

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Data Visualisation II- Google Data Studio and Tableau
Course Code:	2MS3010842T
Pre-requisite Course:	Basics of computer application, MS Office.

Course Objectives:

- 1) To aware students about the basics of Google Data Studio and Tableau
- 2) To provide ideas about reports and filters in Google Data Studio and Tableau
- 3) To make students understand visualization basics
- 4) To give an overview of charts and maps
- 5) To explore data management with Google Data Studio and Tableau

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Learn Tableau Basic Reports Connecting to Excel files, Connecting to text files, Connecting to Microsoft Analysis services Creating and removing hierarchiesParametersGrouping Examples – 1Grouping Examples – 2Combined setsCreating a first reportData LabelsCreate FoldersSorting Data	10	20
2	Tableaus Charts Area, Bar , Box, Bubble, Bump, Bullet, Circle, Gantt, Line, Lollipop, Line, Pareto, Pie, Scatter, Stacked, Tree, World Cloud, Waterfall. Filled, Crosstab, Combines, Motion, Heatmap	10	20
3	Tableaus Advanced Reports Dual Axis Reports Blended Axis Individual Axis Add reference LinesReference Distribution Basic Map Mapbox maps as background map	10	20
4	Google Studio :Creating and configuring data visualizations (tables, charts, graphs)Customizing visualizations with style and formatting optionsWorking with filters and parameters for interactivityUsing calculated fields and functions to enhance visualizationsBest practices for designing effective dashboards	10	20
5	Collaborating and Sharing Google Studio Sharing and collaborating on reports and dashboards, Managing access permissions, Publishing and embedding reports, Version control and revision history	08	20

Text Books:

Sr. No.	Books
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1	Visual Analytics with Tableau Book by Alexander Loth
2	Hurst, Lee. "Hands On With Google® Data Studio Google Data Studio." (2020).
3	Kemp, Grant, and Gerry White. Google Data Studio for Beginners: Start Making Your Data Actionable. Apress, 2021.

Reference Books:

Sr. No.	Books
1	Pro Tableau: A Step-by-Step Guide by Seema Acharya & Subhashini Chellappan
2	Tableau Your Data! Fast and Easy Visual Analysis with Tableau Software Book by Daniel G. Murray

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the Fundamentals of Tableau and Google Data Studio	Understand
CLO2	Develop and Customize Data Visualizations	Create
CLO3	Apply Advanced Reporting Techniques	Apply
CLO4	Leverage Filters, Parameters, and Data Interactivity	Apply
CLO5	Integrate and Optimize Data Sources	Apply
CLO6	Collaborate and Share Interactive Reports	Evaluate

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	H							M	
CLO2	H		H				M		M	
CLO3		H	M					M	M	H
CLO4			M			M				M
CLO5		M	L					H	M	H
CLO6				H	H		M			M

H: High, M: Medium, L: Low
