Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Data Science

Title	Understand the use of data visualisation and the factors in selecting and using various data visualisation tools
Code	111148L6
Range	This UoC involves understanding the use of data visualisation and the factors (such as the usage, user habits and user expectations) of selecting and using data visualisation tools to provide an accessible way to see and understand trends, outliers, and patterns in business data
Level	6
Credit	3 （For Reference Only）

Competency	Performance Requirements
	1. Understand the use of data visualisation and various visualisation tools
	
	   • Be able to:
	      o have knowledge of data visualisation and use of data visualisation through the exploration and explanation to benefit from making enterprise data more understandable
	
	2. Have knowledge of various data visualisation tools
	
	   • Be able to:
	      o have knowledge of various visualisation tools with different data visualisation types (See Remark 1) for different functions (See Remark 2) and purposes (See Remark 3)
	
	3. Have knowledge of evaluating the visual representation with the targeted visualization tools
	
	   • Be able to
	      o evaluate the visual representation with the targeted visualization tools with the various requirements (See Remark 4)

Assessment Criteria	The integrated outcome requirement of this UoC are the abilities to:
	
	   • have knowledge of data visualisation and the factors of selecting the right data visualisation tools
	   • use identified data visualisation tools to provide an accessible way to see and understand trends, outliers, and patterns in business data

Remark	1. Different types of visualisation tools include (but not limited to) "Graphs/Plots", "Diagrams", "Tables", "Maps/Geographical", "Others" 2. Different functions of visualisation tools include (but not limited to) "Comparisons", "Proportions", "Relationships", "Hierarchy", "Concepts", "Location", "Part-to-a-whole", "Distribution", "How things work", "Processes and methods", "Movement or flow", "Patterns", "Range", "Data over time", "Analysing text", "Reference tool", "Network" 3. Different functions of visualisation tools include (but not limited to) dashboards, annual reports, sales and marketing materials, investor slide decks, and virtually anywhere else information needs to be interpreted immediately 4. Different requirements of visualisation tools include (but not limited to) ease of use, ability to handle huge sets of data, ability to output an array of different chart, graph, and map types, cost effectiveness