

**Title of the Training Activity**

- **250026 Data analysis and visualization**
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**Organizing Center Promoting the Activity**

Deusto International Research School (DIRS) – Cross-disciplinary Doctoral Course

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**Category**

AF7. Research Methodology and Techniques

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**Coordination and Teaching of the Training Activity**

Amaia Méndez Zorrilla

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**Priority Group**

First-year PhD students, although it may also be taken by second- or third-year students

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**Competencies**

CE1: Understand the fundamental concepts of data visualization. Know the different types of charts and visualizations, and their appropriate uses.

CE2: Have the ability to assess the quality and effectiveness of data visualizations—both one's own and others'—identifying possible improvements and common errors. Know best practices and standards in data visualization.

CE3: Manage data visualization tools and software, and be able to choose the appropriate tool depending on the project's needs and the data available.

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**Requirements / Prior Knowledge**

None

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**Course level**

Introductory

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**Methodology**

Below is a summary of the methods and techniques used during the course, as well as the defined research strategy:

Lecture: The instructor presents the contents of each unit in a detailed and organized manner in the classroom. The materials presented during the lectures will be made available to the students in advance (in the form of slides) and organized accordingly.

Case studies: Presentation, analysis, and discussion of practical cases

Individual work: Students will carry out a set of guided practical activities during the classes and an assignment outside class related to the course units and the data available for their thesis.

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**Language of Instruction**

English

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**Mode of Delivery**

In-person, exceptionally online

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**Number of Participants**

20

5 internal training

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**Evaluation Criteria**

Be able to apply the techniques learned in the module through a proposed exercise at the end of the module

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**Estimated Duration**

10 hours

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## **Campus Bilbao**

- Dates:

Wednesday, April 15, 2026 (15:00-18:30)

Thursday, April 16, 2026 (15:00-18:30)

Friday, April 17 2026 (15:00-18:00)

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