

# **ANL201 Data Visualisation for Business**

**Level:** 2

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## **Synopsis:**

ANL201 Data Visualisation for Business aims to equip students with the knowledge and skills to use data visualisation in measuring and monitoring business performance. At the end of this course, students will be competent in using data visualisation to create business performance dashboards and reports.

## **Topics:**

- Business Performance Measurement and Balanced Scorecard
- Strategy Map and Internalisation of Business Performance Measurement
- Data Visualisation and Semiotics of Data Visualisation
- Understanding Data
- Visual Cues and Coordinate Systems
- Scales and Context
- Visualisation for Categorical Data
- Visualisation for Time Series Data
- Visualisation for Spatial Data, Multi-Variable and Distribution of Data
- Forecasting
- Business Performance Dashboard Concepts and Design Principles
- Building Business Performance Dashboard

## **Textbooks:**

Nathan Yau: Data Points: visualisation that means something John Wiley & Sons  
ISBN-13: 9781118462225-AA

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ISBN-13: 9781118462225

Dan Murray: Tableau Your Data by Dan Murray John Wiley & Sons  
ISBN-13: 9781119001218-AA

Dan Murray: Tableau Your Data by Dan Murray John Wiley & Sons  
ISBN-13: 9781119001218

**Learning Outcome:**

- Describe an overview of business performance measurement strategy.
- Evaluate the appropriateness of business performance measures against business strategy adopted.
- Discuss the design principles of performance reports and dashboards.
- Use appropriate visualization based on given data.
- Summarise data through the use of business performance reports with the aid of data visualisation software.
- Develop business performance dashboards using data visualisation software.

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PRE-COURSE QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
ECA-REPORT	40
ECA-POWERPOINT	10
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**