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Teaching Business Intelligent with an Executive Dashboard

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Tutorial and Workshop Proposal for AMCIS 2010

Submission Date:	February 28, 2010
Workshop/tutorial Title:	Teaching Business Intelligent with an Executive Dashboard
Duration:	<input type="checkbox"/> Full Day <input checked="" type="checkbox"/> Half Day
Classification:	<input checked="" type="checkbox"/> Tutorial <input type="checkbox"/> Workshop

Abstract

Data visualization has been an important tool for company executives to obtain timely information for decision making purposes. This tutorial session use a state-of-art executive dashboard system to showcase how data visualization can be presented in a classroom environment. Sample cases and datasets are available for participants to take home for their own teaching purposes.

Workshop Leader Information (Please attach a copy of your resume in your email submission)

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Additional Workshop Presenters (copy for each one)

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Speakers' background, description of workshop, and envisioned activities during the workshop (please provide information for each speaker)

The main purpose of this tutorial is to share a set of 3 teaching cases building on an executive dashboard system. The first case show how a Manufacturing company monitoring its global sales operation and make prediction for the future. The second case describes how a US company tracking the performance of its sales offices from three dimensions: geographical locations, organizational units, and product lines. The third case collects data from sources and presented the data with both Google map and user-generated graphics. These teaching cases can be used in Database, Data Warehousing, and Decision Support related classes. The three cases with data sets are mixed together to deliver the following topics.

- Data Extraction, Transferring and Loading (ETL) from various data sources such as Excel file, XML file, OTPL and OLAP.
- Combining and Restructuring data from multiple data sources.
- Building a three level data visualization model for drill down analysis.
- Making data alive by building a data animation model.
- Using Color to facilitate OLAP analysis.
- Presenting Data with Google Map.

Each topic will elapse approximately 30 minutes. This includes 10 minutes introduction and 20 minutes hands-on exercise. At the end, 20 minutes will be reserved for Q and A.

The executive dashboard system used in this tutorial is a web-based data visualization tool called Smart eVision. An introduction of this tool can be seen in the following blog entry.

<http://teweiwang.net/blog/?p=24>

The company providing this tool is a software firm from Taiwan. You can find examples of what the participant will build on the galleries page of this web site. The URL to the company's web site is

<http://www.smart-evision.com/>

Participants in this tutorial session will receive sample data set and build a dashboard with 5 reports containing pie charts, line charts, gauges, maps, and customized OLAP tables. Even though the tutorial session will be conducted using a proprietary software, the same cases can be used in other environments such as Google spreadsheet.

Also, trial version of the Smart eVision software can be obtained easily for teaching purposes.

Dr. Te-Wei Wang is an assistant professor from University of Illinois of Springfield. His main teaching area is in Database Management and Systems Analysis and Design. His researches focus in Knowledge Management and System Development. Chih-Chen Lee is an Associate Professor from Northern Illinois University. Her main research and teaching are in the areas of Accounting information systems and Forensic Accounting. Both of them are experienced educators in their fields.

Special Requirements

Note: Regular equipment includes a computer, projector and screen.

(X) Computers

(X) Internet Access

() Others, Please specify: __Each participant should have a table and a power source to use their laptop computers. _____

Audience

Insert a description of likely participants

Maximum number of participants: __25_____

Specify the requirements for the audience such as computer, special software, and Internet access etc., in the following:

All participants need to bring their own laptop computers. These laptop computers should be Windows-Based, wireless connection ready, running IE7 with Microsoft Silverlight© plug-ins. During the tutorial, a wireless router will provide users with connection to the application server in an isolated environment.

Internet connection is also required to download dataset and tutorial materials.