# Week 6, Session 2

**Sharda: 2.7 - 2.11; Articles: 1) Mobile BI, 2) Best practices for powerful dashboards, 3) Persuading with data, Which chart or graph is right for you**

1. Discuss the key characteristics of a good business report.
2. Discuss some best practices for dashboard design.
3. Attach a picture or a link to one in support of the adage, “a picture is worth a thousand words”.
4. Discuss the pros and cons of native apps and web-based apps. Which would you prefer? Why?
5. Research MicroStrategy’s Mobile Apps. Summarize two or more features and/or functionalities that you found appealing. Explain why you like these features.
6. Assume you are a manager or executive at Guess. What information and analytics capabilities would you like to have on your mobile device? Why?
7. Discuss the use of dashboards or mobile BI at your current or former organization.
8. Attach an image file or provide the link to an example of either a good or bad graph/chart. Explain why you believe the graph/chart does a good or poor job of representing information.
9. What do you think of this example of visual analytics:  
   [http://www.nytimes.com/2013/05/17/business/a-data-trove-now-guides-drug-company-pitches.html (Links to an external site.)Links to an external site.](http://www.nytimes.com/2013/05/17/business/a-data-trove-now-guides-drug-company-pitches.html)  
   [http://www.nytimes.com/interactive/2013/05/16/business/PHARMA.html (Links to an external site.)Links to an external site.](http://www.nytimes.com/interactive/2013/05/16/business/PHARMA.html)
10. Discuss a data/visualization driven media article (include the link to the article) - sample articles can be found here: [https://www.nytimes.com/interactive/2017/12/21/us/2017-year-in-graphics.html (Links to an external site.)Links to an external site.](https://www.nytimes.com/interactive/2017/12/21/us/2017-year-in-graphics.html)
11. Review a visualization example at [https://www.tableau.com/solutions/gallery (Links to an external site.)Links to an external site.](https://www.tableau.com/solutions/gallery). Provide a critical assessment of the visualization in terms of its visual narrative and narrative structure. Include the link for the example.
12. Create your own visualization using an application such as the one at [https://public.tableau.com/s/ (Links to an external site.)Links to an external site.](https://public.tableau.com/s/). Publish it on the web and provide the link to it.
13. Identify (the source from the Persuading with Data report) and discuss any two suggestions/guidelines for creating and/or presenting visualizations/infographics.