

Syllabus

Course Overview

This course covers the final phase of an effective effort in data analytics, that of sharing the results in the appropriate context of audience, timing, and approach. You will explore the various options and technologies that are available for sharing data with a variety of audiences. The factors that influence how to effectively present data using a particular tool are covered and demonstrated through application of a specific data analytics project exploring these concepts.

Course Competencies

(Read Only)

To successfully complete this course, you will be expected to:

- 1 Evaluate the options and alternatives that are available to sharing the results of a data analytics project with a variety of audiences.
- 2 Define success factors in effective sharing of data analytics with a variety of audiences.
- 3 Apply the concepts of information security and privacy, ethics and legal constraints to support the approach taken in presenting results for a specific data analytics project.
- 4 Use an appropriate tool to effectively present the results of a specific data analytics project.
- 5 Communicate effectively.

Course Prerequisites

Prerequisite(s): BUS1003 or BUS3006 or BUS3007 or IT2230.

Syllabus >> Course Materials

Required

The materials listed below are required to complete the learning activities in this course.

Library

The following required readings are provided in the Capella University Library or linked directly in this course. To find specific readings by journal or book title, use [Journal and Book Locator](#). Refer to the [Journal and Book Locator library guide](#) to learn how to use this tool.

- Alexander, M., Decker, J., & Wehbe, B. (2014). [Microsoft business intelligence tools for Excel analysts](#). Hoboken, NJ: Wiley.
- Anderson, C., & Duarte, N. (2013). [How to give a killer presentation](#). *Harvard Business Review*, 91(6), 121–125.
- [BAE Systems launches revolutionary new tool for secure information sharing](#). (2014, March 21). *Business Wire*.
- Borsher, J., & Kroeger, L. (2011, Fall). [Presenting information with the right data graphic](#). *Pennsylvania CPA Journal*, p. 9.
- Bremser, W. G., & Wagner, W. P. (2013). [Developing dashboards for performance management](#). *CPA Journal*, 83(7), 62–67.
- Brown, B., Court, D., & McGuire, T. (2014). [Views from the front lines of the data-analytics revolution](#). *McKinsey Quarterly*, (1), 94–101.
- Bughin, J. (2015). [Getting a sharper picture of social media's influence](#). *McKinsey Quarterly*, 3, 8–11.
- Catlin, T., Scanlan, J., & Willmott, P. (2015). [Raising your digital quotient](#). *McKinsey Quarterly*, 3, 30–43.
- Chung, W., & Hershey, L. (2012). [Enhancing information privacy and data sharing in a healthcare IT firm: The case of Ricerro Communications](#). *Journal of Information Privacy & Security*, 8(4), 56–78.
- Crawford, K. (2014). [Big data stalking](#). *Scientific American*, 310(4), 14.
- Crosman, P. (2014). [The downside of the data-driven decision](#). *American Banker*, 178(56), 7.
- De la Rosa Algarin, A., & Demurjian, S. A. (2014). [An approach to facilitate security assurance for information sharing and exchange in big-data application](#). In B. Akhgar & H. R. Arabnia (Eds.), *Emerging trends in ICT security* (pp. 65–83). Waltham, MA: Morgan Kaufmann.
- Graham, F. S., Gooden, S. T., & Martin, K. J. (2014, November). [Navigating the transparency-privacy paradox in public sector data sharing](#). *The American Review of Public Administration*, 1–23.
- Hsinchun, C., Chiang, R. L., & Storey, V. C. (2012). [Business intelligence and analytics: From big data to big impact](#). *MIS Quarterly*, 36(4), 1165–1188.
- Ioana, B., Diana Claudia, S.-P., & Ioan, B. M. (2014). [Using dashboards in business analysis](#). *Annals of the University of Oradea, Economic Science Series*, 23(1), 851–856.
- Mantha, B. (2014). [Five guiding principles for realizing the promise of big data](#). *Business Intelligence Journal*, 19(1), 8–11.
- Meacham, J., Toms, L., Green, K. W., Jr., Bhadauria, V. S. (2013). [Impact of information sharing and green information systems](#). *Management Research Review*, 36(5), 478–494.
- Morris, B. W., Kleist, V., Dull, R. B., & Tanner, C. D. (2014). [Secure information market: A model to support information sharing, data fusion, privacy, and decisions](#). *Journal of Information Systems*, 28(1), 269–285. doi:10.2308/isys-50705.
- Pavolotsky, J. (2012). [Demystifying big data](#). *Business Law Today*, 21(21), 1–4.
- Peterson, E. T. (2010). [Should you trust Google with your audience data?](#) *Audience Development*, 25(1), 43.
- [Provide listeners with meaningful data \[Audio\]](#). (2013, September). *American Speaker*, p. 10.
- Richards, N. M., & King, J. H. (2014). [Big data ethics](#). *Wake Forest Law Review*, 49(2), 393–432.

