

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Management					
TSC	Infographics and Data Visualisation					
TSC Description	Present data using meaningful visual illustrations, iconographies, graphs and charts for easy and accessible discovery and communication of data insights aimed at specific business objectives					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-DAT-2004-1.1-1	TOU-DAT-3004-1.1-1	TOU-DAT-4004-1.1-1	TOU-DAT-5004-1.1	
		Execute tasks related to designing and producing compelling visualisations, infographics and reports for internal clients and stakeholders	Design and produce compelling visualisations, infographics and reports for internal clients and stakeholders	Lead and coach teams in the use of various forms of data visualisation and infographic tools available to enable effective and compelling visual data storytelling for drawing insights and making data-driven decisions	Drive visual data storytelling and visualisation approach to data-driven insights and decision-making for achieving business goals and objectives	
Knowledge		<ul style="list-style-type: none"> Types of tools for designing and producing visualisations, infographics and reports Types of tools to filter and process data for visualisation and presentation Methods to clean and organise data Methods to generate statistical and graphical analysis Types of charts suited for different data types Standards pertaining to data visualisations and infographics Guidelines for drafting narratives for visual data story telling 	<ul style="list-style-type: none"> Visual data storytelling and visualisation approaches Types of visualisation for illustrating various categories of data Tools for building data visualisations and infographics along with associated capabilities and limitations Considerations in the selection of data visualisation tools Factors to consider when allocating budgets for investment in data visualisations and infographic tools Norms for data visualisations Metrics for answering various business questions 	<ul style="list-style-type: none"> Visual data storytelling and visualisation approaches Coaching methods Types of visualisation for illustrating various categories of data Considerations in the selection of data visualisation tools Factors to consider when allocating budgets for investment in data visualisations and infographic tools Norms for data visualisation Metrics for answering various business questions Factors in assessing effectiveness of data visualisations as well as infographic tools and technologies 	<ul style="list-style-type: none"> Visual data storytelling and visualisation approaches Types of visualisation for illustrating various categories of data Considerations in the selection of data visualisation tools Factors to consider when qualifying investments in beacon-based proximity marketing Leading practices for data visualisation Business questions that should be answered with data Organisation change management principles and methodologies 	

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			<ul style="list-style-type: none"> • Latest tools, techniques and market offerings for data storytelling and narratives 			
Abilities		<ul style="list-style-type: none"> • Use data tools to process data for visualisation and presentation • Clean data by eliminating inconsistencies and duplicates • Run statistical and graphical analysis on data to draw insights • Use data visualisation tools like maps, graphs, interactive charts, network graphs to create aesthetically sound visualisations and literature to communicate analysis results, data characteristics, messages and themes, ideas, processes, and methodologies in both textual and graphic mediums • Use software for data visualisation and infographics to comprehend and convey technical information to non-technical audiences through appropriate visualisations and writings • Adhere to best practices and standards required in data visualisation and infographics presentation to deliver effective solutions 	<ul style="list-style-type: none"> • Extract insights from data visualisation • Provide consultation when meeting, collaborating, and brainstorming with stakeholders to comprehend and interpret needs • Design creative and aesthetically sound visualisations and literature to communicate analysis results, data characteristics, messages and themes, ideas, processes and methodologies in both textual and graphic media • Comprehend and convey technical information to non-technical audiences through appropriate visualisations and writings • Provide thought leadership, best practices, and standards required to deliver effective solutions • Keep up-to-date with latest tools and techniques for weaving cohesive narratives and visual data story telling 	<ul style="list-style-type: none"> • Draw insights from data visualisation and make data-driven decisions on business operations • Leverage data visualisation and infographic tools to communicate analysis results, data characteristics, messages and themes, ideas, processes and methodologies in both textual and graphic mediums to internal and external stakeholders • Allocate budgets and resources for investment in data visualisation and infographic tools and technologies usage in an organisation • Review and assess the effectiveness of data visualisation and infographic tools and technologies deployed for achieving business goals and objectives 	<ul style="list-style-type: none"> • Endorse investments in data visualisation and infographic tools and technologies • Lead the processes to ensure effective usage of data visualisations and infographics tools and technologies to meet business goals and objectives • Inspire a culture that supports open discovery and experimentation and resultant innovations enabled by data visualisation and infographics usage in an organisation 	

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		<ul style="list-style-type: none"> Execute cohesive narratives for visual data storytelling 				
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