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## MODULE DESCRIPTOR

### Module Title

Data Visualisation For Business Analytics

|           |            |             |         |
|-----------|------------|-------------|---------|
| Reference | CBM206     | Version     | 1       |
| Created   | April 2018 | SCQF Level  | SCQF 11 |
| Approved  | July 2018  | SCQF Points | 15      |
| Amended   |            | ECTS Points | 7.5     |

### Aims of Module

This module focuses on data visualisation and visual analytics. Students design and create visualisations and dashboards to explore data and to visualise data for different audiences.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Evaluate and manage data sources for data visualisation
- 2 Critically appraise different types of data visualisation and the contexts within which they may be applied
- 3 Apply data visualisation tools and techniques to explore, analyse and present data
- 4 Synthesise data sets and sources.
- 5 Develop data visualisation dashboards for self-serve analytics

### Indicative Module Content

Principles of data visualisation; aesthetics; visual perception; data preparation and evaluation; data representation; visualisation workflow; chart types; data-driven storytelling; blending and joining data; visual analytics; interactivity; dashboard design; self-serve analytics; ethics of visualisation.

### Module Delivery

The module is delivered via online exercises, workshops, industry speakers, case studies and lab tutorials.

### Indicative Student Workload

|  | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours  | 36        | 36        |
| Non-Contact Hours  | 114       | 114       |
| Placement/Work-Based Learning Experience [Notional] Hours                    | N/A       | N/A       |
| TOTAL  | 150       | 150       |
| <i>Actual Placement hours for professional, statutory or regulatory body</i> |           |           |

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4, 5

Description: The module will be assessed through a portfolio of data visualisations, dashboards and an accompanying reflective report.

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

| Module Grade | Minimum Requirements to achieve Module Grade:                                  |
|--------------|--|
| <b>A</b>     | 70% or above   |
| <b>B</b>     | 60% - 69%  |
| <b>C</b>     | 50% - 59%  |
| <b>D</b>     | 40% - 49%  |
| <b>E</b>     | 35% - 39%  |
| <b>F</b>     | 0% - 34%   |
| <b>NS</b>    | Non-submission of work by published deadline or non-attendance for examination |

**Module Requirements**

|                          |       |
|--------------------------|-------|
| Prerequisites for Module | None. |
| Corequisites for module  | None. |
| Precluded Modules        | None. |

**INDICATIVE BIBLIOGRAPHY**

- 1 ACHARYA, S. and CHELLAPPAN, S. (2017). *Pro Tableau*. New York: Apress
- 2 COSTELLO, T. and BLACKSHEAR, L. (2020). *Prepare your data for Tableau : a practical guide to the tableau data prep tool*. California : Apress
- 3 FEW, S. (2012). *Show Me The Numbers*. Burlingame, CA: Analytics Press
- 4 KNAFLIC, C. (2015). *Storytelling with data*. New Jersey: Wiley
- 5 MURRAY, D. (2016.). *Tableau your data!*. Indianapolis: Wiley
- 6 SHANKAR, A. (2021). *Tableau for business users : learn to automate and simplify dashboards for better decision making*. Berkeley, CA : Apress L.P.
- 7 TUFTE, E. (2001). *The visual display of quantitative information*. (2nd ed). Cheshire, Conn: Graphics Press