[eBooks] Storytelling With Data A Data Visualization Guide For Business Professionals

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**Storytelling with Data**-Cole Nussbaumer Knaflic 2015-10-09 Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to:

- Understand the importance of context and audience
- Determine the appropriate type of graph for your situation
- Recognize and eliminate the clutter clouding your information
- Direct your audience's attention to the most important parts of your data
- Think like a designer and utilize concepts of design in data visualization
- Leverage the power of storytelling to help your message resonate with your audience

Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

**Storytelling with Data**-Cole Nussbaumer Knaflic 2019-10-22 Influence action through data! This is not a book. It is a one-of-a-kind immersive learning experience through which you can become—or teach others to be—a powerful data storyteller. Let’s practice! helps you build confidence and credibility to create graphs and visualizations that make sense and weave them into action-inspiring stories. Expanding upon best seller storytelling with data’s foundational lessons, Let’s practice! delivers fresh content, a plethora of new examples, and over 100 hands-on exercises. Author and data storytelling maven Cole Nussbaumer Knaflic guides you along the path to hone core skills and become a well-practiced data communicator. Each chapter includes:

- Practice with Cole: exercises based on real-world examples first posed for you to consider and solve, followed by detailed step-by-step illustration and explanation
- Practice on your own: thought-provoking questions and even more exercises to be assigned or worked through individually, without prescribed solutions
- Practice at work: practical guidance and hands-on exercises for applying storytelling with data lessons on the job, including instruction on when and how to solicit useful feedback and refine for greater impact

The lessons and exercises found within this comprehensive guide will empower you to master—or develop in others—data storytelling skills and transition your work from acceptable to exceptional. By investing in these skills for ourselves and our teams, we can all tell inspiring and influential data stories!
shows you how to take the three central elements of data storytelling—data, narrative, and visuals—and combine them for maximum effectiveness. Taking a comprehensive look at all the elements of data storytelling, this unique book will enable you to: Transform your insights and data visualizations into appealing, impactful data stories Learn the fundamental elements of a data story and key audience drivers Understand the differences between how the brain processes facts and narrative Structure your findings as a data narrative, using a four-step storyboarding process Incorporate the seven essential principles of better visual storytelling into your work Avoid common data storytelling mistakes by learning from historical and modern examples Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals is a must-have resource for anyone who communicates regularly with data, including business professionals, analysts, marketers, salespeople, financial managers, and educators.

The Power of Data Storytelling-Sejal Vora 2019-05-29 The first-of-its-kind book on data story telling set in the Indian context by an Indian author. The Power of Data Storytelling is a book that aims to solve the classic dilemma of—How do I make company data interesting and present it in the form of a great data story for today’s time-crunched professionals. The book focuses on various methods of converting dry facts and figures into interesting characters, events and relaying them in the form of a story to enable company’s decision-making. The book covers all data story related aspects—art of storytelling, building, writing and visualizing. The book reflects practical corporate examples from varied fields and how data storytelling enabled the decision-making process. It does not require knowledge of sophisticated tools and introduces new, simple and application-oriented methods at every stage to take data storytelling forward. The book has wide application across industries and organizations with data sets that are big and small. It has explanatory written and visual examples at every discussion which makes it less theoretical and more practically applicable.

Data-Driven Storytelling-Nathalie Henry Riche 2018-03-28 This book presents an accessible introduction to data-driven storytelling. Resulting from unique discussions between data
visualization researchers and data journalists, it offers an integrated definition of the topic, presents vivid examples and patterns for data storytelling, and calls out key challenges and new opportunities for researchers and practitioners.

