CETIS - PhD TRANSVERSAL TRAINING ACTIVITY

Basic information of the PhD Training Activity	
Title	Data Exploring with Tableau
Professor	Dr. Albert Fornells Herrera
Character	Transversal
Type of activity	Compulsory
Hours of class time	10 hours
PhD student level	1st year students ☒ 2nd year students ☐ 3rd year students ☐
Teaching	Face-to-face ☐ Face-to-face and online ☒
Semester	2
Goals	Analyzing what is behind the millions of data collected every day by the digital technologies has become one of the top priorities in almost all companies and institutions for understanding how businesses operate and how they deliver value to customers. The goal of this course is to provide new skills for converting data into wisdom through the collection and organization of data into visual and interactive dashboards to gain insights about the internal data relationships. Practice makes the master and, for this reason, the development of the subject pivots through Tableau Professional Desktop, a top data exploring and visualization tool. The practical and interactive format of the sessions allows students to learn and put into practice the lessons learned using this software.
Contents	1. How to connect and customize Data 2. How to organize and filter data 3. How to visualize data from different perspective 4. How to create new metadata levels using calculated fields 5. How to work with multiple data sources 6. How to create dashboards 7. How to create stories 8. How to share and publish content 9. Other Tableau functionalities
Learning outcomes	• Present data through visual representations adapted to the audience, objectives and nature of the data • Experiment with and compare different data visualization tools • Create different versions of digital information displays • Analyze, critically evaluate, and review data visualizations • Use Tableau Professional Desktop tool to create visual and interactive dashboards
Language	English

Assessment

Class attendance and participation are essential to achieve the learning objectives of the course and cannot be less than that established by the current IQS School of Management policy (minimum of 70% class attendance).

In the 1st call, the final grade for the course is obtained through the weighted average of the grades obtained in the different evaluation activities: Project activity (70%) and follow-up activities carried out in class (30%). Project activity focuses on individually assessing. The follow-up activities are mainly activities carried out in the classroom, so students must attend class to do these activities. Failure to attend class supposes that the student's grade in that activity carried out in class is 0. Finally, the active participation and involvement of the student in the development of the subject will be also considered.

In the 2nd call (or retaken call) the grade is 100% the project activity.

Bibliography

- Evergreen, S. D. (2019). Effective data visualization: The right chart for the right data. Sage Publications.
- Milligah, J. (2022) Learning Tableau 2022: Create effective data visualizations, build interactive visual analytics, and improve your data storytelling capabilities, 5th Edition, Packt
- Nussbaumer, C. (2015) Storytellling with Data: A Data Visualization Guide for Business Professionals. Wiley
- Tableau (2023) Student Resource Page, https://community.tableau.com/s/students
- Wexler, S et al (2017) The Big Book of Dashboards: Visualizing Your Data Using Real-World Business. Wiley