

## Effective Data Storytelling How To Drive Change With Data Narrative And Visuals

The Big Book of Dashboards Tableau Your Data! Introduction to Data Visualization and Storytelling Learning Tableau Statistical Inference via Data Science: A Modern Dive into R and the Tidyverse The Truthful Art The Hidden Brain HBR Guide to Persuasive Presentations Effective Data Visualization Storytelling with Data Storytelling with Data Analytics Stories Visual Data Storytelling with Tableau Datastory The Power of People The AI Advantage Distant View of a Minaret and Other Stories Better Data Visualizations Presenting Data Effectively Putting Stories to Work Storytelling with Data in Healthcare The Data Storytelling Workbook Mason Dixon The Power of Data Storytelling Cool Infographics Data-Driven Storytelling Good Charts Data Fluency Effective Data Storytelling Web Analytics Action Hero How Charts Lie: Getting Smarter about Visual Information Killer Visual Strategies Let the Story Do the Work Resonate Narrative by Numbers Business Storytelling For Dummies Naked Statistics: Stripping the Dread from the Data Agriscience: Fundamentals and Applications Good Charts Workbook The Functional Art

### The Big Book of Dashboards

Companies need more than just web analysts and data-savvy marketers to be successful—they need action heroes! While most of us never battle evil scientists or defuse nuclear warheads, successful web analysts benefit from the same attributes that fictional action heroes embody. As a web analyst, your main goal is to improve your organization's online performance. You can become an "action hero" by translating analysis insights into action that generates significant returns for your company. How you approach analysis is critical to your overall success. In this book, web analytics expert Brent Dykes addresses the unique challenges facing analysts and online marketers working within small and large companies, teaching you how to move beyond reporting and toward analysis to drive action and change. Taking a principle-based rather than a tool-specific approach, Brent introduces you to the Action Hero Framework that breaks down the analysis process into three key stages: Prioritize (what to analyze), Analyze (how to analyze), and Mobilize (how to drive action). And he reinforces these topics with real-world examples and practical tips from seasoned analysts at leading companies. Defines the type of environment in which action heroes thrive—not just survive—as well as how to defeat the villains of web analytics that stand in the way Arms web professionals with a strategic framework for executing online analysis, as well as an arsenal of analysis techniques Reveals how companies need to be both data-driven and action-agile to drive business value from web analytics For more action hero resources and information, check out the book's companion site at [www.Analyticshero.com](http://www.Analyticshero.com). "The ideas in this book will take you days (or even weeks) to work your way through, and they fly in the face of the emotional approach to marketing. The question is: would you rather have your competition lead the way with data and science when it comes to reaching your market, or are you going to go first? That's how it is with action heroes--no guts, no glory." -Seth Godin Author We Are All Weird "Don't let the jaunty, breezy style of this book throw you off. Brent successfully - and entertainingly - packs years of experience into these pages along with case studies and insightful help on getting the most out of web analytics, adding value to your company and boosting your career trajectory." -Jim Sterne Founder of eMetrics Marketing Optimization Summit, author of "Social Media Metrics" and Chairman of the Digital Analytics Association

## **Tableau Your Data!**

Discover the foundation, power, and necessity of visual communication with this essential guide. Visual communication has changed. It's gone from being an optional medium for relaying information to an important method for building connections and increasing understanding. We now use visual storytelling to help us establish and strengthen relationships, engage distracted audiences, and bring clarity to complexity. *Killer Visual Strategies* examines how visual communication has transformed how brands connect with their customers and colleagues alike. It looks at the growing audience demand for quality visual content and how organizations must meet this demand or risk being left behind. *Killer Visual Strategies* traces the history of visual communication and explores why it now plays an integral role in our daily lives. As Amy Balliett tells the story of this evolving medium, she naturally incorporates visuals, such as timelines and data visualizations throughout. In addition to providing actionable rules to follow for creating high-impact visual content, Balliett also explores the latest trends, including visual search, augmented reality (AR), and virtual reality (VR). Then, she looks forward to what lies ahead in this dynamic field. The book's topics can benefit readers in a range of professions where visual content is now vital to sharing a message. Learn best practices for visual communication Gain inspiration from countless visual examples Stay on top of the latest trends in visual communication Understand visual communication for marketing, sales, design, HR, and more *Killer Visual Strategies* provides a clearer picture of the evolution of visual communication as a fundamental part of how a story is told.

