



- A-7 Understand issues and techniques for applying visualization to domains such as medicine, finance, science, engineering, the humanities, and government

**GOAL B:**

Develop broad and deep expertise in the use of data visualization software to analyze business problems and communicate information

**Learning Objectives:** The student will:

- B-1 Develop depth, working knowledge of Tableau as a data exploration and visualization tool for gaining insight from data
- B-2 Develop a hands-on working knowledge of the geographic capabilities of Microsoft Excel and Tableau, as tools to visualize geography-based business data to aid in business decision making

**GOAL C:**

Utilize critical thinking to solve business problems

**Learning Objectives:** The student will:

- C-1 Critically evaluate the appropriateness of potential data visualization techniques within the context of the available data
- C-2 Utilize the results of data visualization within the context of the business problem to develop appropriate business recommendations
- C-3 Master the ability to use visual representations of information to influence the decisions of non-analytic business decision-makers