashboard design workshop

Module 14: User Testing and Feedback

- Planning usability testing sessions
- Methods for collecting user feedback
- Analyzing test results for improvements
- Implementing feedback in design iterations
- Continuous improvement strategies
- Case study: Improving a dashboard after usability testing

Module 15: Advanced Trends and Future of BI UX/UI

- AI-driven dashboard personalization
- Predictive analytics and UX impact
- Augmented reality dashboards
- Emerging design trends for BI tools
- Preparing for future BI challenges
- Case study: AI-enhanced BI dashboard implementation

Training Methodology

- Instructor-led sessions with real-world examples
- Hands-on exercises using BI tools and prototyping software
- Case study analysis for practical insights

- Group activities and design workshops
- Iterative assignments with expert feedback
- Interactive discussions to solve UX/UI challenges

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/ux-or-ui-for-business-intelligence-dashboards-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.