- Rosso, A. (2014). [At the dashboard](#). *Collector* (0010082X), 79(11), 44–47.

External Resource

Please note that URLs change frequently. While the URLs were current when this course was designed, some may no longer be valid. If you cannot access a specific link, contact your instructor for an alternative URL. Permissions for the following links have been either granted or deemed appropriate for educational use at the time of course publication.

- APIAHF. (2012). [Letting your data speak: Tips for presenting data effectively \[Video\]](#). Retrieved from http://www.youtube.com/watch?v=45lxHF_eHdE
- [Data visualization tools](#). Retrieved from <http://www.kstoolkit.org/Data+Visualization+Tools>
- Denis, A. (2014). [Ethical uses of big data and Web analytics \[Video\]](#). Retrieved from <http://www.youtube.com/watch?v=ME0yzbDwzq0>
- Fractured Atlas. (2011). [Data sharing: Do we have to? \[Video\]](#). Retrieved from <http://www.youtube.com/watch?v=mqe3AsRbEDA>
- Gigaom. (2013). [Data for dummies: 6 data analysis tools anyone can use](#). Retrieved from <https://gigaom.com/2013/01/31/data-for-dummies-5-data-analysis-tools-anyone-can-use/>
- Marr, B. (2015). [4 ways big data will change every business](#). Retrieved from <http://www.forbes.com/sites/bernardmarr/2015/09/08/4-ways-big-data-will-change-every-business/#f7fc36d79000>
- SAS. (n.d.). [SAS Analytics U Community](#). Retrieved from <https://communities.sas.com/community/sas-analytics-u>
- SAS. (n.d.). [SAS Enterprise Guide](#). Retrieved from <https://odamid.oda.sas.com/SASODAControlCenter/enroll.html?enroll=e3ce9819-deac-4251-b71c-eae547323377>
- SAS. (n.d.). [SAS Enterprise Minor](#). Retrieved from <https://odamid.oda.sas.com/SASODAControlCenter/enroll.html?enroll=9da5bad5-ac31-49cd-b3ba-207c31a0ae32>
- SAS. (n.d.). [SAS Forecast Studio](#). Retrieved from <https://odamid.oda.sas.com/SASODAControlCenter/enroll.html?enroll=867a0717-de59-4199-8276-34ad02887e5b>
- SAS. (n.d.). [SAS JMP](#). Retrieved from <https://odamid.oda.sas.com/SASODAControlCenter/enroll.html?enroll=93a4f767-ce6c-4ee7-a410-1b026ed6cbd7>
- SAS. (n.d.). [SAS OnDemand for Academics User's Guide](#). Retrieved from <http://support.sas.com/ondemand/manuals/sodaug.pdf>
- SAS. (n.d.). [SAS Studio](#). Retrieved from <https://odamid.oda.sas.com/SASODAControlCenter/enroll.html?enroll=cf53a25b-94f7-48c8-8714-218ce0021cdb>
- SAS. (n.d.). [SAS training](#). Retrieved from <http://support.sas.com/training/index.html>
- SAS. (n.d.). [SAS University Edition](#). Retrieved from http://www.sas.com/en_us/software/university-edition.html
- Shaw, J. (2014). [Why "big data" is a big deal](#). *Harvard Magazine*. Retrieved from <http://harvardmagazine.com/2014/03/why-big-data-is-a-big-deal>
- TIA NOW. (2014). [Big data ethics \[Video\]](#). Retrieved from <http://www.youtube.com/watch?v=GiACz1I2sKI>

Suggested

The following materials are recommended to provide you with a better understanding of the topics in this course. These materials are not required to complete the course, but they are aligned to course activities and assessments and are highly recommended for your use.

