

ISOM 3330 – Data Visualization and Visual Analytics (2026-27 Fall Term)

General Information

- 1 Credit (Elective for BBA-IS, Letter Grades)
 - Teaching Mode: Face-to-Face
 - Lecture + Lab (L1): 4 weeks in total
 - Wed 4:30pm – 5:50pm LSK-G021
 - Fri 4:30pm – 5:50pm LSK-G021
 - Instructor: Prof. Jean WANG <jeanwang@ust.hk> Rm: LSK 5050A (office hour by appointment)
 - TA: Miss Anson WAN <imanson@ust.hk> Rm: LSK 4065 (office hour by appointment)
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Course Description

A clear and concise communication of results is essential to a successful business analytics endeavor. In the context of business communication, data visualization could help deliver analytics results or tell stories by curating data into a representation easy to understand and navigate, with the valuable information and insights explicitly highlighted. Furthermore, interactive visualization could also be combined with automated analysis to provide business decision makers an effective way to explore a large data set, make interpretation, drill down to uncover hidden patterns and deeper insights, so as to leverage their domain knowledge to guide the data analytics process.

This course is intended to train students to understand and learn the human-centered approach in designing static or interactive visual presentation materials. Students will learn basic design principles to produce their own visual stories that address the business need of reporting and performance monitoring. Students will also be introduced with basic visual analytics techniques that integrate with machine learning models to reveal insights from large datasets. By completing the weekly hands-on exercises, students will also gain some practical experience of using modern Business Intelligence tools for data visualization and visual analytics.

Course Intended Learning Outcomes

- Understand the impact of data visualization for business decision making and strategic planning
 - Identify the design principles in data visualization
 - Recognize the applicability of different types of visual elements in various application scenarios
 - Apply exploratory and explanatory data analysis to real business data sets and provide meaningful interpretation by relevant and effective visualization
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Assessments and Weighting

- **Lab Submission (50%):** Lab1, Lab2, Lab3 (10% each) and Lab4 (20%)
Each week, students are given real-world business data sets and a series of instructions. They are required to follow the instructions to complete some data visualization tasks, which utilize visual elements to provide an accessible way to see and understand trends, outliers, and patterns. After finishing, students need to demonstrate in class or submit the design to present the visualization/analytics results.
- **Final Exam (50%):** end of semester
There will be an open-book final exam in week 5. (*Note: The logistic arrangement of the exam will be announced in Canvas later.*)

Teaching Schedule (tentative)

WK	Lecture Topic	Lab Exercise
1	[Sep 2, 4] - Course Overview - Data Visualization: What, Why and When - Data Visualization: Input, Output and Tools - Tableau Overview	Lab1 – Basic Chart Types in Tableau Exercise 1– Employee Retention
2	[Sep 9, 11] - Effectiveness of Data Visualization - Visual Encoding: Marks and Channels - Use of Color in Visualization - Tableau Marks and Colors	Lab2 – Advanced Chart Types in Tableau Exercise 2 – Airbnb Listing
3	[Sep 16, 18] - Dashboards and Examples - Dashboard Design Principles - Choosing the Right Chart Type - Tableau Dashboards	Lab3 – Dashboards in Tableau Exercise 3 – Shared Bike Rentals
4	[Sep 23, 25] - Visual Analytics: What and When - Visual Analytics for Data Exploration - Visual Analytics for Model Building and Understanding - Visual Analytics Techniques in Tableau	Lab4 – Visual Analytics in Tableau Exercise 4 – Flight Delay
5	[Sep 30] Final Exam	

Books & References

- Fundamentals of Data Visualization
Author: Claus O. Wilke
Publisher: O'Reilly Media
Release Date: 2019
ISBN: 978-1-4920-3108-6
- The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios
Authors: Steve Wexler, Jeffrey Shaffer, Andy Cotgreave
Publisher: Wiley
Release Date: 2017
ISBN: 978-1-1192-8308-9
- Tableau - Data Visualization Beginner's Guide: a Definition, Examples, and Learning Resources
<https://www.tableau.com/learn/articles/data-visualization>

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