

Unit 8: Data Analysis and Visualisation

Required Reading

Berenson, L., Levine, D. & Szabat, K. (2015) *Basic Business Statistics: Concepts and Applications 14th Ed.* Pearson.

- Chapter 1 p 2.
- Chapter 1 p 48-60.
- Chapter 17 p 710-726.
- Chapter 18 p 736-741.

Microsoft. (2023) *Why data dashboards are important.*

Elsevier Research. (n.d.) *The The why and how of data visualization.*

FT. (2023) *Charts that work: FT visual vocabulary guide.*

Additional Reading

Bhatia, M. (2018) *Your Guide to Qualitative and Quantitative Data Analysis Methods. Humans of Data.*