Optional

The following optional materials are offered to provide you with a better understanding of the topics in this course. These materials are not required to complete the course.

Unit 1 >> Sharing Data Analytics

Introduction

In today's world, information systems provide the ability for cross-functional business processes and sharing of information. Sharing information can occur in the simplest of systems or in complex formats. However, sharing information can also result in both advantages and disadvantages for process improvement and reengineering. Throughout the course, you will have the opportunity to explore various tools and technologies used to share data and the factors that influence how data is presented from data sharing tools.

In this unit, you will identify options and tools used for sharing data analytics results. The readings will provide information on the importance of using information systems for data sharing, as well as cross-functional business aspects of sharing data analytics. You will be introduced to your course project and select a data analytics tool or product. The tool will support the concept of data analytics and sharing information with various audiences.

Learning Activities

u01s1 - Required Readings

Use the Capella Library to read:

- *Business Wire's* 2014 article, "[BAE Systems Launches Revolutionary New Tool for Secure Information Sharing](#)."

- Chung and Hershey's 2012 article, "[Enhancing Information Privacy and Data Sharing in a Healthcare IT Firm: The Case of Ricorro Communications](#)," from the *Journal of Information Privacy & Security*, volume 8, issue 4, pages 56–78
- Hsinchun, Chiang, and Storey's 2012 article, "[Business Intelligence and Analytics: From Big Data to Big Impact](#)," from *MIS Quarterly*, volume 36, issue 4, pages 1165–1188. These articles provide a framework that identifies the evolution, applications, and emerging research areas business intelligence and analytics.
- Meacham, Toms, Green, and Bhadauria's 2013 article, "[Impact of Information Sharing and Green Information Systems](#)," from *Management Research Review*, volume 36, issue 5, pages 478–494.
- Morris, Kleist, Dull, and Tanner's 2014 article, "[Secure Information Market: A Model to Support Information Sharing, Data Fusion, Privacy, and Decisions](#)," from *Journal of Information Systems*, volume 28, issue 1, pages 269–285. This reading discusses a model designed to protect organizations and their shared data, while maximizing member value and incentives to share.
- Peterson's 2010 article, "[Should You Trust Google With Your Audience Data?](#)," from *Audience Development*, volume 25, issue 1, page 43. The article focuses on Google Analytics, an analytics software developed by Google and is currently used by people worldwide for free, making it the most widely deployed analytics solution in the Web.

Resources

u01s2 - Internet and Library Research

Use the Internet and the Capella library to research these keywords related to the topic of data analytics, which will support completion of the Unit 1 assignment and discussion.

- Data analytics.
- Data sharing.
- SWOT.
- Process reengineering.
- Big data.
- Data sharing tools.
- Google Analytics.

Resources

u01s3 - Your Capella SAS Account

Accessing Your SAS e-Learning Materials and SAS Certification Preparation Courses

Did you know that as a business intelligence or data analytics learner at Capella University, you have access to a comprehensive list of SAS e-learning materials and SAS certification preparation courses?

Well, it is true! You just need to activate your Capella SAS account to gain access to resources that will help you advance in the field of data analytics. Whether you are interested in becoming SAS certified or you are looking for additional resources to help advance your understanding of a particular SAS tool, activate your Capella SAS account now!

- [How to Activate Your Capella SAS Account.](#)
- [Your e-Learning Material and Certification Preparation Courses.](#)

Accessing SAS Analytics U Community and Software Tools

SAS University Edition

Once you have created your Capella SAS profile account, you become a member of the SAS Analytics U community. This is an online interactive community where you will find valuable resources and free software tools.

