

Data Visualization for Business Analytics (GB720, Fall 2022)

Weekly Rhythm & Course Schedule

(All Dates and Times are based on Central Time, United States)

Weekly Rhythm

Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
Weekly Modules Start						Weekly Modules End
Required Lectures/Readings Open						
Discussions: original post and respond to peers						
						Weekly Activities Due

Course Schedule*

Module 0: Orientation Online: Wed. 9/7 – Tues. 9/13	Topics to Read/Watch		
	<ul style="list-style-type: none"> Overview and Syllabus Course Schedule Technology: Canvas Student Guide Discussion and Peer Review Guidelines 		
	Activities to Do	Points	Due by:
	Add picture to your Student Profile; introduce yourself and respond to peers in Discussions	3	Tuesday 9/13 11:59PM, CDT
	Form a team with 5 or 6 team members	N/A	Tuesday 9/13 11:59PM, CDT
	Syllabus quiz	5	Tuesday 9/13 11:59PM, CDT
	Request your free 1-year student license for Tableau <u>Desktop</u> through https://www.tableau.com/academic/students ; After you receive the license key (it may take 3-5 days to get it after your request), download and install Tableau <u>Desktop</u> on your computer.	N/A	Request by 9/8 and install by 9/13 11:59PM, CDT

Module 1: Key Principles of Effective Data Visualization Online: Wed. 9/7 – Tues. 9/13	Topics to Read/Watch		
	<ul style="list-style-type: none"> • Key Principles of Effective Data Visualization • Effective and Accurate Content • De-cluttering by leveraging Gestalt Theory of Perception • Effective use of Pre-attentive Attributes 		
	Activities to Do	Points	Due by:
	Module 1 Quiz	6	Tuesday 9/13 11:59PM, CDT
	Module 1 Discussion	4	Tuesday 9/13 11:59PM, CDT
Module 2: Visual Analytics: Guiding Framework Online: Wed. 9/14 – Tues. 9/20	Topics to Read/Watch		
	<ul style="list-style-type: none"> • Discrete vs Continuous Variables • Appropriate Methods of Analyses and Visualizations • Effective use of Color, Size, Shape, Label and Tooltip • Grouping, Filtering and Formatting 		
	Activities to Do	Points	Due by:
	Module 2 Quiz	6	Tuesday 9/20 11:59PM, CDT
	Module 2 Discussion	4	Tuesday 9/20 11:59PM, CDT
Module 3: Visual Analytics: In-depth Exploration for Insights Online: Wed. 9/21 – Tues. 9/27	Topics to Read/Watch		
	<ul style="list-style-type: none"> • Connecting Multiple Datasets • Mapping Spatial Data • Trends and Forecasts • Calculations and Parameters 		
	Activities	Points	Due by:
	Module 3 Quiz	6	Tuesday 9/27 11:59PM, CDT
	Module 3 Discussion	4	Tuesday 9/27 11:59PM, CDT
	Module 3 Individual Assignment	10	Tuesday 9/27 11:59PM, CDT

Module 4: Data Visualization for Explanation/Presentation: Storytelling Online: Wed. 9/28 – Tues. 10/4	Topics to Read/Watch		
	<ul style="list-style-type: none"> • Key elements of a compelling story • Dashboard Design • Interactive Dashboards • Story points 		
	Activities	Points	Due by:
	Module 4 Quiz	6	Tuesday 10/4 11:59PM, CDT
	Module 4 Discussion	4	Tuesday 10/4 11:59PM, CDT
	Team Project: Part I	15	Tuesday 10/4 11:59PM, CDT
Module 5: Pulling it All Together: Final Team Project Online: Wed. 10/5 – Sun. 10/9 The online course ends 10/9 but can have until 10/11 to submit the final team project	Topics to Read/Watch		
	<ul style="list-style-type: none"> • End-of-Course Reflection • Final Team Project Video Presentation guideline 		
	Activities to Do	Points	Due by:
	Final Team Project Video Presentation	15	Tuesday 10/11 11:59PM, CDT
	Peer assessment of individual contribution to the team project	N/A	Tuesday 10/11 11:59PM, CDT