Data Visualization: Driving Business Value

Want to learn more about the growing field of data visualization and how to effectively articulate business insights?

BUS 340 is an introduction to the principles and techniques for data visualization - graphical depictions of data that can improve comprehension, communication, and decision making.

In the age of information overload, our biggest challenge is not about generating data, but how to analyze data. You will learn visual representation methods and techniques to increase your understanding of complex data and models to emphasize the identification of patterns, trends and differences using Tableau and Google Charts.

- Learn how to leverage big data to drive business value
- Acquire the skills to apply visualization techniques to a problem
  - Cogently articulate business insights
- Meet guest speaker Bill Schmarzo, Chief Technology Officer, EMC² Global Services

Data Visualization

BUS 340-01 (2 Credits)
CRN: 22435
Mondays and Wednesdays 4:45 – 6:25 PM
Cowell Hall 317
March 23 - May 12, 2016
Instructor: Dr. Mouwafac Sidaoui

Prerequisite: BUS 204 or 294

Questions? Contact Professor Mouwafac Sidaoui - sidaoui@usfca.edu