

## Download Free Storytelling With Data A Data Visualization Guide For Business Professionals

# Storytelling With Data A Data Visualization Guide For Business Professionals | c4d713e3c966da3ce01c2736d40cb8d8

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### Lead with a Story

**Data Visualization: A Guide to Visual Storytelling for Libraries** is a practical guide to the skills and tools needed to create beautiful and meaningful visual stories through data visualization. Learn how to sift through complex datasets to better understand a variety of metrics, such as trends in user behavior and electronic resource usage, return on investment (ROI) and impact metrics, and data about library collections and repositories. Sections include:

- Identifying and interpreting datasets for visualization
- Tools and technologies for creating meaningful visualizations
- Case studies in data visualization and dashboards

Data Visualization also features a 20-page color insert showcasing a wide variety of visualizations generated using an array of data visualization technologies and programming languages that can serve as inspiration for creating your own visualizations. Understanding and communicating trends from your organization's data is essential. Whether you are looking to make more informed decisions by visualizing organizational data, or to tell the story of your library's impact on your community, this book will give you the tools to make it happen.

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## Tableau Your Data!

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.

## Data Visualization Handbook

Voted one of the "six best books for data geeks" by *The Financial Times*. Read the review [here](#). Lecturers, request your electronic inspection copy. Never has it been more essential to work in the world of data. Scholars and students need to be able to analyze, design, and curate information into useful tools of communication, insight, and understanding. This book is the starting point in learning the process and skills of data visualization, teaching the concepts and skills of how to present data, and inspiring effective visual design. Benefits of this book: A flexible step-by-step journey that equips you to achieve great data visualization A curated collection of classic and contemporary examples, giving illustrations of good and bad practice Examples on every page to give creative inspiration Illustrations of good and bad practice show you how to critically evaluate and improve your own work Advice and experience from the best designers in the field Loads of online practical help, checklists, case studies and exercises make this the most comprehensive

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## Storytelling with Data

**INSTANT NEW YORK TIMES BESTSELLER A NEW YORK TIMES NOTABLE BOOK OF 2018 ONE OF THE ECONOMIST'S BOOKS OF THE YEAR AND A PERFECT HOLIDAY GIFT "My new favorite book of all time." --Bill Gates** If you think the world is coming to an end, think again: people are living longer, healthier, freer, and happier lives, and while our problems are formidable, the solutions lie in the Enlightenment ideal of using reason and science. Is the world really falling apart? Is the ideal of progress obsolete? In this elegant assessment of the human condition in the third millennium, cognitive scientist and public intellectual Steven Pinker urges us to step back from the gory headlines and prophecies of doom, which play to our psychological biases. Instead, follow the data: In seventy-five jaw-dropping graphs, Pinker shows that life, health, prosperity, safety, peace, knowledge, and happiness are on the rise, not just in the West, but worldwide. This progress is not the result of some cosmic force. It is a gift of the Enlightenment: the conviction that reason and science can enhance human flourishing. Far from being a naïve hope, the Enlightenment, we now know, has worked. But more than ever, it needs a vigorous defense. The Enlightenment project swims against currents of human nature--tribalism, authoritarianism, demonization, magical thinking--which demagogues are all too willing to exploit. Many commentators, committed to political, religious, or romantic ideologies, fight a rearguard action against it. The result is a corrosive fatalism and a willingness to wreck the precious institutions of liberal democracy and global cooperation. With intellectual depth and literary flair, Enlightenment Now makes the case for reason, science, and humanism: the ideals we need to confront our problems and continue our progress.

## Visual Data Storytelling with Tableau

**#1 NEW YORK TIMES BESTSELLER •** In Sapiens, he explored our past. In Homo Deus, he looked to our future. Now, one of the most innovative thinkers on the planet turns to the present to make sense of today's most pressing issues. "Fascinating . . . a crucial global conversation about how to take on the problems of the twenty-first century."—Bill Gates, The New York Times Book Review **NAMED ONE OF THE BEST BOOKS OF THE**