**Visual Data Storytelling with Tableau** - Lindy Ryan 2018-04-20

Tell Insightful, Actionable Business Stories with Tableau, the World’s Leading Data Visualization Tool! Visual Data Storytelling with Tableau brings together knowledge, context, and hands-on skills for telling powerful, actionable data stories with Tableau. This full-color guide shows how to organize data and structure analysis with storytelling in mind, embrace exploration and visual discovery, and articulate findings with rich data, carefully curated visualizations, and skillfully crafted narrative. You don’t need any visualization experience. Each chapter illuminates key aspects of design practice and data visualization, and guides you step-by-step through applying them in Tableau. Through realistic examples and classroom-tested exercises, Professor Lindy Ryan helps you use Tableau to analyze data, visualize it, and help people connect more intuitively and emotionally with it. Whether you’re an analyst, executive, student, instructor, or journalist, you won’t just master the tools: you’ll learn to craft data stories that make an immediate impact—and inspire action. Learn how to: • Craft more powerful stories by blending data science, genre, and visual design • Ask the right questions upfront to plan data collection and analysis • Build storyboards and choose charts based on your message and audience • Direct audience attention to the points that matter most • Showcase your data stories in high-impact presentations • Integrate Tableau storytelling throughout your business communication • Explore case studies that show what to do—and what not to do • Discover visualization best practices, tricks, and hacks you can use with any tool • Includes coverage up through Tableau 10

**Good Charts Workbook** - Scott Berinato 2019-01-01

Talk. Sketch. Prototype. Repeat. You know right away when you see an effective chart or graphic. It hits you with an immediate sense of its meaning and impact. But what actually makes it clearer, sharper, and more effective? If you’re ready to create your own “good charts”—data visualizations that powerfully communicate your ideas and research and that advance your career—the Good Charts Workbook is the hands-on guide you’ve been looking for. The original Good Charts changed the landscape by helping readers understand how to think visually and by laying out a process for creating powerful data visualizations. Now, the Good Charts Workbook provides tools, exercises, and practical insights to help people in all kinds of enterprises gain the skills they need to get started. Harvard Business Review Senior Editor and dataviz expert Scott Berinato leads you, step-by-step, through the key challenges in creating good charts—controlling color, crafting for clarity, choosing chart types, practicing persuasion, capturing concepts—with warm-up exercises and mini-challenges for each. The Workbook includes helpful prompts and reminders throughout, as well as white space for users to practice the Good Charts talk-sketch-prototype process. Good Charts Workbook is the must-have manual for better understanding the dataviz around you and for creating better charts to make your case more effectively.

**The Data Storytelling Workbook** - Anna Feigenbaum 2020-03-17

From tracking down information to symbolising human experiences, this book is your guide to telling more effective, empathetic and evidence-based data stories. Drawing on cross-disciplinary research and first-hand accounts of projects ranging from public health to housing justice, The Data Storytelling Workbook introduces key concepts, challenges and problem-solving strategies in the emerging field of data storytelling. Filled with practical exercises and activities, the workbook offers interactive training materials that can be used for teaching and professional development. By approaching both ‘data’ and ‘storytelling’ in a broad sense, the book combines theory and practice around real-world data storytelling scenarios, offering critical reflection alongside practical and creative solutions to challenges in the data storytelling process, from tracking down hard to find information, to the ethics of visualising difficult subjects like death and human rights.

