

DSCI 5360 - Data Visualization for Analytics

3 hours

Insightful displays of complex, large and possibly unstructured quantitative and qualitative data. Data visualization for analytics goes beyond traditional static graphs and charts by seamlessly connecting data analysis, data-based optimization and data presentation to create visualizations. Topics include visualization design principles, data refinement and preparation, tandem modeling and optimization with visualizations, use of state-of-the-art software tools for visualization and creation of dynamic interactive visualizations as decision support aids. A semester project in data visualization for analytics relevant to a functional area of business is an important component of the course.

Prerequisite(s): None.

Course specific fees (in addition to tuition and mandatory):

Academic (AF) per hour: \$15.50
