

DataViz

MIS 7397, Selected Topics in MIS, TH, 6-9 pm

Data Visualization (with Spotfire)

Business analytics has a cognitive and a perceptual dimension. This course in data visualization will focus on perception and the powerful graphic processing capabilities of the human brain. You might stare at a table of numbers for an hour and learn far less than you will see almost instantly from a properly developed graphic representation. One picture can indeed be worth a thousand words, if it is the right picture.

The course focuses on the transition of raw data to a compelling visual story told with graphics. The form of that visual story will depend not just on the available data and the tools used to analyze it, but also the intended recipient and the context of the problem or opportunity he or she is facing. What Data? —> In What Context? —> What Should I Show?—> How Should I Show It?—> What's My Story?

The course will consider a variety of tools for graphic analysis including the graphic capabilities of Excel (the course assumes you have a basic familiarity with Excel). However, the primary tool focus will be on TIBCO Spotfire, which is used by many energy firms in Houston and many other future employers. It is also very similar to Tableau and Microsoft's Power BI. Through hands-on assignments, a course project, and guidance from guest speakers, students will gain hands-on familiarity with the analysis tools of Spotfire. Students will be provided with a download of the Spotfire desktop software and a temporary license to use it.

This will primarily be a classroom centric course, though three classes, in eluding the second and the third) will be online. Students may be required to bring laptops to class.

The course will be taught by Professor Blake Ives, CT Bauer in Business Leadership (270C MH) with the assistance of Daniel Cetta, a data scientist with extensive experience with Spotfire.