**Introduction to Data Visualization and Storytelling** - Jose Berengueres 2019-07-28

An introduction to data visualization and data storytelling. This book explains (visually) the fundamental principles of a meaningful chart making at high level. No coding or statistics skills
Although it is a simple function of garbage in garbage out, that slogan rarely drives any sustainable executive action. We need to tell a better data story. Data Storytelling is probably the hottest non-technical trend in the technology-related space. But it does not directly support data management because it is focused on analytics or telling stories with data. So, it is time to expand the realm of Data Storytelling to recognize the role of data management by telling stories about data. Learn how to secure stakeholder involvement and executive commitment to fund and support data management as a systematic, consistent, fundamental part of your business. This book is for: Data management leaders trying to explain your value to C-Level and business stakeholders. As a practitioner, you may already know how to fix your data, but your business leaders ignore your advice. When you explain data management to the business, they may nod "yes" on the outside, but they nod off on the inside. Business stakeholders trying to comprehend why data management is important. Many business people may be frightened, threatened, intimidated, or at the very least confused and bewildered by the techno-babble often associated with data-related conversations. If you want to know more about why data management needs to be a strategic imperative in your organization, you'll learn it here in simple terms. Data scientists looking to understand better how you connect to "The Business." A recurring struggle I hear from data scientists is the need to get "closer to business." If you are a data scientist, then you need to understand your company's data story. The more you align your work to the core value your company delivers, the more successful you will be. This book will help you discover the essence of why data brings value to your business. Anyone interested in understanding the business value of data management. I offer simple explanations about why data management is essential for your organization. Without going deep into technical concepts and processes, I focus on the business-related outputs. I share ways you can think about what foundational data does. Its importance is vital for the future of your enterprise. Since this is a book about telling data stories, I share it through stories divided into five sections: My data story. Why I know what I know and why you should listen to me. Everyone's data story. A collection of classic, foundational data situations relevant to all enterprises. Framing your data story. A set of simple frameworks about data value. Selling your data story. Tips on creating a compelling narrative. Building your
Storytelling with Data in Healthcare - Kevin Masick 2020-11-21 With the constant evolution of change in healthcare from both a technology and governmental perspective, it is imperative to take a step back and view the big picture. Relying on hunches or beliefs are no longer sustainable, so avoid jumping to conclusions and making decisions without thoroughly understanding the statistics being analyzed. The triple aim of statistics is a conceptual model laying the foundation for improving healthcare outcomes through statistics. This foundation is: Know your numbers; Develop behavioral interventions; and set goals to drive change. With the availability of electronic data sources, the quantity and quality of data has grown exponentially to the point of information overload. Translating all this data into words that tell a meaningful story is overwhelming. This book takes the reader on a journey that navigates through this data to tell a story that everyone can understand and use to drive improvement. Readers will learn to tell a narrative story based on data, to develop creative, innovative and effective solutions to improve processes and outcomes utilizing the authors' tools. Topics include mortality and readmission, patient experience, patient safety survey, governmental initiatives, CMS star rating and hospital compare. Storytelling with Data in Healthcare combines methodology and statistics in the same course material, making it coherent and easier to put into practice. It uses storytelling as a tool for knowledge acquisition and retention and will be valuable for courses in nursing schools, medical schools, pharmacy schools or any healthcare profession that has a research design or statistics course offered to students. The book will be of interest to researchers, academics, healthcare professionals, and students in the fields of healthcare management and operations as well as statistics and data visualization.

Effective Data Storytelling - Brent Dykes 2019-12-17 Master the art and science of data storytelling—with frameworks and techniques to help you craft compelling stories with data. The ability to effectively communicate with data is no longer a luxury in today’s economy; it is a necessity. Transforming data into visual communication is only one part of the picture. It is equally important to engage your audience with a narrative—to tell a story with the numbers. Effective Data Storytelling will teach you the essential skills necessary to communicate your insights through persuasive and memorable data stories. Narratives are more powerful than raw statistics, more enduring than pretty charts. When done correctly, data stories can influence decisions and drive change. Most other books focus only on data visualization while neglecting the powerful narrative and psychological aspects of telling stories with data. Author Brent Dykes

The Big Book of Dashboards - Steve Wexler 2017-04-24 The definitive reference book with real-world solutions you won’t find anywhere else The Big Book of Dashboards presents a comprehensive reference for those tasked with building or overseeing the development of business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources, marketing, customer service, sports, etc.) and different platforms (print, desktop, tablet, smartphone, and conference room display) The Big Book of Dashboards is the only book that matches great dashboards with real-world business scenarios. By organizing the book based on these scenarios and offering practical and effective visualization examples, The Big Book of Dashboards will be the trusted resource that you open when you need to build an effective business dashboard. In addition to the scenarios there's an entire section of the book that is devoted to addressing many practical and psychological factors you will encounter in your work. It’s great to have theory and evidenced-based research at your disposal, but what will you do when somebody asks you to make your dashboard 'cooler' by adding packed bubbles and donut charts? The expert authors have a combined 30-plus years of hands-on experience helping people in hundreds of organizations build effective visualizations. They have fought many 'best practices' battles and having endured bring an uncommon empathy to help you, the reader of this book, survive and thrive in the data visualization world. A well-designed dashboard can point out risks, opportunities, and more; but common challenges and misconceptions can make your dashboard useless at best, and misleading at worst. The Big Book of Dashboards gives you the tools, guidance, and models you need to produce great dashboards that inform, enlighten, and engage.
shows you how to take the three central elements of data storytelling—data, narrative, and visuals—and combine them for maximum effectiveness. Taking a comprehensive look at all the elements of data storytelling, this unique book will enable you to: Transform your insights and data visualizations into appealing, impactful data stories Learn the fundamental elements of a data story and key audience drivers Understand the differences between how the brain processes facts and narrative Structure your findings as a data narrative, using a four-step storyboarding process Incorporate the seven essential principles of better visual storytelling into your work Avoid common data storytelling mistakes by learning from historical and modern examples

Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals is a must-have resource for anyone who communicates regularly with data, including business professionals, analysts, marketers, salespeople, financial managers, and educators.

Kindred- Octavia E. Butler 2004-02-01 The visionary author’s masterpiece pulls us—along with her Black female hero—through time to face the horrors of slavery and explore the impacts of racism, sexism, and white supremacy then and now. Dana, a modern black woman, is celebrating her twenty-sixth birthday with her new husband when she is snatched abruptly from her home in California and transported to the antebellum South. Rufus, the white son of a plantation owner, is drowning, and Dana has been summoned to save him. Dana is drawn back repeatedly through time to the slave quarters, and each time the stay grows longer, more arduous, and more dangerous until it is uncertain whether or not Dana’s life will end, long before it has a chance to begin.

Data Points- Nathan Yau 2013-03-25 A fresh look at visualization from the author of Visualize This Whether it’s statistical charts, geographic maps, or the snappy graphical statistics you see on your favorite news sites, the art of data graphics or visualization is fast becoming a movement of its own. In Data Points: Visualization That Means Something, author Nathan Yau presents an intriguing complement to his bestseller Visualize This, this time focusing on the graphics side of data analysis. Using examples from art, design, business, statistics, cartography, and online media, he explores both standard—and not so standard—concepts and ideas about illustrating data. Shares intriguing ideas from Nathan Yau, author of Visualize This and creator of flowingdata.com, with over 66,000 subscribers Focuses on visualization, data graphics that help viewers see trends and patterns they might not otherwise see in a table Includes examples from the author’s own illustrations, as well as from professionals in statistics, art, design, business, computer science, cartography, and more Examines standard rules across all visualization applications, then explores when and where you can break those rules Create visualizations that register at all levels, with Data Points: Visualization That Means Something.


Chasing the Scream- Johann Hari 2015-01-20 The New York Times Bestseller What if everything you think you know about addiction is wrong? Johann Hari’s journey into the heart of the war on drugs led him to ask this question—and to write the book that gave rise to his viral TED talk, viewed more than 62 million times, and inspired the feature film The United States vs. Billie Holiday and the documentary series The Fix. One of Johann Hari’s earliest memories is of trying to wake up one of his relatives and not being able to. As he grew older, he realized he had addiction in his family. Confused, not knowing what to do, he set out and traveled over 30,000 miles over three years to discover what really causes addiction—and what really solves it. He uncovered a range of remarkable human stories—of how the war on drugs began with Billie Holiday, the great jazz singer, being stalked and killed by a racist policeman; of the scientist who discovered the surprising key to addiction; and of the countries that ended their own war on drugs—with extraordinary results. Chasing the Scream is the story of a life-changing journey that transformed the addiction debate internationally—and showed the world that the opposite of addiction is connection.

Business Storytelling For Dummies- Karen

Discover: Expert advice with real-world examples
Proven case studies, tips, and templates
How to get results by capturing, crafting, telling stories, and more

