



Introduction to Data Visualization

 UTSA Main Campus, San Antonio

 8 hours

The session introduces the principles of data visualization. As data analytics methods gain popularity, how to effectively and visually communicate that analysis to decision makers remains a challenge.

Visualization tools such as graphs, dashboards and websites can be helpful to communicate data and positively influence business decisions. However, without systematic knowledge of best practices in visualization, it is easy to mislead with incorrect object sizes, color shading, excessive clutter or arbitrarily truncated measurement scales.

Participants will receive an overview of popular database technologies, analytics technologies and common visualization and reporting technologies.

Course Topics

- Fundamentals of visualization
- Challenges with data visualization
- Static, animated, and interactive visualizations
- Dashboards for visual analytics

Learning Objectives

- Review the fundamentals of visualization
- Consider the physiological and psychological challenges associated with data visualization
- Review the best practices for presenting different types of visualization slides
- Compare and contrast popular dashboards used for visual analytics
- Develop visual analytical skills through in-class practice examples and exercises

Related Courses

- Introduction to Data Analytics (recommended prerequisite)
- Advanced Data Analytics

Instructor



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Malshe is an assistant professor of marketing at The University of Texas at San Antonio. His Ph.D. is from SUNY-Binghamton in marketing with a minor in econometrics, and his undergraduate and master's degrees are from Mumbai University, India. Malshe has research interests in social media marketing, marketing-finance interface and consumer behavior. In particular his research focuses on measuring the impact of marketing strategy in the financial markets. Malshe has teaching interests in social media marketing, marketing analytics and data visualization. He is a core faculty member for the Master of Science in Data Analytics program at the College of Business.