

MS in Business Analytics

Introduction to Data Visualization



The background features a stylized world map composed of blue dots on a dark blue field. Various colored circles (red, orange, yellow, purple, white) and vertical lines with dots are scattered across the map, suggesting data points or network connections. A large, semi-transparent red banner is positioned horizontally across the middle of the image.

Intro

Agenda

- 1 About us**
- 2 About the course**
- 3 About today's session**

Housekeeping

- The lecture is being streamed and recorded
- A signup sheet will be distributed

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About us



Bence ARATÓ

- Managing director @ BI Consulting
- Founded & led several companies in the data/analytics field
- Data strategy advisor to multinational companies in the finance, e-commerce and travel sectors
- Leader of the Budapest Power BI User Group



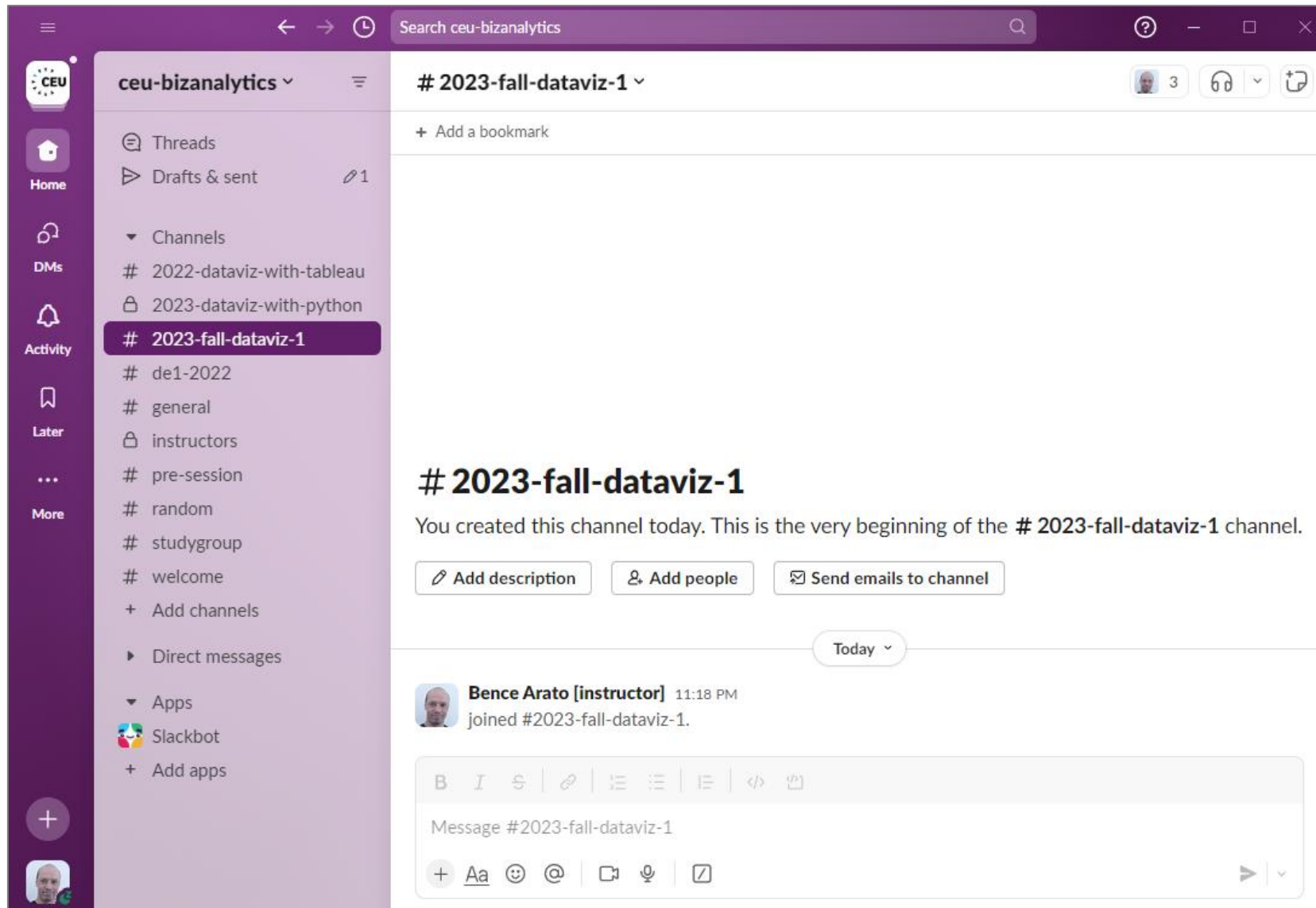
Dániel CSETE

- Data Visualization Intern @ BI Consulting
- Studies business informatics
- Acquired the PL-300: Microsoft Power BI Data Analyst certification

How to reach us

- By email
 - Professor Bence Arató: AratoB@ceu.edu
 - TA Dániel Csete: CseteD@ceu.edu
- By Slack
 - MS in BA: ceu-bizanalytics.slack.com

Our Slack Channel



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About the course

About the course

- Goals
 - Provide a general introduction to data visualization theory and best practices
 - Provide hands-on experience using Power BI, a leading data visualization tool
- Schedule
 - Course is 1 credit, 2 sessions of 3x100 minutes
 - 2 Wednesdays (09.20 and 09.27)
 - Between 13:30-15:10, 15:40-17:20 and 17:40-19:20
- Office hours
 - By requests, delivered through Zoom
 - Useful for discussing issues/problems/questions you might have

Grading

- After the last session, every student have to create a personal data visualization project
- The personal project consists of
 - A Power BI workbook (visuals on a dashboard) on a chosen dataset
 - Simple project documentation discussing:
 - Analysis goals, business questions
 - Data sources and transformations
 - Chart, dashboard and interaction designs
 - User guide for the dashboard
- Submission
 - The deadline is October 6 (Friday), 2023.
 - Scoring is according to the official CEU guideleines

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Today's session

Today's session

- Course intro
- Intro to data data visualization
- First steps in Power BI practice
- Chart types and core charts
- Creating core charts in Power BI practice

Thank You