Lead with a Story-Paul Smith 2012-08-31
Whether you’re trying to communicate a vision, sell an idea, or inspire commitment, storytelling is a powerful business tool that can mean the difference between lackluster enthusiasm and a rallying cry. Addressing a wide variety of business challenges, including specific stories to help you overcome twenty-one difficult situations, Lead with a Story gives you the ability to engage an audience the way logic and bullet points alone never could. This how-to guidebook shows readers how powerful stories can help define culture and values, engender creativity and innovation, foster collaboration, build relationships, provide coaching and feedback, and lead change. Whether in a speech or a memo, communicated to one person or a thousand, storytelling is an essential skill for today’s leaders. Many highly successful companies use storytelling as a leadership tool. At Nike, all senior executives are designated “corporate storytellers.” 3M banned bullet points years ago and replaced them with a process of writing “strategic narratives.” Procter & Gamble hired Hollywood directors to teach its executives storytelling techniques. Some forward-thinking business schools have even added storytelling courses to their management curriculum. Complete with examples from these and many other high-profile companies, Lead with a Story gives readers the guidance they need to spin a narrative to stunning effect.

Better Data Visualizations-Jonathan Schwabish 2021-02-09
Now more than ever, content must be visual if it is to travel far. Readers everywhere are overwhelmed with a flow of data, news, and text. Visuals can cut through the noise and make it easier for readers to recognize and recall information. Yet many researchers were never taught how to present their work visually. This book details essential strategies to create more effective data visualizations. Jonathan Schwabish walks readers through the steps of creating better graphs and how to move beyond simple line, bar, and pie charts. Through more than five hundred examples, he demonstrates the do’s and don’ts of data visualization, the principles of visual perception, and how to make subjective style decisions around a chart’s design. It might seem intimidating, but everyone can learn how to create compelling, effective data visualizations. This book will guide you as you define your audience and goals, choose the graph that best fits for your data, and clearly communicate your message.

Narrative by Numbers-Sam Knowles 2018-03-19
Shortlisted for the Business Book of the Year Awards in the Sales and Marketing category. As jobs become increasingly similar, there are two skills that everyone needs if they’re going to thrive. These are the ability to interrogate and make sense of data, and the ability to use insights extracted from data to persuade others to act. Analytics + storytelling = influence. Humans are hardwired to respond to stories and story structure. Stories are how we make sense of and navigate the world. We respond best to stories that are based on evidence. But storytellers need to use data as the foundation of stories, not as the actual stories themselves. To be truly impactful, rational facts need to be presented with a veneer of emotion. The Big Data revolution means more data is available than ever. The trouble is, most people aren’t very numerate or good at statistics. Many find it hard to look at data and extract insights. Meanwhile, those for whom numbers hold no fear don’t always make the best storytellers. They mistakenly believe they need to prove their point by showing their workings. There are some simple and effective rules of data-driven storytelling that help everyone tell more compelling, evidence-based stories, whoever they need to convince. Narrative by Numbers shows you how.
**Storytelling with Data** - Steve M. Eckert  
2019-12-05  
Don't bore those who listen to you, show your data by telling a story! Imagine that a king, eccentric and not very patient, entrusts you with the task of calculating the prospect of a planned war. So, to avoid "losing your head", you rack your brains to present your calculations and data to the king. In the end, you decide to view the data! By "Storytelling with Data", you learn the fundamentals of data visualization and how to effectively communicate with data: you will discover the power of storytelling! Through this book, you will know the method to reach the heart of the data, so that you can manage them according to your needs and, by appropriate graphics and correct communication, create a compelling story that allows you to convey your ideas effectively and productive to listeners. Not only! With storytelling, you can influence the action with data! This book helps you build trust and credibility to create graphs and visualizations that convince others, guiding you along the way to hone your basic skills and become an expert data communicator. In particular, you will learn:  
- Fundamental of data visualization  
- How to understand the importance of context and audience  
- Determining the appropriate type of graph for your public  
- How to reduce and eliminate clutter in your visuals  
- Inducing the eyes of the public in the most important parts of the data  
- The basic design principles for using these concepts in data visualization  
- To use the power to tell stories to amplify and make your message convincing to your audience  

**World Social Report 2020** - Department of Economic and Social Affairs 2020-02-14  
This report examines the links between inequality and other major global trends (or megatrends), with a focus on technological change, climate change, urbanization and international migration. The analysis pays particular attention to poverty and labour market trends, as they mediate the distributional impacts of the major trends selected. It also provides policy recommendations to manage these megatrends in an equitable manner and considers the policy implications, so as to reduce inequalities and support their implementation.