As a member of the SAS Analytics U, you can download your own free version of SAS University Edition, or gain web access to more robust and powerful SAS tools by registering for SAS OnDemand. Use this link to learn more about SAS University Edition and to download your own copy of SAS University Edition.

- [SAS University Edition.](#)

SAS OnDemand Tools

To obtain access to more robust and powerful SAS tools, you must first register with SAS OnDemand, using this [registration link](#).

Once you have registered for SAS OnDemand and have obtained your user ID, just click the link below that corresponds with the tool you would like to access:

- [SAS Enterprise Minor.](#)
- [SAS Studio.](#)
- [SAS Enterprise Guide.](#)
- [SAS Forecast Studio.](#)
- [SAS JMP.](#)

As you work your way through this course and this program, lean on the SAS Analytics U community to connect with fellow SAS users as well! Reach out to other community members to obtain peer support, to get questions answered, to share ideas and best practices, and to collaborate on projects.

- [SAS Analytics U Community.](#)
- [SAS OnDemand for Academics User's Guide.](#)

u01a1 - Tools for Sharing Data

Research and select a data analytics tool or product. The tool should support the concept of data analytics and sharing information with various audiences. The course project will be introduced in four parts.

1. The first part of the project will focus on selecting a data sharing tool. You will provide a summary to describe the tools and its application, as well as a SWOT diagram to evaluate its strengths, weaknesses, opportunities, and threats.
2. The second part of the project will be focused on a case study or organizational issue where the proposed tool can be used.
3. The third part will ask you to develop an information security plan and outline factors that impact effective presentation of data analytics results.
4. The fourth part of the project will involve the application and use of the tool and compile all project components into a comprehensive presentation.

Research and write a short (3–6 page body section) paper in APA 6th edition format that covers the following topics:

- Identify the options available for sharing data analytics results.
- Describe the features of the options available for sharing data analytics results.
- Describe the makeup of the audience that is most appropriate for use with the options identified.
- Complete a SWOT diagram to outline strengths, weaknesses, opportunities, and threats of the data sharing tool.
- Identify the strengths, weaknesses, opportunities, and threats of the data sharing tool.

Assignment Requirements

- **Written communication:** Written communication is free of errors that detract from the overall message.
- **APA formatting:** Resources and citations are formatted according to APA (6th edition) style and formatting.
- **Length of paper:** 3–6 pages, excluding the references page.
- **Font and font size:** Times New Roman, 12 point.

Resources

-  [APA Style and Format](#).

u01d1 - Data Sharing Pros and Cons

Information systems have changed dramatically in the last decade. The evolution of information systems have also provided an opportunity to share information at many different levels. Explain how an organization may choose a data sharing tool to improve business processes or to resolve a performance problem. What would be the pros and cons of using a data sharing tool?

Response Guidelines

After reviewing several of your peers' posts, compare your findings to at least two of your fellow learners.

Resources

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 2 >> Success Factors

Introduction

During this unit you will be introduced to factors that impact the success of sharing data analytics. The purpose of data analytics is to examine data and draw conclusions. Once conclusions are determined, the information is shared. However, there are several factors that can impact the success of sharing the data, including organizational processes and use of data for decision making. For instance, the balanced scorecard is one strategy to effectively measure data and share it. The balanced scorecard brings together in one view, data that is being measured for the purpose to analyze and validate. The scorecard can be used as a tool to present data and for sharing among various audiences.

Your readings this week will explore success factors for successful presentation of data analytics results, based on organizational processes and business structure. You will also be introduced to the use of the balanced scorecard as an example of a data sharing tool. You will be asked to describe success factors for successful presentation of data analytics for your chosen tool and organization, as well as the audience to whom the data analytics will be presented.