## **Introduction to Data Visualization and Storytelling**

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.

## **Learning Tableau**

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 required. Audience: data visualization students, senior data scientists, prescriptive analytics consultants. Written by a design thinking professor and multiple-times awarded kaggle master, this book hits the sweet spot between abstraction and detail.

## **Statistical Inference via Data Science: A Modern Dive into R and the Tidyverse**

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-

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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!

### **The Truthful Art**

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.

### **The Hidden Brain**

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.

## HBR Guide to Persuasive Presentations

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!

## Effective Data Visualization

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

Cutting through the hype, a practical guide to using artificial intelligence for business benefits and competitive advantage. In *The AI Advantage*, Thomas Davenport offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze--remember when it seemed plausible that IBM's Watson could cure cancer?--to explain how businesses can put artificial intelligence to work now, in the real world. His key recommendation: don't go for the "moonshot" (curing cancer, or synthesizing all investment knowledge); look for the "low-hanging fruit" to make your company more efficient. Davenport explains that the business value AI offers is solid rather than sexy or splashy. AI will improve products and processes and make decisions better informed--important but largely invisible tasks. AI technologies won't replace human workers but augment their capabilities,

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with smart machines to work alongside smart people. AI can automate structured and repetitive work; provide extensive analysis of data through machine learning ("analytics on steroids"), and engage with customers and employees via chatbots and intelligent agents. Companies should experiment with these technologies and develop their own expertise. Davenport describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

### **Storytelling with Data**

Inform your own analyses by seeing how one of the best data analysts in the world approaches analytics problems. *Analytics Stories: How to Make Good Things Happen* is a thoughtful, incisive, and entertaining exploration of the application of analytics to real-world problems and situations. Covering fields as diverse as sports, finance, politics, healthcare, and business, *Analytics Stories* bridges the gap between the oft inscrutable world of data analytics and the concrete problems it solves. Distinguished professor and author Wayne L. Winston answers questions like: Was Liverpool over Barcelona the greatest upset in sports history? Was Derek Jeter a great infielder? What's wrong with the NFL QB rating? How did Madoff keep his fund going? Does a mutual fund's past performance predict future performance? What caused the Crash of 2008? Can we predict where crimes are likely to occur? Is the lot of the American worker improving? How can analytics save the US Republic? The birth of evidence-based medicine: How did James Lind know citrus fruits cured scurvy? How can I objectively compare hospitals? How can we predict heart attacks in real time? How does a retail store know if you're pregnant? How can I use A/B testing to improve sales from my website? How can analytics help me write a hit song? Perfect for anyone with the word "analyst" in their job title, *Analytics Stories* illuminates the process of applying analytic principles to practical problems and highlights the potential pitfalls that await careless analysts.

### **Analytics Stories**

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 is 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 have 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

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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.

### **Visual Data Storytelling with Tableau**

No matter what your actual job title, you are—or soon will be—a data worker. Every day, at work, home, and school, we are bombarded with vast amounts of free data collected and shared by everyone and everything from our co-workers to our calorie counters. In this highly anticipated follow-up to *The Functional Art*—Alberto Cairo's foundational guide to understanding information graphics and visualization—the respected data visualization professor explains in clear terms how to work with data, discover the stories hidden within, and share those stories with the world in the form of charts, maps, and infographics. In *The Truthful Art*, Cairo transforms elementary principles of data and scientific reasoning into tools that you can use in daily life to interpret data sets and extract stories from them. *The Truthful Art* explains:

