

# IT SYSTEMS FOR BI

**Oana Garcia**

Associate Professor @ FABIZ

# ABOUT ME : DATA + WELL-BEING

20+ years global corporate career



now entrepreneur



## DATA EXPERTISE

- Data analytics, data visualization
- Data governance, data standards, data quality
- Smart use of AI, data & tech



My LinkedIn

## WELL-BEING EXPERTISE

- Leadership and team training, coaching
- Coaching, mentoring & consulting
- TRACOM™ Social Styles & Adaptability & Resilience
- Positive Psychology, Mindfulness



# What we will cover together

- Digital business foundations and the role of data
- Data literacy and “data-smart” thinking
- Relational Databases - low-code options
- Data preparation, data quality and governance
- AI for business intelligence
- Data visualization psychology, charting, ethical design
- Dashboard design, storytelling
- Personal Project: applied learnings

My objective for you:

***Increase your data, technology, and AI smarts,  
no matter what level you are at today!***

# Skillset

- Critical thinking and chart interpretation
- Data visualization smarts
- Context and purpose
- Data exploration & data preparation
- Data analysis for set purpose
- Data visualization & data insights
- Decision making

# What I will grade you on

- 0.5 point for ACTIVE participation - live in class or via online form

- 0.5 points PERSONAL REFLECTION (1 page)

1 page reflection on your data, tech, and AI smarts after our time together

- 1 point PERSONAL PROJECT (max 2 pages)

Pick a relevant and current personal or professional use case where you can use data, ai, and data visualization in your own life.

In your max 2 page project report INCLUDE the following:

1. WHY: introduce the use case and why it is relevant to you.
2. HOW you chose the data that is relevant, WHERE you got this data from.
3. COMPELLING DATA VIZual : in your analysis you will make many charts. In the report to me only include the chart that you found the most compelling for your use case.
4. CONCLUSIONS: the conclusions you drew from your analysis and the compelling data visual

**Criteria for grading** -> ability to summarize information, stay focused on objective, pick appropriate data, avoid analysis-paralysis, professional writing (clear, concise, on point)

# ABOUT YOU

Fill in this form to help me get to know you and also help with class content 😊



Student Intake Form

Please fill out this form to help me better understand you as well as show-case use of databases.

Full Name \*

Email \*

Picture

Drop files here or

Background & Experience

Your familiarity and experience with data, technology, and AI tools.

# Class participation: insights and questions

Use this form to provide insights or ask relevant questions for the class



Provide insights or ask a question

Use this form to provide insights towards your attendance and participation contribution.

Student

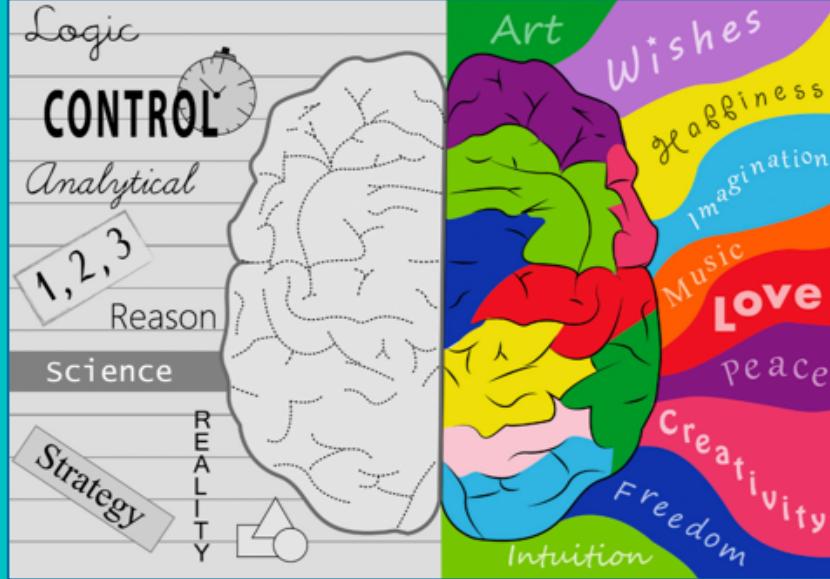
+ Add student

Topic you are commenting on

Insights or Question?

Your comment

# CRITICAL THINKING



A



B

Which version of depicting the brain do you like more? Why?  
Let's discuss left and right brain and why this matters when we talk about data analytics and data visualization!

CONSCIOUS BRAIN

CONSCIOUS BRAIN

UNCONSCIOUS BRAIN

UNCONSCIOUS BRAIN



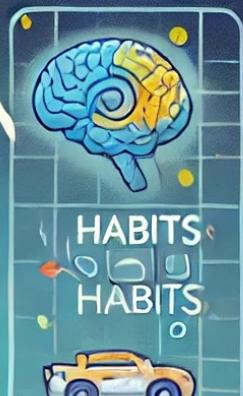
HABITS



CONSCIOUS BRAIN



UNCONSCIOUS BRAIN



HABITS  
HABITS

AUTOMOUS

AUTOPILOT



Chat GPT Fun

can you create a fun picture for master in data and technology for business students? I am teaching them about data visualization and I want to help them understand how important the difference between conscious and unconscious brain is - I want to depict the conscious brain and the unconscious brain. I want to call the unconscious "auto-pilot" - and help them get to the idea of habits move actions from conscious to unconscious



Here's a fun illustration to help your students understand the concept of the conscious and unconscious brain, with a focus on habits transitioning actions to "auto-pilot." Let me know if you'd like any adjustments!

⬇️

Did GPT do a good job?  
What do you understand from this “fun graphic”?

Let's  
talk  
AI!