

# THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

## ISOM 5620 Visual Analytics for Business Decisions

### Course Outline

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### Course description

This course introduces visualization methods in statistical perspectives. Particular focus is on making use of statistical techniques to understand data patterns through graphical tools for business decisions. Topics like graphically describing discrete, continuous and time series data and visualizing text and network data will be covered. Cases in business, economic, finance and marketing will also be presented.

### Tentative schedule

1. Graphical description of categorical data
2. Graphical description of continuous data
3. Visualizing multivariate information
4. Graphing time series and financial data
5. Text analytics
6. Visualizing network data
7. Directed network analytics

### Grading

Assignments	30%
Exam	30%
Group project	40%

### Remarks

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