Data visualization tools in business analytics: an exploratory study of business school preparation

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Abstract

Data visualization is a key component to business and data analytics, allowing analysts in businesses to create tools such as dashboards for business executives. Various software packages allow businesses to create these tools in order to manipulate data for making informed business decisions. The focus is to examine what skills employers are looking for in potential job candidates, and compare with the ability to include those technological skills in a business school curriculum. The researchers explored a variety of tools, and adapted a diagram to place software on a spectrum based on the advancement of data visualization capabilities and academic execution, allowing to compare when software packages can be introduced in a business school curriculum. This exploratory research will allow for future analysis to analyze the alignment of business needs and skills taught within business schools, to continue to improve business students' preparation for a data-focused environment.