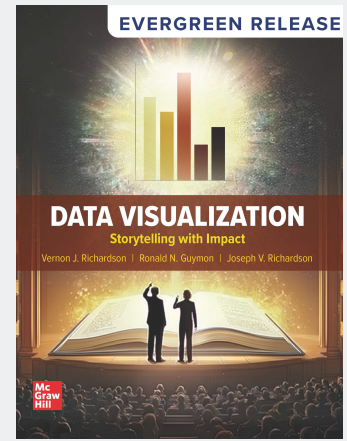




Data Visualization

Vern Richardson | Ron Guymon | Joseph Richardson



Overview

Data Visualization emphasizes the importance of transforming data into visual contexts to evaluate and communicate findings. With an intentional focus on storytelling and a dedicated ethics chapter, it equips students with expertise in presenting insights with purpose and integrity. The product features hands-on labs leveraging tools like Excel, Power BI, and Tableau for maximum flexibility. The author-created AMPS framework guides students through the entire data analysis process. This robust approach ensures students gain the technical agility needed across multiple visualization tools used in business today.

Depth of Topic Coverage

Low High

What You Need to Know

Data Visualization Skills

Students conduct business analytics with **Excel, Tableau, and Power BI** within the context of the author-developed AMPS Analytics Model, which guides students to **a**sk the question, **m**aster the data, **p**erform the analysis, and **s**hare the story.

Hands-On Labs

Over 60 labs focus on applying concepts in **Excel, Tableau, and Power BI**. Additional labs using **Python, R, and Gen AI**, available in Connect, provide enhanced flexibility.

Ethical Data Practices

With an intentional focus in Chapter 8 and discussions across all chapters, this focus on ethics ensures that future professionals apply their skills thoughtfully and responsibly.

Table of Contents

1. Addressing Business Analytics Questions Using Data Visualization
2. Master the Data: Qualities and Data Types
3. Master the Data: Data Visualization Design Principles
4. Perform the Analysis: Exploratory Visualizations Used in Descriptive and Diagnostic Analytics
5. Perform the Analysis: Exploratory Visualizations Used in Predictive and Predictive Analytics
6. Share the Story: The Importance of Storytelling
7. Share the Story: The Use of Dashboards & Infographics
8. Ethical Visualizations
9. Alternate Visualizations
10. Capstone Projects

Data Visualization

Vern Richardson | Ron Guymon | Joseph Richardson

This Product is Evergreen™

This product is available in our Evergreen Delivery Model. This means you will have the most relevant and up-to-date content, tools, and accessibility features delivered directly to your existing courses. Evergreen's release-centered approach makes using new content easy and enables digital product updates all without switching editions or building a new course from scratch.

Release Notes make it easy for you to see detailed information about new and updated digital content available with a release and can be found within your course.

If you require a print component, please talk to your McGraw Hill representative.



“With Evergreen, my course is more efficient, relevant, inclusive, and engaging for students preparing for real-world careers.”

—LaKisha Barrett

PhD, Professor and Associate Dean,
Austin Community College



Education for All? We're All In.

Let's build a future where every student has a chance to succeed in college and beyond.

We're committed to working together to clear paths, so that we can create opportunities for each student and help deliver an education of value.