Learning Activities

u02s1 - Required Readings

Use the Capella library to read:

- In Alexander, Decker, and Wehbe 2014 book, [Microsoft Business Intelligence Tools for Excel Analysts](#), read:
 - Chapter 1, "Important Database Concepts," pages 7–18.
 - Chapter 2, "Pivot Table Fundamentals," pages 19–46.
 - Bughin's 2015 article, "[Getting a Sharper Picture of Social Media's Influence](#)," in *McKinsey Quarterly*.
 - Catlin, Scanlan, and Willmott's 2015 article, "[Raising Your Digital Quotient](#)," in *McKinsey Quarterly*.

Use the Internet to read/explore:

- [Data Visualization Tools](#).
- Gigaom's "[Data for Dummies: 6 Data Analysis Tools Anyone Can Use](#)."
- Marr's 2015 article, "[4 Ways Big Data Will Change Every Business](#)," from Forbes.com.
- Shaw's 2014 article, "[Why 'Big Data' Is a Big Deal](#)," from *Harvard Magazine*.

Resources

u02s2 - Internet and Library Research

Use the following keywords to engage in research on the topic of data analytics, which will support completion of the Unit 2 assignment and discussion.

- Data presentation.
- Balanced Scorecard.
- Dashboard.
- Microsoft Excel.

Media

The objective of this video is to enhance the required reading, to provide context on scorecard and data sharing to support completion of the Unit 2 assignment and discussion.

- Fractured Atlas's 2011 [Data Sharing: Do We Have To?](#)

- 10 minutes.

Resources

u02a1 - Success Factors for Sharing

In this assignment you will describe success factors for sharing data analytics, based on your chosen tool and an organization or case study. You may select an organization or present a case study as the basis for your project. Your success factors should also be reflective of organizational process and results of your SWOT analysis from Unit 1.

Research and write a short (3–6 page body section) paper in APA 6th edition format that covers the following topics:

- Describe your data analytics sharing tool.
- Describe an organization or case study for which the tool could be used.
- Explain business processes that support the use of the data analytics tool.
- Describe the success factors for successful presentation of data analytics results based on the SWOT analysis.
- Identify at least one additional data sharing tool that could be used to present data analytics results (for example, scorecard or Microsoft Excel).
- Describe the audience to whom data analytics results will be presented.
- Explain how these success factors are impacted by the makeup of the audience.

Assignment Requirements

- **Written communication:** Written communication is free of errors that detract from the overall message.
- **APA formatting:** Resources and citations are formatted according to APA (6th edition) style and formatting.
- **Length of paper:** 3–6 pages, excluding the references page.
- **Font and font size:** Times New Roman, 12 point.

Resources

-  [APA Style and Format](#).

Course Resources

[APA Style and Format](#)

u02d1 - Successful Presentation

Data can be presented in a variety of ways, and the way in which it is presented can determine its use and effectiveness. Successful presentation is also based on the audience. Based on your readings this week, explain key factors that play a role in the successful presentation of data analytics. Consider the type of organization, type of data sharing tool, and diversity of the audience.

Response Guidelines

After reviewing several of your peers' posts, compare your findings to at least two of your fellow learners.

Resources

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 3 >> Constraints: Presenting the Results

Introduction

This unit provides a review of considerations when presenting data analytics results. The process of collecting and presenting data analytics consists of many aspects, including information security, privacy, legal and ethical standards.

The readings in this unit provide additional information on the information security and privacy legal and ethical constraints that are factors in presenting the results of a data analytics. You will have an opportunity to outline an information security plan and a plan to focus on effective presentation of results for your organization.

Learning Activities

u03s1 - Required Reading

Use the Capella library to read:

