A-7   Understand issues and techniques for applying visualization to domains such as medicine, finance, science, engineering, the humanities, and government

GOAL B:

Develop broad and deep expertise in the use of data visualization software to analyze business problems and communicate information

Learning Objectives: The student will:

B-1   Develop depth, working knowledge of Tableau as a data exploration and visualization tool for gaining insight from data

B-2   Develop a hands-on working knowledge of the geographic capabilities of Microsoft Excel and Tableau, as tools to visualize geography-based business data to aid in business decision making

GOAL C:

Utilize critical thinking to solve business problems

Learning Objectives: The student will:

C-1   Critically evaluate the appropriateness of potential data visualization techniques within the context of the available data

C-2   Utilize the results of data visualization within the context of the business problem to develop appropriate business recommendations

C-3   Master the ability to use visual representations of information to influence the decisions of non-analytic business decision-makers