- The role infographics and data visualization play in our world
- Basic principles of data and scientific reasoning that anyone can master
- How to become a better critical thinker
- Step-by-step processes that will help you evaluate any data visualization (including your own)
- How to create and use effective charts, graphs, and data maps to explain data to any audience

*The Truthful Art* is also packed with inspirational and educational real-world examples of data visualizations from such leading publications as *The New York Times*, *The Wall Street Journal*, *Estado de São Paulo* (Brazil), *Berliner Morgenpost* (Germany), and many more.

### **Datastory**

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.

### **The Power of People**

Make information memorable with creative visual design techniques Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book presents the design process and the best software tools for creating infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating great infographics Covers online infographics used for marketing, including social media and search engine optimization (SEO) Shows how to market your skills with a visual infographic resume Explores the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers With *Cool Infographics*, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data.

### **The AI Advantage**

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Learn from Today's Most Successful Workforce Analytics Leaders Transforming the immense potential of workforce analytics into reality isn't easy. Pioneering practitioners have learned crucial lessons that can help you succeed. The Power of People shares their journeys—and their indispensable insights. Drawing on incisive case studies and vignettes, three experts help you bring purpose and clarity to any workforce analytics project, with robust research design and analysis to get reliable insights. They reveal where to start, where to find stakeholder support, and how to earn “quick wins” to build upon. You'll learn how to sustain success through best-practice data management, technology usage, partnering, and skill building. Finally, you'll discover how to earn even more value by establishing an analytical mindset throughout HR, and building two key skills: storytelling and visualization. The Power of People will be invaluable to HR executives establishing or leading analytics functions; HR professionals planning analytics projects; and any business executive who wants more value from HR.

### **Distant View of a Minaret and Other Stories**

Use storytelling to influence people and move them to action Need to get your point across? Get staff on board with change? Foster collaboration? Increase sales? Strengthen employee engagement? Build customer loyalty? Drive innovation and creativity? Capture best practices? Align people around a goal? Grow your business? Business Storytelling For Dummies can help you do this—and more. Pre-order your copy today through Amazon! Discover: Expert advice with real-world examples Proven case studies, tips, and templates How to get results by capturing, crafting, telling stories, and more

### **Better Data Visualizations**

Comprehensive, yet easy to understand, AGRISCIENCE FUNDAMENTALS AND APPLICATIONS, Sixth Edition provides readers with an overview of the agricultural industry and the industry-based sciences. With coverage of topics such as the information age, natural resources, integrated pest management, plant sciences (including botany, crops, & ornamentals), animal science, food science, and communication and management, this introductory applied science book ensures that readers will develop a solid foundation in the basic principles and practices of agriscience. In addition to the extensive learning tools found in each chapter, the sixth edition now includes updated visual aids, glossary, and science and agricultural profiles. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

### **Presenting Data Effectively**

The hidden brain is the voice in our ear when we make the most important decisions in our lives—but we're never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and

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cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us—and how they are revealed.

### Putting Stories to Work

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 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.

### Storytelling with Data in Healthcare

Statistical Inference via Data Science: A ModernDive into R and the Tidyverse provides a pathway for learning about statistical inference using data science tools widely used in industry, academia, and government. It introduces the tidyverse suite of R packages, including the ggplot2 package for data visualization, and the dplyr package for data wrangling. After equipping readers with just enough of these data science tools to perform effective exploratory data analyses, the book covers traditional introductory statistics topics like confidence intervals, hypothesis testing, and multiple regression modeling, while focusing on visualization throughout. Features: ? Assumes minimal prerequisites, notably, no prior calculus nor coding experience ? Motivates theory using real-world data, including all domestic flights leaving New York City in 2013, the Gapminder project, and the data journalism website, FiveThirtyEight.com ? Centers on simulation-based approaches to statistical inference rather than mathematical formulas ? Uses the infer package for "tidy" and transparent statistical inference to construct confidence intervals and conduct hypothesis tests via the bootstrap and permutation methods ? Provides all code and output embedded directly in the text; also available in the online version at moderndive.com This book is intended for individuals who would like to simultaneously start developing their data science toolbox and start learning about the inferential and modeling tools used in much of modern-day research. The book can be used in methods and data science courses and first courses in statistics, at both the undergraduate and graduate levels.