- Crawford's 2014 article, "[Big Data Stalking](#)," from *Scientific American*, volume 310, issue 4, page 14. In this article the author discusses the data broker industry and the moral and ethical issues regarding the way it collects and presents information.
- Crosman's 2014 article, "[The Downside of the Data-Driven Decision](#)," from *American Banker*, volume 178, issue 56, page 7. The article discusses potential negative consequences of the banking industry's increased reliance on analytics and data-driven decisions. Topics include description of needs to meet quotas, the ethics of upselling and cross-selling, and analytics' failure to fully explain data. The reading provides an example of how business practices can impact ethical decision making.
- De la Rosa Algarin and Demurjian's 2014 chapter, "[An Approach to Facilitate Security Assurance for Information Sharing and Exchange in Big-Data Application](#)," from *Emerging Trends in ICT Security*, pages 65–83.
- Graham, Gooden, and Martin's 2014 article, "[Navigating the Transparency-Privacy Paradox in Public Sector Data Sharing](#)," from *The American Review of Public Administration*, pages 1–23.
- Pavolotsky's 2012 article, "[Demystifying Big Data](#)," from *Business Law Today*, volume 21, issue 21, pages 1–4. The article discusses legal issues related to handling big data.
- Richards and King's 2014 article, "[Big Data Ethics](#)," from *Wake Forest Law Review*, volume 49, issue 2, pages 393–432. The article focuses on the ethics while using the big data.

Resources

u03s2 - Internet and Library Research

Use the following keywords to engage in research on the topic of ethics and data analytics, which will support completion of the Unit 3 assignment and discussion.

- Information security.
- Information privacy.
- Web analytics.
- Legal constraints and data analytics.
- Ethical use of big data.
- Code of ethics.
- Liability.
- Accountability.

Media

The objective of these videos is to enhance the required reading to support completion of the Unit 3 assignment and discussion.

- Denis's 2014 [Ethical Uses of Big Data and Web Analytics](#).

- 12 minutes.
- TIA NOW's 2014 [Big Data Ethics](#).
 - 10 minutes.

Resources

u03a1 - Constraints in Presenting

In this assignment you will develop an information security plan, based on your chosen tool and an organization or case study. You will consider privacy, and legal and ethical factors. You will also outline key elements for the effective presentation of data analytics results.

Research and write a short (4–6 page body section) paper in APA 6th edition format that covers the following topics:

- Outline key components of an information security plan, in relation to the collection and presentation of data analytics.
- Describe the information security and privacy legal and ethical constraints that are a factor in presenting the results of your data analytics project.
- Develop an information security plan. The plan should outline the key components, constraints, and how they will be addressed by your organization.
- Explain how your chosen data analytics tool can be a pro and con to the constraints.
- Explain how all factors contribute to creating an appropriate and effective presentation of results for your organization or case study.

Assignment Requirements

- **Written communication:** Written communication is free of errors that detract from the overall message.
- **APA formatting:** Resources and citations are formatted according to APA (6th edition) style and formatting.
- **Length of paper:** 4–6 pages, excluding the references page.
- **Font and font size:** Times New Roman, 12 point.

Resources

-  [APA Style and Format](#).

Course Resources

[APA Style and Format](#)

u03d1 - Mitigate Constraints

One way to mitigate constraints in presenting data analytics is to appoint an external or objective reviewer. Explain how this type of review can contribute to creating an effective presentation. Support your discussion with at least one related article or literature review.

Response Guidelines

After reviewing several of your peers' posts, compare your findings to at least two of your fellow learners.

Resources

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 4 >> The Results

Introduction

During the course we discussed many topics related to data sharing tools and their impact on business activities and considerations. The use of data sharing tools provides the ability to present adequate information for decision-making purposes, as well as communicate results to various audiences throughout the organization. For example, scorecards and dashboards can be used to show how data aligns with business processes and strategic goals. These methods can also serve as ongoing tools to share key indicators and performance results. As you prepare to present data using your data sharing tool, consider how effective it will be for organizational use and communication to various audiences.

The readings in this unit will provide additional information on data sharing tools, as well as their benefits and drawbacks. The readings also provide information on presenting results and appropriate ways to display data. You will have an opportunity to use your chosen data sharing tool plan and effective presentation of results for your organization or case.

