

CERTIFICATION IN DATA VISUALIZATION



Course Code : OCIT0008

It is easy for an individual to understand a data presented visually as compared to the data given in running text or only number form. Visual representation of data also helps in analysing and interpreting the data easily. The representation of data is called data visualisation.

Curriculum

Module 1: Data Visualisation

What is data visualisation?, Importance of data visualisation from the given data set, Types of data, Visual encodings, Visualisation timings, Strategies for illustrating trends and results-Sample data Visualisation Exercise

Module 2: Designing of Data Visualisation

Fundamentals of designing of Data visualisation, Design process for data visualisation, Data Visualisation Patterns, Tools Used for Data Visualisation, Challenges in the Process of Data Visualisation, Tufte's Design Rules-Presentation and Discussion of Data Visualisation.

Module 3: Statistical Modelling in Data Visualisation

Define Statistical Modelling, Predictive modelling using visualisation, Data Visualisation Model techniques, Relevance of data manipulation techniques in data visualisation.

Module 4: Data Visualisation Using Tableau

Define Tableau Products for Data Visualisation, Connecting Database Table with Tableau, Operations on Data, Creation of Interactive Data Visualisations

Module 5: Applications of Data Visualisations

Use of visualisation tools in e-commerce, Application of Big Data for e-commerce companies

Learning Outcomes

- Assess the concept of visualisation timings
- Apply Tufte's design rules
- Perform predictive modelling using visualization
- Connect database with Tableau
- Apply visualisation tools in e-commerce