## **The Data Storytelling Workbook**

Readers will learn to understand the story behind the data and how to influence the people with a DataStory.

### **Mason Dixon**

Now in striking full color, *Presenting Data Effectively, Second Edition* by Stephanie D. H. Evergreen shows readers how to make the research results presented in reports, slideshows, dashboards, posters, and data visualizations more interesting, engaging, and impactful. The book guides students, researchers, evaluators, and non-profit workers—anyone reporting data to an outside audience—through design choices in four primary areas: graphics, text, color, and arrangement. The Second Edition features an improved layout with larger screenshots, a review of the recent literature on data visualization, and input from a panel of graphic design experts.

## **The Power of Data Storytelling**

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. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—*Storytelling with Data* will give you the skills and power to tell it!

### **Cool Infographics**

Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

## **Data-Driven Storytelling**

People forget facts, but they never forget a good story. \It sounds so simple: Incorporate a story and people will remember your message. But when you get down to crafting one, there's nothing easy about it. Material for stories surrounds us. Yet few people are skilled at sharing personal anecdotes and even fewer know how to link them to professional goals. Whether you want to stand out in the interview process, add punch to a presentation, or make a compelling case for a new initiative, *Let the Story Do the Work* shows you how to mine your experience for

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simple narratives that convey who you are, what you want to achieve, and why others should care. Packed with enlightening examples, the book explains how to find the perfect hook, structure your story and deliver it at the right time in the right way. You'll discover how to use stories to: Capture attention \* Engage your audience \* Change minds \* Inspire action \* Bring facts and data to life \* Clarify challenging concepts \* Pitch persuasively \* Fundraise effectively \* And more Never underestimate the power of a great story. Learn to leverage the elements of storytelling and turn everyday communications into opportunities to connect, gain buy-in, and build lasting relationships.

### Good Charts

### Data Fluency

A leading data visualization expert explores the negative—and positive—influences that charts have on our perception of truth. We've all heard that a picture is worth a thousand words, but what if we don't understand what we're looking at? Social media has made charts, infographics, and diagrams ubiquitous—and easier to share than ever. We associate charts with science and reason; the flashy visuals are both appealing and persuasive. Pie charts, maps, bar and line graphs, and scatter plots (to name a few) can better inform us, revealing patterns and trends hidden behind the numbers we encounter in our lives. In short, good charts make us smarter—if we know how to read them. However, they can also lead us astray. Charts lie in a variety of ways—displaying incomplete or inaccurate data, suggesting misleading patterns, and concealing uncertainty—or are frequently misunderstood, such as the confusing cone of uncertainty maps shown on TV every hurricane season. To make matters worse, many of us are ill-equipped to interpret the visuals that politicians, journalists, advertisers, and even our employers present each day, enabling bad actors to easily manipulate them to promote their own agendas. In *How Charts Lie*, data visualization expert Alberto Cairo teaches us to not only spot the lies in deceptive visuals, but also to take advantage of good ones to understand complex stories. Public conversations are increasingly propelled by numbers, and to make sense of them we must be able to decode and use visual information. By examining contemporary examples ranging from election-result infographics to global GDP maps and box-office record charts, *How Charts Lie* demystifies an essential new literacy, one that will make us better equipped to navigate our data-driven world.

### Effective Data Storytelling

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.

