

ONE PAGE COURSE OVERVIEW

Course Title: D210 – Representation and Reporting

Course Description: Representation and Reporting focuses on communicating observations and patterns to diverse stakeholders, a key aspect of the data analytics life cycle. This course helps students gain communication and storytelling skills. It also covers data visualizations, audio representations, and interactive dashboards.

Competencies:

- Storytelling with Data: Communicate data insights to technical and nontechnical audiences.
- Data Visualizations and Representations: Create data representations to offer insight into an organizational problem.
- Dashboards: Design executive decision support with interactive tools.

Performance Assessment (PA): Task covering the above competencies and involving:

- Use Tableau to create an interactive data dashboard to support executive decision-making.
- Give a simulated presentation to a panel of peers.
- Write a reflection paper to demonstrate your understanding of the techniques and value of data representation and reporting.

Tools and Techniques: Tableau

Resources:

Automatically Enrolled:

- Billen, S., Lacroix, H., Sulmont, L., & Venturi, D. (n.d.). Introduction to Tableau [Course]. DataCamp.
- Rose, D. (2017). Learning data science: Tell stories with data [Course]. LinkedIn Learning.
- Shaffer, J. (2016, April 20). 5 tips on designing colorblind-friendly visualizations. Tableau.

Textbooks – APA format:

- Knaflic, C. N. (2015). Storytelling with data: A data visualization guide for business professionals. John Wiley & Sons.
- Wexler, S., Shaffer, J., & Cotgreave, A. (2017). The big book of dashboards: Visualizing your data using real-world business scenarios. John Wiley & Sons.