Learning Activities

u04s1 - Required Reading

Use the Capella library to read:

- [Provide Listeners With Meaningful Data](#) from *American Speaker*, September 2013, page 10. This audio presentation includes a discussion on how to make data meaningful to listeners during presentations.
- Ioana, Diana Claudia, and Ioan's 2014 article, "[Using Dashboards in Business Analysis](#)," from *Annals of the University of Oradea, Economic Science Series*, volume 23, issue 1, pages 851–856. This paper shows how the dashboard methodology has developed, as well as the main features as creating them as presentation tools.
- Bremser and Wagner's 2013 article, "[Developing Dashboards for Performance Management](#)," from *CPA Journal*, volume 83, issue 7, pages 62–67. This article discusses dashboards as a tool for performance management, and focuses on how the dashboard can be an effective tool for visualization techniques.
- Anderson and Duarte's 2013 article, "[How to Give a Killer Presentation](#)," from *Harvard Business Review*, volume 91, issue 6, pages 121–125. In this article the author shares five keys to great presentations.
- Rosso's 2014 article, "[At the Dashboard](#)," from *Collector (0010082X)*, volume 79, issue 11, pages 44–47. The article reports that data-driven dashboards can help organizations move in the right direction as a decision-making tool.
- Borsher and Kroeger's 2011, Fall article, "[Presenting Information With the Right Data Graphic](#)," from *Pennsylvania CPA Journal*, page 9. This reading discusses the use of business graphics on data presentations. It states that a graph or table should have titles representing the message of the data, and that a presenter must choose the type of graphic forms to use depending on the message of the presentation such as line charts for time and frequency, bar graphs to compare, and pie charts to show components.

Resources

u04s2 - Internet and Library Research

Use the following keywords to engage in research on the topic of ethics and data analytics, which will support completion of the Unit 3 assignment and discussion.

- Dashboard.
- Scorecard.
- Microsoft Access and data sharing.
- Microsoft Excel and data sharing.
- Microsoft PowerPoint and data sharing.
- Decisions with data.
- Presenting data.

- Data display.
- Performance management.
- Business analysis.

Media

The objective of this video is to enhance the required reading to support completion of the Unit 4 assignment and discussion.

- APIAHF's 2012 [Letting Your Data Speak: Tips for Presenting Data Effectively](#).
 - 58 minutes.

Resources

u04a1 - The Results

In this assignment you will use the tool you selected in Unit 1 to present results. You can use data from your organization or case study, or projections for a proposed project.

Submit your results using your data sharing tool, in addition to a short paper (4—6 page body section) in APA 6th edition format that covers the following topics:

- Present the results of data analytics project using data sharing tool. The results should include appropriate display of data.
- Develop an overview of data and project being presented.
- Describe your data sharing tool in relation to effective presentation of the results.
- Explain how your tool best represents the data being presented.

Assignment Requirements

- **Written communication:** Written communication is free of errors that detract from the overall message.
- **APA formatting:** Resources and citations are formatted according to APA (6th edition) style and formatting.
- **Length of paper:** 4–6 pages, excluding the references page.
- **Font and font size:** Times New Roman, 12 point.

Resources

-  [APA Style and Format](#).

Course Resources

u04d1 - Decisions Using Data Sharing Tool

Review the Rosso article outlined in this unit's Required Readings. The article reports that data-driven dashboards can help organizations move in the right direction as a decision-making tool. Every aspect of data analytics requires an approach to allow for the best manipulation of data, which can ultimately yield desired results for organizational needs. Data sharing tools such as the dashboard can provide a way for effective decision making.

Based on your chosen tool and the article review, explain how data sharing tools impact organizational decisions. Also discuss the importance of how well the data sharing tool represents the data being presented.

Response Guidelines

After reviewing several of your peers' posts, compare your findings to at least two of your fellow learners.

Resources

-  [At the Dashboard](#).

Course Resources

Undergraduate Discussion Participation Scoring Guide

[At the Dashboard](#)

Unit 5 >> Information Sharing

Introduction

Throughout the course we discussed a variety of topics that relate to information solutions and sharing data analytics. In Unit 1 we discussed options and tools used for sharing data analytics results and the importance of using information systems for cross-functional data sharing. In the next unit, you were introduced to factors for successful presentation of data analytics results, based on organizational processes and business structure; followed by information on the collection and presentation of data analytics in relation to security, privacy, legal,

and ethical standards. Last week you were asked to present data using your data sharing tool and consider how effective it will be for organizational use and communication to various audiences.