### **Web Analytics Action Hero**

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. Schwabish surveys more than eighty visualization types, from histograms to horizon charts, ridgeline plots to choropleth maps, and explains how each has its place in the visual toolkit. 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.

### **How Charts Lie: Getting Smarter about Visual Information**

Fourth-grader Mason struggles to enjoy playing basketball after his best friend persuades him to join a team, and learns that the dog-hating lady next door is not so bad after all.

### **Killer Visual Strategies**

A dream come true for those looking to improve their data fluency Analytical data is a powerful tool for growing companies, but what good is it if it hides in the shadows? Bring your data to the forefront with effective visualization and communication approaches, and let Data Fluency: Empowering Your Organization with Effective Communication show you the best tools and strategies for getting the job done right. Learn the best practices of data presentation and the ways that reporting and dashboards can help organizations effectively gauge performance, identify areas for improvement, and communicate results. Topics covered in the book include data reporting and communication, audience and user needs, data presentation tools, layout and styling, and common design failures. Those responsible for analytics, reporting, or BI implementation will find a refreshing take on data and visualization in this resource, as will report, data visualization, and dashboard designers. Conquer the challenge of making valuable data approachable and easy to understand Develop unique skills required to shape data to the needs of different audiences Full color book links to bonus content at [juiceanalytics.com](http://juiceanalytics.com) Written by well-known and highly esteemed authors in the data presentation community Data Fluency: Empowering Your Organization with Effective Communication focuses on user experience, making reports approachable, and presenting data in a compelling, inspiring way. The book helps to dissolve the disconnect between your data and those who might use it and can help make an impact on the people who are most affected by data. Use Data Fluency today to develop the skills necessary to turn data into effective displays for decision-making.

### **Let the Story Do the Work**

Tell Insightful, Actionable Business Stories with Tableau, the World's Leading Data Visualization Tool! Visual Data Storytelling with Tableau brings together knowledge, context,

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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

### **Resonate**

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.

### **Narrative by Numbers**

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

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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.

### **Business Storytelling For Dummies**

Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time? All too often, presentations don't resonate with the audience and move them to transformative action. Just as the author's first book helped presenters become visual communicators, Resonate helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you'll convey your content with passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore's Oscar-winning An Inconvenient Truth Focuses on content development methodologies that are not only fundamental but will move people to action Upends the usual paradigm by making the audience the hero and the presenter the mentor Shows how to use story techniques of conflict and resolution Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with Resonate.

### **Naked Statistics: Stripping the Dread from the Data**

"More convincingly than any other woman writing in Arabic today, Alifa Rifaat lifts the veil on what it means to be a woman living within a traditional Muslim society." So states the translator's foreword to this collection of the Egyptian author's best short stories. Rifaat (1930–1996) did not go to university, spoke only Arabic, and seldom traveled abroad. This virtual immunity from Western influence lends a special authenticity to her direct yet sincere accounts of death, sexual fulfillment, the lives of women in purdah, and the frustrations of everyday life in a male-dominated Islamic environment. Translated from the Arabic by Denys Johnson-Davies, the collection admits the reader into a hidden private world, regulated by the call of the mosque, but often full of profound anguish and personal isolation. Badriyya's despairing anger at her deceitful husband, for example, or the haunting melancholy of "At the Time of the Jasmine," are treated with a sensitivity to the discipline and order of Islam.

### **Agriscience: Fundamentals and Applications**

"Brilliant, funny . . . the best math teacher you never had."—San Francisco Chronicle Once considered tedious, the field of statistics is rapidly evolving into a discipline Hal Varian, chief economist at Google, has actually called "sexy." From batting averages and political polls to game shows and medical research, the real-world application of statistics continues to grow by leaps and bounds. How can we catch schools that cheat on standardized tests? How does Netflix know which movies you'll like? What is causing the rising incidence of autism? As best-selling author Charles Wheelan shows us in Naked Statistics, the right data and a few well-chosen statistical tools can help us answer these questions and more. For those who slept through Stats 101, this book is a lifesaver. Wheelan strips away the arcane and technical details and focuses on the underlying intuition that drives statistical analysis. He clarifies key

