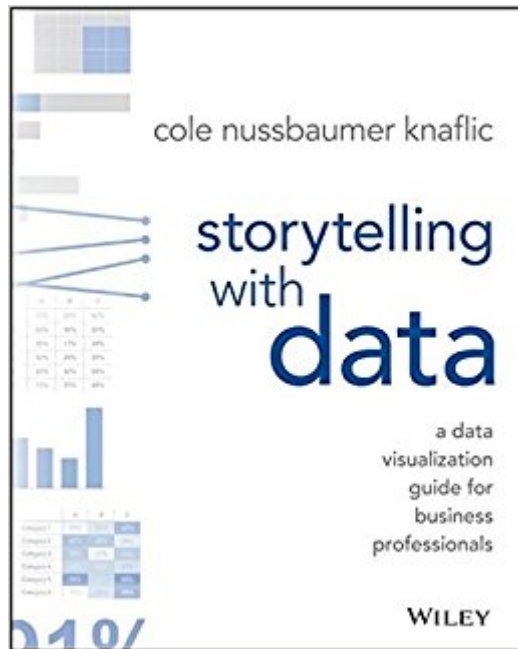


The book was found

Storytelling With Data: A Data Visualization Guide For Business Professionals



Synopsis

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!

Book Information

Paperback: 288 pages

Publisher: Wiley; 1 edition (November 2, 2015)

Language: English

ISBN-10: 1119002257

ISBN-13: 978-1119002253

Product Dimensions: 7.4 x 0.6 x 9.1 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (101 customer reviews)

Best Sellers Rank: #3,213 in Books (See Top 100 in Books) [#1 in Books > Business & Money > Management & Leadership > Information Management](#) [#2 in Books > Business & Money > Skills > Business Mathematics](#) [#2 in Books > Business & Money > Marketing & Sales > Marketing > Research](#)

Customer Reviews

People wanting a basic introduction to presentation graphics would be well served by this book by

Cole Nussbaumer Knaflic. Prerequisites are minimal: there is almost no mathematical content and no use of any but the most elementary statistical methods. Knaflic's encouraging message is that MS Excel and PowerPoint can be quite enough software for good graphics, but you will need to go beyond the defaults and work at the details. Almost all the examples are of very small datasets already to hand with two-way structure. 2 variables for 12 months and 5 products for 7 years are typical sizes. In practice when analysing data it can be hard work deciding what methods to use and reducing a mass of raw data to a concise summary. These steps, sometimes most of a project, are here assumed already done. The subtitle flags a focus on "business professionals"; the content tactfully implies junior people presenting with PowerPoint to time-challenged bosses at brief meetings. Seemingly few write reports to be read any more, or use any other presentation software. Knaflic is excellent on the need to keep things simple. She has a good eye and sound logic on what looks and works well and what does not. Examples show how mediocre graphs can be improved by reducing clutter, killing the key, better use of color, and similar standard tricks. Horizontal bar charts are usually more readable than vertical, and pie charts and a false third dimension are best avoided: these points have been well made many times, yet do deserve forceful repetition. Various kinds of bar and line charts are her main work-horses.

[Download to continue reading...](#)

Storytelling with Data: A Data Visualization Guide for Business Professionals
Beginning Python Visualization: Crafting Visual Transformation Scripts (Books for Professionals by Professionals)
Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data)
Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data)
Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2)
Visualization Analysis and Design (AK Peters Visualization Series)
iPhone for Work: Increasing Productivity for Busy Professionals (Books for Professionals by Professionals)
Storytelling: A Storytelling System To Deliver Inspiring and Unforgettable Speeches (Presentation Tips, Public Speaking, Communication Skills)
TED Talks
Storytelling: 23 Storytelling Techniques from the Best TED Talks
Pixar Storytelling: Rules for Effective Storytelling Based on Pixar's Greatest Films
Data Visualization Toolkit: Using JavaScript, Rails, and Postgres to Present Data and Geospatial Information (Addison-Wesley Professional Ruby Series)
Effective Data Visualization: The Right Chart for the Right Data
Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money

(business tools, business concepts, financial freedom, ... making money, business planning Book 1)
Learning Tableau - How Data Visualization Brings Business Intelligence to Life Tableau Data
Visualization Cookbook OpenGL Data Visualization Cookbook High Impact Data Visualization with
Power View, Power Map, and Power BI Interactive Data Visualization for the Web Beautiful
Visualization: Looking at Data through the Eyes of Experts (Theory in Practice) BUSINESS PLAN:
Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And
Successful Business Plan ! -business plan template, business plan guide -

[Dmca](#)