Business Intelligence & Data · BI30

Infographics & Data Analytics for Oil & Gas Reporting

Istanbul · 6 - 10 Dec 2026

Date	Venue	Duration
6 - 10 Dec 2026	**Istanbul**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**BI30**	**English**

Introduction

In today's world, the abundance of data makes it difficult to stand out and make your message seen, understood, and accepted by the people; therefore, all the sophisticated data and analytics in the world will be useless if they can't be consumed by an end-user, decision-maker, client, or colleague. After gathering data and conducting analysis, you must be able to present that data in a way that makes sense to your end user. To put it another way, you must visualise the data.

Information graphics, also known as infographics, are graphic visual representations of information, data, or knowledge that are intended to quickly and clearly present complex information.

Data visualisation with Infographics is a combination of graphs and charts that focus on the main story that you want to tell the audience.

Oil and gas companies have recently begun to use infographics, which incorporate graphics into data presentations. This training course is designed to provide delegates with the skills needed to analyse numerical data, report on it, and present it graphically.

This training course will highlight:

- What is the Infographic, what makes them a great tool for the presentation?
- How to plan the design of Infographic?
- How to tell a focused story?
- How to use data to support your presentation?
- Using an effective combination of graphs and charts to create Infographic
- Visualising the information
- How to combine presentation tools?
- Use of the different software for creating infographics

Course Objectives of Infographics & Data Analytics for Oil & Gas Reporting

This training course aims to provide professionals and analysts' in Oil and Gas companies, with the necessary tools needed to present the abundance of data in one effective infographic, using available software like the Tableau Public app. They will enhance their skills in using infographics to present the data in a way that can be readily communicated to others in the organisation.

At the end of this training course, you will acquire:

- Common analytical techniques and representation methods using Infographics
- The ability to recognise the types of analysis is best suited to Oil and Gas companies
- Understand what is important in designing Infographics
- Learn how to plan the Infographic
- Develop their skills in using presentation software
- Learn the steps in creating Infographic
- Create graphs from the data
- Combine graphs and charts to effectively support the storyline
- Understand the best ways to test and promote their Infographic

Course Methodology of Infographics & Data Analytics for Oil & Gas Reporting

This training course adopts a problem-based learning approach, in which delegates are presented with a series of examples from Oil and Gas and other sectors like Supply Chain and Logistics to quality control.

Delegates will spend almost all the time exploring Excel's data analysis and representation functionality, the concept of Infographics and its application in practice, as well as Tableau Public app, as well as other apps available online.

Organisational Impact of Infographics & Data Analytics for Oil & Gas Reporting

Individuals who attend this Infographics & Data Analytics for Oil & Gas Reporting training will gain new insights into the use of Excel and the field of data analysis, as well as why data analysis techniques are critical to delivering high-quality products and services at the lowest possible cost. They will enhance their report-writing abilities and incorporate graphics into data presentations. The organisation will develop a structured and effective method for presenting and promoting its solutions, activities, ideas, and general messages to clients or stakeholders.

- Benefiting from clarifying and summarising the complex information
- Train the workforce to adopt an efficient and concise method for presenting information
- Adopt an organised and planned way of analysis and presentation of data
- Reveal the hidden relationship between the data analysed
- Improve the comprehension of the complex processes
- Provide a clear, focused, and data-supported messages to the clients and stakeholders
- Be able to stand out from the crowd with clear and effective messages
- Maintain or improve their public image

Personal Impact of Infographics & Data Analytics for Oil & Gas Reporting

This training course teaches the competencies that enable participants to:

- Learn how to recognise the patterns in the data
- Develop an image dominant presentation to present the required message
- Learn the steps of creating efficient Infographic
- Acquire the awareness of how to work on the Infographic alone, or as a member of the team
- Learn how to combine different presentation software
- Learn how to eliminate the unnecessary so that the important data can be emphasised
- Use a positive critique to improve your presentation skills

Target Audience of Infographics & Data Analytics for Oil & Gas Reporting

This training course has been designed for Oil and Gas professionals whose jobs involve the manipulation, representation, interpretation, and/or analysis of data. Familiarity with a PC and in particular with Microsoft Excel is assumed.

This training course involves extensive computer-based data analysis using Excel 2010 and therefore delegates will be expected to be numerate and to enjoy working with numerical data on a computer.

This training course is suitable for a wide range of professionals but will greatly benefit:

- Marketing Specialist
- Project Managers
- Public Relations Specialists
- Marketing Managers
- Campaign Managers
- Business Development Managers
- Operational Managers involved in the data analysis
- Financial Managers
- Risk Managers
- Board Level Executives and Non-executives

Course Outlines of Infographics & Data Analytics for Oil & Gas Reporting

DAY 1

Introduction and Descriptive Statistics

- What is Data Analysis?
- A reminder of elementary statistics and compensations for small sample sizes
- A Quick-start Tutorial for Excel
- Describing Data Sets using Statistics
- Representing Data Sets Graphically
- How to create Infographic in Excel
- How Infographic Data Presentation compares to the Traditional Methods

DAY 2

Frequency and Time Series Analysis

- Frequency of Occurrence
- Histograms
- Pareto Analysis
- Pivot Tables and Pivot Charts
- How Excel Dashboard is Different from Infographics
- How to combine Excel and PowerPoint for Creating Infographics
- Time Series Analysis
- Trending Data
- Estimation Theory and It's Relevant to Oil and Gas Data

DAY 3

Scenario Analysis, Confidence, and Six Sigma

- Modelling Scenario and their Application in Oil and Gas Companies
- Interactive Spreadsheets
- Confidence Intervals
- The usefulness of Control Chart for Oil and Gas Companies
- An Introduction to Six Sigma
- Error Bars
- Online Tools for Creating Infographics
- Practical Creation of Infographic based on Model Data

DAY 4

Regression Analysis Equations and System Modelling

- Simple Regression Analysis / Maximum likelihood Estimations
- Polynomial Curve Fits
- Describing Data Using Equations
- Prediction
- The Applications of Regression to Oil and Gas Companies
- Analysis Of Variance (ANOVA)
- Comparing Different Types of Infographics

DAY 5

The Infographics Creation and Critique

- Presenting Data Using Appropriate Reporting Style
- Practice Creating the Infographics and Its Presentation
- Focus on the Storytelling
- Overall Review of Concepts Learned and How they can be applied in practice

Register or ask about this course online

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