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**YEAR BY FINANCIAL TIMES AND PAMELA PAUL, KQED** How do computers and robots change the meaning of being human? How do we deal with the epidemic of fake news? Are nations and religions still relevant? What should we teach our children? Yuval Noah Harari's *21 Lessons for the 21st Century* is a probing and visionary investigation into today's most urgent issues as we move into the uncharted territory of the future. As technology advances faster than our understanding of it, hacking becomes a tactic of war, and the world feels more polarized than ever, Harari addresses the challenge of navigating life in the face of constant and disorienting change and raises the important questions we need to ask ourselves in order to survive. In twenty-one accessible chapters that are both provocative and profound, Harari builds on the ideas explored in his previous books, untangling political, technological, social, and existential issues and offering advice on how to prepare for a very different future from the world we now live in: How can we retain freedom of choice when Big Data is watching us? What will the future workforce look like, and how should we ready ourselves for it? How should we deal with the threat of terrorism? Why is liberal democracy in crisis? Harari's unique ability to make sense of where we have come from and where we are going has captured the imaginations of millions of readers. Here he invites us to consider values, meaning, and personal engagement in a world full of noise and uncertainty. When we are deluged with irrelevant information, clarity is power. Presenting complex contemporary challenges clearly and accessibly, *21 Lessons for the 21st Century* is essential reading. "If there were such a thing as a required instruction manual for politicians and thought leaders, Israeli historian Yuval Noah Harari's *21 Lessons for the 21st Century* would deserve serious consideration. In this collection of provocative essays, Harari . . . tackles a daunting array of issues, endeavoring to answer a persistent question: 'What is happening in the world today, and what is the deep meaning of these events?'"—BookPage (top pick)

## Data Fluency

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

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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.

## The Name Jar

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.

## Datastory

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

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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.

### 21 Lessons for the 21st Century

The visualization process doesn't happen in a vacuum; it is grounded in principles and methodologies of design, cognition, perception, and human-computer-interaction that are combined to one's personal knowledge and creative experiences. Design for Information critically examines other design solutions—current and historic— helping you gain a larger understanding of how to solve specific problems. This book is designed to help you foster the development of a repertoire of existing methods and concepts to help you overcome design problems. Learn the ins and outs of data visualization with this informative book that provides you with a series of current visualization case studies. The visualizations discussed are analyzed for their design principles and methods, giving you valuable critical and analytical tools to further develop your design process. The case study format of this book is perfect for discussing the histories, theories and best practices in the field through real-world, effective visualizations. The selection represents a fraction of effective visualizations that we encounter in this burgeoning field, allowing you the opportunity to extend your study to other solutions in your specific field(s) of practice. This book is also helpful to students in other disciplines who are involved with visualizing information, such as those in the digital humanities and most of the sciences.

### Enlightenment Now

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The mischievous super-being Q joins forces with his nemesis, Captain Picard, to save the universe from the Maelstrom, a metaphysical whirlpool that destroys reality, time, and space.

## Better Data Visualizations

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!

## Applied Mathematics

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,

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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 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.

## Design for Information

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**How did a Venice Beach T-shirt vendor become television's most successful producer? How did an entrepreneur who started in a garage create the most iconic product launches in business history? How did a timid pastor's son overcome a paralyzing fear of public speaking to captivate sold-out crowds at Yankee Stadium, twice? How did a human rights attorney earn TED's longest standing ovation, and how did a Facebook executive launch a movement to encourage millions of women to "lean in"? They told brilliant stories. In *The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch on and Others Don't*, keynote speaker, bestselling author, and communication expert Carmine Gallo reveals the keys to telling powerful stories that inspire, motivate, educate, build brands, launch movements, and change lives. The New York Times has called a well-told story "a strategic tool with irresistible power" - the proof lies in the success stories of 50 icons, leaders, and legends featured in *The Storyteller's Secret*: entrepreneurs like Richard Branson, Sara Blakely, Elon Musk, Steve Jobs, and Sheryl Sandberg; spellbinding speakers like Dr. Martin Luther King, Jr., Bryan Stevenson, and Malala Yousafzai; and business leaders behind famous brands such as Starbucks, Southwest Airlines, Wynn Resorts, Whole Foods, and Pixar. Whether your goal is to educate, fundraise, inspire teams, build an award-winning culture, or to deliver memorable presentations, a story is your most valuable asset and your competitive advantage. In *The Storyteller's Secret*, Gallo explains why the brain is hardwired to love stories - especially rags-to-riches stories - and how the latest science can help you craft a persuasive narrative that wins hearts and minds. "The art of storytelling can be used to drive change," says billionaire entrepreneur Richard Branson. And since the next decade will see the most change our civilization has ever known, your story will radically transform your business, your life, and the lives of those you touch. Ideas that catch on are wrapped in story. Your story can change the world. Isn't it time you shared yours?**

