

NPM513 Data Visualisation and Analytics for Social Sector

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

NPM513 Data Visualisation and Analytics for Social Sector aims to discuss the use of data visualisation and dashboards, provide an overview of data mining and equip students with the knowledge of various applications of analytics for social good. The course covers the construction of charts and dashboards, dashboard design principles, data mining techniques (association, clustering and predictive modelling) and data mining applications such as recruitment of volunteers, engagement of donors and prevention of family violence.

Topics:

- Data attributes
- Charts appropriate for different types of data
- Types of dashboards
- Data preparation for data mining
- Data mining methodology
- Data mining techniques
- Pre-requisites and limitations of data mining
- Prospect identification
- Volunteer segmentation
- Targeted marketing
- Churn modelling
- Programme selection for re-offenders

Learning Outcome:

- Evaluate the appropriateness of Data Visualisation techniques based on given data.
- Critique the design of the dashboard based on the design principles.
- Examine the different modelling techniques used.
- Assess the different data mining applications used.
- Construct a dashboard using Tableau.
- Recommend the appropriate analytics techniques for different business problems.
- Evaluate the application of business analytics for social good.
- Formulate possible applications of business analytics for social good.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	40
	PARTICIPATION 1	20

Overall Examinable Components	ECA	40
Total		100

*The information listed is subject to review and change.