**The Flatshare** - Beth O’Leary 2019-05-28  
What if your roommate is your soul mate? A joyful, quirky romantic comedy, Beth O’Leary’s The Flatshare is a feel-good novel about finding love in the most unexpected of ways. Tiffy and Leon share an apartment. Tiffy and Leon have never met. After a bad breakup, Tiffy Moore needs a place to live. Fast. And cheap. But the apartments in her budget have her wondering if astonishingly colored mold on the walls counts as art. Desperation makes her open minded, so she answers an ad for a flatshare. Leon, a night shift worker, will take the apartment during the day, and Tiffy can have it nights and weekends. He’ll only ever be there when she’s at the office. In fact, they’ll never even have to meet. Tiffy and Leon start writing each other notes - first about what day is garbage day, and politely establishing what leftovers are up for grabs, and the evergreen question of whether the toilet seat should stay up or down. Even though they are opposites, they soon become friends. And then resources. This practical guide is ideal for students, nonprofit organizations, small business owners, local governments, journalists, academics, and anyone who wants to take data out of spreadsheets and turn it into lively interactive stories. No coding experience is required. Build interactive charts and maps and embed them in your website Understand the principles for designing effective charts and maps Learn key data visualization concepts to help you choose the right tools Convert and transform tabular and spatial data to tell your data story Edit and host Chart.js, Highcharts, and Leaflet map code templates on GitHub Learn how to detect bias in charts and maps produced by others.

**Hands-On Data Visualization** - Jack Dougherty  
2021-03-11  
Tell your story and show it with data, using free and easy-to-learn tools on the web. This introductory book teaches you how to design interactive charts and customized maps for your website, beginning with simple drag-and-drop tools such as Google Sheets, Datawrapper, and Tableau Public. You'll also gradually learn how to edit open source code templates like Chart.js, Highcharts, and Leaflet on GitHub. Hands-On Data Visualization takes you step-by-step through tutorials, real-world examples, and online features that help you make the most of your data.
maybe more. But falling in love with your roommate is probably a terrible idea...especially if you've never met.

End of History and the Last Man-Francis Fukuyama 2006-03-01 Ever since its first publication in 1992, The End of History and the Last Man has provoked controversy and debate. Francis Fukuyama's prescient analysis of religious fundamentalism, politics, scientific progress, ethical codes, and war is as essential for a world fighting fundamentalist terrorists as it was for the end of the Cold War. Now updated with a new afterword, The End of History and the Last Man is a modern classic.

The Jungle Book-Rudyard Kipling 1920

Effective Data Visualization-Stephanie D. H. Evergreen 2019-04-03 NOW IN FULL COLOR! Written by sought-after speaker, designer, and researcher Stephanie D. H. Evergreen, Effective Data Visualization shows readers how to create Excel charts and graphs that best communicate their data findings. This comprehensive how-to guide functions as a set of blueprints—supported by both research and the author's extensive experience with clients in industries all over the world—for conveying data in an impactful way. Delivered in Evergreen’s humorous and approachable style, the book covers the spectrum of graph types available beyond the default options, how to determine which one most appropriately fits specific data stories, and easy steps for building the chosen graph in Excel. Now in full color with new examples throughout, the Second Edition includes a revamped chapter on qualitative data, nine new quantitative graph types, new shortcuts in Excel, and an entirely new chapter on Sharing Your Data With the World, which provides advice on using dashboards. New from Stephanie Evergreen! The Data Visualization Sketchbook provides advice on getting started with sketching and offers tips, guidance, and completed sample sketches for a number of reporting formats. Bundle Effective Data Visualization, 2e, and The Data Visualization Sketchbook, using ISBN 978-1-5443-7178-8!

