

# MAC 8207: Data:Models,Analysis & Visualz

This course prepares students to perform value-added data analysis on accounting data. It covers concepts and techniques in relational data models, analysis and visualizations. In the first half of the course students will learn to understand the data models supporting the auditing processes and perform structured data analysis on accounting data. Structural Query Language (SQL) will be introduced to analyze data stored in relational databases. Alteryx will be introduced to implement data analysis of complex and customized auditing procedures. This second half of the course will focus on data visualization principles and techniques. Students will gain understanding of how analysis results can be visualized to provide insight, learn the principles and techniques of data visualization for dashboards and reports, and develop skills of storytelling with data. QlickView will be used as a tool for building interactive visual applications and presentations.

**Credits:** 3.0

**Program:** MAC (Accounting and Business Taxation)