In this unit, you will explore more on information sharing and delivery, particularly in relation to the use of data analytics, big data, and the management perspective. You will complete the final part of your project by compiling all components and preparing a presentation for a management team.

Learning Activities

u05s1 - Required Readings

Use the Capella library to read the following:

- Brown, Court, and McGuire's 2014 article, "[Views From the Front Lines of the Data-Analytics Revolution](#)," from *McKinsey Quarterly*, issue 1, pages 94–101. This article presents information from an executive meeting about issues related to data analytics such as privacy and organizational models. The article notes that management's expectations about big data's effect on organizational performance.
- Mantha's 2014 article, "[Five Guiding Principles for Realizing the Promise of Big Data](#)," from *Business Intelligence Journal*, volume 19, issue 1, pages 8–11. This article outlines five guiding principles to help companies think about when, where, and how to best realize big data's value within their organizations.

Resources

u05s2 - Internet and Library Research

Use the following keywords to engage in research on the topic of the delivery of data analytics and management review, which will support completion of the Unit 5 assignment and discussion.

- Data-driven performance.
- Performance improvement.
- Quality management.
- Decision making from data.
- Company culture.
- Organizational dynamics.
- Best practices.
- Change management.

Resources

u05a1 - Sharing and Delivery of Data Analytics

In the final assignment for this course you will compile all components of your project into a comprehensive document. Each section should include all noted requirements in previous units in addition to this week's addition on the management perspective. Organize your document with the following titles. Be sure to follow APA 6th edition, with a table of contents, reference page, appendices (if applicable), et cetera.

- Project Overview.
- Data Sharing Tools.
- Success Factors.
- Constraints.
- Results.
- Management Review
- Summary.

In your compiled project paper:

- Describe the features of the options available for sharing data analytics results and makeup of the audience that is most appropriate for use with the options identified.
- Identify the strengths, weaknesses, opportunities, and threats of the data sharing tool.
- Describe your data analytics sharing tool and organization or case study for which the tool could be used.
- Explain how success factors are impacted by the makeup of the audience.
- Describe the information security and privacy legal and ethical constraints that are a factor in presenting the results of your data analytics project and how your chosen data analytics tool can be a pro and con to the constraints.
- Explain how all factors contribute to creating an appropriate and effective presentation of results for your organization or case study.

In addition to the previous assignments, you will include a section on Management Review. This section should explain delivery and data analytics sharing to management and executive team.

Change Management

Change management is also a key concept that should to be addressed with the implementation of new or revised tools. Discuss the following concepts in relation to your implementation:

- Management influence on the use of data analytics.
- Organizational culture and dynamics.
- Contingency plan for resistance to change.

Best Practices

- Identify best practices that can be used for sharing data analytics with the management team.
- Discuss process for reassessment of utilization and delivery.

Assignment Requirements

- **Written communication:** Written communication is free of errors that detract from the overall message.
- **APA formatting:** Resources and citations are formatted according to APA (6th edition) style and formatting.
- **Length of paper:** 4–6 pages, excluding the references page.
- **Font and font size:** Times New Roman, 12 point.

Resources

u05d1 - Management Review

Collecting and sharing data can help measure organizational performance. In many cases management uses data shared as a tool to measure performance and for decision making.

Explain best practices that can be used for sharing data analytics with a management team. Be sure to use your organization or case study as a basis for your explanation. Provide at least two best practices.

Response Guidelines

After reviewing several of your peers' posts, compare your findings to at least two of your fellow learners.

Resources

Course Resources

Undergraduate Discussion Participation Scoring Guide

u05d2 - Course Reflections

Explain to your peers and your instructor what you will be taking away from this course:

- What did you learn that surprised you?

- What did you find challenging to understand or grasp?
- What aspects of the course did you enjoy? Which did you not enjoy?
- What would you like to see added to the course for future sessions?

Response Guidelines

After reviewing several of your peers' posts, compare your findings to at least one of your fellow learners.

Resources

Course Resources
Undergraduate Discussion Participation Scoring Guide