Avoiding Data Pitfalls-Ben Jones 2019-11-13 Avoid data blunders and create truly useful visualizations Avoiding Data Pitfalls is a reputation-saving handbook for those who work with data, designed to help you avoid the all-too-common blunders that occur in data analysis, visualization, and presentation. Plenty of data tools exist, along with plenty of books that tell you how to use them—but unless you truly understand how to work with data, each of these tools can ultimately mislead and cause costly mistakes. This book walks you step by step through the full data visualization process, from calculation and analysis through accurate, useful presentation. Common blunders are explored in depth to show you how they arise, how they have become so common, and how you can avoid them from the outset. Then and only then can you take advantage of the wealth of tools that are out there—in the hands of someone who knows what they're doing, the right tools can cut down on the time, labor, and myriad decisions that go into each and every data presentation. Workers in almost every industry are now commonly expected to effectively analyze and present data, even with little or no formal training. There are many pitfalls—some might say chasms—in the process, and no one wants to be the source of a data error that costs money or even lives. This book provides a full walk-through of the process to help you ensure a truly useful result. Delve into the "data-reality gap" that grows with our dependence on data Learn how the right tools can streamline the visualization process Avoid common mistakes in data analysis, visualization, and presentation Create and present clear, accurate, effective data visualizations To err is human, but in today's data-driven world, the stakes can be high and the mistakes costly. Don't rely on "catching" mistakes, avoid them from the outset with the expert instruction in Avoiding Data Pitfalls.

Creating More Effective Graphs-Naomi B. Robbins 2005 A succinct and highly readable guide to creating effective graphs The right graph can be a powerful tool for communicating information, improving a presentation, or conveying your point in print. If your professional endeavors call for you to present data graphically, here's a book that can help you do it more effectively. Creating More Effective Graphs gives you the basic knowledge and techniques required to choose and create appropriate graphs for a broad range of applications. Using real-world examples everyone can relate to, the author draws on her years of experience in
graphical data analysis and presentation to highlight some of today’s most effective methods. In clear, concise language, the author answers such common questions as: What constitutes an effective graph for communicating data? How do I choose the type of graph that is best for my data? How do I recognize a misleading graph? Why do some graphs have logarithmic scales? In no time you’ll graduate from bar graphs and pie charts to graphs that illuminate data like: Dot plots Box plots Scatterplots Linked micromaps Trellis displays Mosaic plots Month plots Scatterplot matrices . . . most of them requiring only inexpensive, easily downloadable software. Whether you’re a novice at graphing or already use graphs in your work but want to improve them, Creating More Effective Graphs will help you develop the kind of clear, accurate, and well-designed graphs that will allow your data to be understood.

Good Charts-Scott Berinato 2016-04-26
Dataviz—the new language of business A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time “dataviz” was left to specialists—data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What’s more, building good charts is quickly becoming a need-to-have skill for managers. If you’re not doing it, other managers are, and they’re getting noticed for it and getting credit for contributing to your company’s success. In Good Charts, dataviz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create “feelings behind our eyes.” Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. Good Charts will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas.

Data Analytics and Visualization in Quality Analysis using Tableau-Jaejin Hwang 2021-07-28 Data Analytics and Visualization in Quality Analysis using Tableau goes beyond the existing quality statistical analysis. It helps quality practitioners perform effective quality control and analysis using Tableau, a user-friendly data analytics and visualization software. It begins with a basic introduction to quality analysis with Tableau including differentiating factors from other platforms. It is followed by a description of features and functions of quality analysis tools followed by step-by-step instructions on how to use Tableau. Further, quality analysis through Tableau based on open source data is explained based on five case studies. Lastly, it systematically describes the implementation of quality analysis through Tableau in an actual workplace via a dashboard example. Features: Describes a step-by-step method of Tableau to effectively apply data visualization techniques in quality analysis Focuses on a visualization approach for practical quality analysis Provides comprehensive coverage of quality analysis topics using state-of-the-art concepts and applications Illustrates pragmatic implementation methodology and instructions applicable to real-world and business cases Include examples of ready-to-use templates of customizable Tableau dashboards This book is aimed at professionals, graduate students and senior undergraduate students in industrial systems and quality engineering, process engineering, systems engineering, quality control, quality assurance and quality analysis.

