Open Elective

Visualization Tools For Marketing Research

Course Code   **Course Credit:02**

1 Credit: 15 Lectures   **1 Lecture: 60minutes**

Course Objectives:
1. To provide details of data visualization
2. To recognize various data visualization tools
3. To recognize Excel for visualization
4. To recognize Power BI and Tableau for visualization.
5. To compare the data visualization tools.

Course Outcomes:

After successful completion of this course, students would be able to:
1. The learners will be able to understand concepts in data visualization.
2. The learners will be able to understand the numerous visualization tools.
3. The learners will be able to make use of Excel , Power BI and Tableau for visualization.
4. The learners will be able to decide the choice of visualization tool.

Unit I	Introduction To Data Visualization, Advantages of Visualization , Importance of visualization in marketing, techniques for use of data visualization in marketing, Best tools for data visualization in marketing, The Potential of Data Visualization in Marketing,Golden rules of Data Visualization. **Excel As Data Visualization Tool**: Steps to Present Data Visually in Excel, Excel Data Visualization Tool for Analysis,Overlaid Gridlines,Overlaid gridlines with a formula and scatterplot, vertical line, block shading(annual, monthly), broken stacked bars, vertical and horizontal bullet , dot plot, slope, vertical and horizontal scatter, Gantt,heatmap, diverging bars, tile grid map	15L

Unit II	Power BI as Data Visualization Tool: What is Power BI?, Compare Power BI with Excel and Tableau, downloading and installing Power BI, Importing and Transforming Data in Power BI, building and designing power BI reports,publishing reports to power BI service Tableau as Data Visualization Tool: Introduction, Key components of Tableau,Importing Data in Tableau, Joining Datasets in Tableau, What is Tableau Public? Connect to your data,Step Drag and drop to take a first look,Focus your results, Examples-Use for reporting,Use for story telling,Use for Analysis	15L

References:

1. Jon Schwabish, A Step-by-Step Guide to Advanced Data Visualization, 2007 June
2. Alberto Ferrari and Marco Russo, Introducing Microsoft Power BI, Microsoft Press Publication,2016
3. An Introduction to Analysis and Data Visualization using Tableau Software.,
4. Tableau An Introduction,Princeton University