

Module code	DVI	NQF level	7
Credit value	20	Study duration	12 weeks

Data Visualisation and Interpretation

Module description

The module will build a comprehensive understanding of data visualisation through industry-leading tools and visualisation theory to support organisational decision making. The focus of the module is to teach the craft of visualisation, teaching students to recognise when to think, what to think, and how to think about visualisation decisions. A large percentage of time will also be allocated to industry-leading tools such as Power BI, Tableau, R Studio and R.

This module aims to:

- Prepare students for careers in business analysis by extending their knowledge and skills in the specialisation of data visualisation
- Develop the students' ability to make a critical evaluation of the theories, techniques, tools and systems used in data visualisation
- Encourage students to adopt an investigative approach and develop autonomous study skills in order to assist their continuing professional development

Learning outcomes

On successful completion of the module, student should be able to:

- critically analyse large amounts of data through the application of data analytics and visualisation techniques
- effectively present and communicate complex information
- choose and utilise appropriate data visualisation software
- apply the principles of data visualisation to business problems for the benefit of non-technical audiences

Syllabus

- How to tell a business story: from data to presentation
- Data management and cleaning in Excel
- Data visualisation with Tableau
- Data visualisation and analytics with R
- Common pitfalls of data visualisation and best practices

Learning and teaching methods

The teaching methods will involve an energetic blend of teaching, discussion, and practice. The unit will be taught through pre-recorded lecturecasts, live Q&A sessions and independent practice and study.

	Length/Duration	Submission date	Weighting
Dashboard presentation with peer review	Equivalent to 2,500 words	Week 6	50%
Report with R analytics	2,500 words	Week 12	50%