The Functional Art-Alberto Cairo 2012-08-22
Unlike any time before in our lives, we have access to vast amounts of free information. With the right tools, we can start to make sense of all this data to see patterns and trends that would otherwise be invisible to us. By transforming numbers into graphical shapes, we allow readers to understand the stories those numbers hide. In this practical introduction to understanding and using information graphics, you’ll learn how to use data visualizations as tools to see beyond lists of numbers and variables and achieve new
or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

**Learning Tableau** - Joshua N. Milligan
2015-04-27 If you want to understand your data using data visualization and don't know where to start, then this is the book for you. Whether you are a beginner or have years of experience, this book will help you to quickly acquire the skills and techniques used to discover, analyze, and communicate data visually. Some familiarity with databases and data structures is helpful, but not required.

**Everyday Business Storytelling** - Janine Kurnoff
2021-02-17 A practical, easy-to-use guide to transform business communications into memorable narratives that drive conversations—and your career—forward In Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for Any Audience, visual storytelling experts Janine Kurnoff and Lee Lazarus leverage decades of experience helping executives at the world’s top brands—including Facebook, Nestle, Accenture, and Marriot—bring clarity and meaning to their business communications. Whether you’re building a presentation, crafting a high-stakes email, or need to influence decisions in your next meeting with an executive, Everyday Business Storytelling offers an insightful exploration of how to develop compelling business narratives. You’ll discover how to use a simple, repeatable framework to choreograph your ideas, data, and insights into an authentic, persuasive story. You’ll also find clever visual techniques to help humanize your stories and build an emotional connection with your audience. Just a few of the things you’ll learn include: The science behind why storytelling is the most effective way to trigger emotion in an audience and how to craft a business narrative that makes your ideas engaging The four signposts of storytelling and how to identify and weave in your BIG idea to capture attention How to craft expert headlines that guide your audience and advance your story Everyday Business Storytelling is an
indispensable guide to making your communications stick in the minds of your audience and drive change. If you’re a busy, talented businessperson responsible for presentations, one-pagers, emails, or virtual meetings, this book is for you.

**Visualization Analysis and Design** - Tamara Munzner 2014-12-01

Learn How to Design Effective Visualization Systems

Visualization Analysis and Design provides a systematic, comprehensive framework for thinking about visualization in terms of principles and design choices. The book features a unified approach encompassing information visualization techniques for abstract data, scientific visualization techniques.

**The Heart Aroused** - David Whyte 2007-12-18

“With this insightful book, David Whyte offers people in corporate life an opportunity to reach into the forgotten and ignored creative life (their own and the corporation’s) and literally water their souls with it. The result is a very well written book that can truly heal.”—Clarissa Pinkola Estés, PH.D., author of Women Who Run With the Wolves and The Gift of Story

Find professional and personal fulfillment through the poetry of both classic and modern masters—now revised and updated

Has your work lost its meaning? Have you forgotten the goals you hoped to achieve when you began your career? Are you afraid of pursuing your dreams? In The Heart Aroused, David Whyte brings his unique perspective as poet and consultant to the workplace, showing readers how fulfilling work can be when they face their fears and follow their dreams. Going beneath the surface concerns about products and profits, organization and order, Whyte addresses the needs of the heart and soul, and the fears and desires that many workers keep hidden. At a time when corporations are calling on employees for more creativity, dedication, and adaptability, and workers are trying desperately to balance home and work, this revised edition of The Heart Aroused is the essential guide to reinvigorating the soul.

**The Big Picture: How to Use Data Visualization to Make Better Decisions—Faster** - Steve Wexler 2021-05-18

Not a data expert? Here’s an engaging and entertaining guide to interpreting and drawing insights from any chart, graph, or other data visualization you’ll encounter. You’re a business professional, not a data scientist. How do you make heads or tails of the data visualizations that come across your desk—let alone make critical business decisions based on the information they’re designed to convey? In The Big Picture, top data visualization consultant Steve Wexler provides the tools for developing the graphical literacy you need to understand the data visualizations that are flooding your inbox—and put that data to use. Packed with the best four-color examples created in Excel, Tableau, Power BI, and Qlik, among others, this one-stop resource empowers you to extract the most important information from data visualizations quickly and accurately, act on key insights, solve problems, and make the right decisions for your organization every time.