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concepts such as inference, correlation, and regression analysis, reveals how biased or careless parties can manipulate or misrepresent data, and shows us how brilliant and creative researchers are exploiting the valuable data from natural experiments to tackle thorny questions. And in Wheelan's trademark style, there's not a dull page in sight. You'll encounter clever Schlitz Beer marketers leveraging basic probability, an International Sausage Festival illuminating the tenets of the central limit theorem, and a head-scratching choice from the famous game show Let's Make a Deal—and you'll come away with insights each time. With the wit, accessibility, and sheer fun that turned Naked Economics into a bestseller, Wheelan defies the odds yet again by bringing another essential, formerly unglamorous discipline to life.

### Good Charts Workbook

Transform your organization's data into actionable insights with Tableau Tableau is designed specifically to provide fast and easy visual analytics. The intuitive drag-and-drop interface helps you create interactive reports, dashboards, and visualizations, all without any special or advanced training. This all new edition of Tableau Your Data! is your Tableau companion, helping you get the most out of this invaluable business toolset. Tableau Your Data! shows you how to build dynamic, best of breed visualizations using the Tableau Software toolset. This comprehensive guide covers the core feature set for data analytics, and provides clear step-by-step guidance toward best practices and advanced techniques that go way beyond the user manual. You'll learn how Tableau is different from traditional business information analysis tools, and how to navigate your way around the Tableau 9.0 desktop before delving into functions and calculations, as well as sharing with the Tableau Server. Analyze data more effectively with Tableau Desktop Customize Tableau's settings for your organization's needs with detailed real-world examples on data security, scaling, syntax, and more Deploy visualizations to consumers throughout the enterprise - from sales to marketing, operations to finance, and beyond Understand Tableau functions and calculations and leverage Tableau across every link in the value chain Learn from actual working models of the book's visualizations and other web-based resources via a companion website Tableau helps you unlock the stories within the numbers, and Tableau Your Data! puts the software's full functionality right at your fingertips.

### The Functional Art

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 insights into the complex world around us. Regardless of the kind of data you're working with—business, science, politics, sports, or even your own personal finances—this book will show you how to use statistical charts, maps, and explanation diagrams to spot the stories in the data and learn new things from it. You'll also get to peek into the creative process of some of the world's most talented designers and visual journalists, including Condé Nast Traveler's John Grimwade, National Geographic Magazine's Fernando Baptista, The New York Times' Steve Duenes, The Washington Post's Hannah Fairfield, Hans Rosling of the Gapminder Foundation, Stanford's Geoff McGhee, and European superstars Moritz Stefaner, Jan Willem Tulp, Stefanie Posavec, and Gregor Aisch. The book also includes a DVD-ROM containing over 90 minutes of video lessons that expand

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on core concepts explained within the book and includes even more inspirational information graphics from the world's leading designers. The first book to offer a broad, hands-on introduction to information graphics and visualization, *The Functional Art* reveals:

- Why data visualization should be thought of as "functional art" rather than fine art
- How to use color, type, and other graphic tools to make your information graphics more effective, not just better looking
- The science of how our brains perceive and remember information
- Best practices for creating interactive information graphics
- A comprehensive look at the creative process behind successful information graphics
- An extensive gallery of inspirational work from the world's top designers and visual artists

On the DVD-ROM: In this introductory video course on information graphics, Alberto Cairo goes into greater detail with even more visual examples of how to create effective information graphics that function as practical tools for aiding perception. You'll learn how to: incorporate basic design principles in your visualizations, create simple interfaces for interactive graphics, and choose the appropriate type of graphic forms for your data. Cairo also deconstructs successful information graphics from *The New York Times* and *National Geographic* magazine with sketches and images not shown in the book. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device 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.

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