



BUSA2020

Data Visualisation and Storytelling

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Actuarial Studies and Business Analytics

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General Information

Unit convenor and teaching staff Guy Schofield guy.schofield@mq.edu.au
Credit points 10
Prerequisites (BUSA1000 or COMP1000 or FOSE1030 or COMP1350) and (STAT1250 or STAT1170 or STAT1371)
Corequisites
Co-badged status
Unit description Growing quantities of data collected by businesses, governments, the internet and social media provide opportunities for better management and a better society through evidence-based decision-making and the provision of new services. This unit builds on quantitative techniques and approaches to achieve these goals and infuses them with the art of storytelling, unlocking opportunities for informed decision-making and societal progress. Through hands-on exploration, students learn to harness software tools not just to analyse but to craft compelling narratives from quantitative data. This unit serves as a stepping stone toward developing the technical capabilities and philosophical depth necessary to navigate the world of business analytics, where data-driven insights drive innovation and change.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Explore different methods of data analysis, presentation, and storytelling for social networks and complex datasets .

ULO2: Create interactive data visualisations using appropriate software to aid decision-makers in understanding interrelationships and trends.

ULO3: Apply intermediate skills in spreadsheets and data visualisation software to

demonstrate trends and relationships among factors in industry and society.

ULO4: Analyse government, industry and social media data to identify relationships and trends.

ULO5: Evaluate conclusions drawn from different data and analytic tools and cultivate insights and narrations to enhance business decisions.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.

Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.

Extensions:

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Data analysis report	30%	No	30/08/2026	Individual	Yes	Open
Professional practice: Project-based presentation	40%	No	11/10/2026	Individual	No	Open
Professional practice: Digital visualisation report	30%	No	08/11/2026	Group	No	Open

Professional practice: Data analysis report

Assessment Type ¹: Professional task

Indicative Time on Task ²: 10 hours

Due: **30/08/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

The purpose of this assessment is for you to demonstrate your skills in data manipulation, analysis, and presentation using complex and social network datasets.

You will explore various methods of data analysis and storytelling, and apply intermediate-level skills in spreadsheets and data visualisation tools to highlight trends and relationships relevant to industry and society.

Skills in focus:

- Discipline knowledge
- Digital skills
- Critical thinking and problem solving

Deliverable(s): Data analysis report [max 500 words]

Individual assessment

On successful completion you will be able to:

- Explore different methods of data analysis, presentation, and storytelling for social networks and complex datasets .
- Apply intermediate skills in spreadsheets and data visualisation software to demonstrate trends and relationships among factors in industry and society.

Professional practice: Project-based presentation

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **11/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

The purpose of this assessment is for you to demonstrate your skills in data manipulation, analysis, and presentation using social network and complex datasets.

You will create a compelling video that effectively communicates insights derived from analysing a social network and complex dataset and also submit a reflective log report detailing your process.

Skills in focus:

- Discipline knowledge
- Digital skills
- Communication skills
- Critical thinking and problem solving

Deliverable(s): Video presentation (10–15 minutes) incorporating analysis, interpretation and reflection, with a supporting written report.

Individual assessment

On successful completion you will be able to:

- Apply intermediate skills in spreadsheets and data visualisation software to demonstrate trends and relationships among factors in industry and society.
- Evaluate conclusions drawn from different data and analytic tools and cultivate insights and narrations to enhance business decisions.

Professional practice: Digital visualisation report

Assessment Type ¹: Professional task

Indicative Time on Task ²: 30 hours

Due: **08/11/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open

The purpose of this assessment is for you to demonstrate your skills in data visualisation by presenting complex data in an insightful, clear, and visually appealing manner.

You will use appropriate tools and techniques to transform raw data into meaningful visualisations that effectively communicate key insights.

Skills in focus:

- Discipline knowledge
- Digital skills
- Critical thinking and problem solving

Deliverable(s): Written report [max 1500 words in 2 pages]

Group assessment

On successful completion you will be able to:

- Explore different methods of data analysis, presentation, and storytelling for social networks and complex datasets .
 - Create interactive data visualisations using appropriate software to aid decision-makers in understanding interrelationships and trends.
 - Apply intermediate skills in spreadsheets and data visualisation software to demonstrate trends and relationships among factors in industry and society.
 - Analyse government, industry and social media data to identify relationships and trends.
 - Evaluate conclusions drawn from different data and analytic tools and cultivate insights and narrations to enhance business decisions.
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¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- [Academic Success](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

The unit is comprised of 13 x weekly 2h-hour lectures and 12 weekly 1h-tutorials (no wk. 1 tutorial), held on-campus in weeks 1 to 13. The unit is not designed for remote learning. Weekly in-person attendance is expected in both lectures and tutorials. You will need a decent-quality laptop. A tablet is not sufficient. We will use Excel and Power BI, and students have free access to both tools using the MQ student email.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#) (<https://policies.mq.edu.au>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)

- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit connect.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)

- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit <https://students.mq.edu.au/support/technology/service-desk>.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Unit information based on version 2026.04 of the [Handbook](#)