## **Speaking PowerPoint**

**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***

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**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.**

## **The Big Book of Dashboards**

**Get the most out of your data by getting more out of Tableau 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. Coverage includes settings customization, data security, scaling, syntax, and more, with plenty of examples that simplify advanced techniques. Use cases demonstrate how Tableau is applied throughout the enterprise, so you can utilize these analysis tools across sales, marketing, operations, financials, and much more. The companion website features actual working models of the book's visualizations, plus a host of useful links to web-based resources that can help you customize your Tableau experience. Tableau is designed specifically to provide fast and easy visual analytics. The intuitive drag-and-drop interface helps you create interactive**

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reports, dashboards, and visualizations, all without any special or advanced training. This book is your Tableau companion, helping you get the most out of this invaluable business toolset. Analyze data more effectively with Tableau Desktop Deploy visualizations to consumers throughout the enterprise Understand Tableau functions and calculations Leverage Tableau across every link in the value chain You need to make sense of your data before you can use it effectively to make good business decisions. Tableau helps you unlock the stories within the numbers, and Tableau Your Data! puts the software's full functionality right at your fingertips.

## Freakonomics

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

## The Functional Art

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

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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.

## Data-Driven Storytelling

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 The topics that are covered in this book are what you need to become an excellent data visualization presenter. When you have diligently applied yourself to the concepts in this book, you will discover that your skills have improved beyond doubt. Repeat the concepts in this book over and over again, and you will become a master. Go forth and tell your stories!

## The Truthful Art

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;

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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.

## Avoiding Data Pitfalls

**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-

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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!

## Storytelling with Data

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.

## Storytelling with Data

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**Which is more dangerous, a gun or a swimming pool? What do schoolteachers and sumo wrestlers have in common? How much do parents really matter? These may not sound like typical questions for an economist to ask. But Steven D. Levitt is not a typical economist. He studies the riddles of everyday life--from cheating and crime to parenting and sports--and reaches conclusions that turn conventional wisdom on its head. Freakonomics is a groundbreaking collaboration between Levitt and Stephen J. Dubner, an award-winning author and journalist. They set out to explore the inner workings of a crack gang, the truth about real estate agents, the secrets of the Ku Klux Klan, and much more. Through forceful storytelling and wry insight, they show that economics is, at root, the study of incentives--how people get what they want or need, especially when other people want or need the same thing.**

## **Storytelling with Data**

**Data has never been more important to your success than it is today, yet you are surrounded with data you can't trust, and the overwhelming burden of fixing it. Everyone deserves data that helps-not hurts-their organization.**

## **I, Q**

**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**

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message.

## Storytelling with Data

In *Data Sketches*, Nadieh Bremer and Shirley Wu document the deeply creative process behind 24 unique data visualization projects, and they combine this with powerful technical insights which reveal the mindset behind coding creatively. Exploring 12 different themes - from the Olympics to Presidents & Royals and from Movies to Myths & Legends - each pair of visualizations explores different technologies and forms, blurring the boundary between visualization as an exploratory tool and an artform in its own right. This beautiful book provides an intimate, behind-the-scenes account of all 24 projects and shares the authors' personal notes and drafts every step of the way. The book features: Detailed information on data gathering, sketching, and coding data visualizations for the web, with screenshots of works-in-progress and reproductions from the authors' notebooks Never-before-published technical write-ups, with beginner-friendly explanations of core data visualization concepts Practical lessons based on the data and design challenges overcome during each project Full-color pages, showcasing all 24 final data visualizations This book is perfect for anyone interested or working in data visualization and information design, and especially those who want to take their work to the next level and are inspired by unique and compelling data-driven storytelling.

## Data Visualisation

*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

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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

## The Power of Data Storytelling

The data visualization handbook is a practical guide to creating compelling graphics to explain or explore data. It is primarily aimed for designers, journalists, researchers, analysts, and other professionals who want to learn the basics of visualization, but also includes plenty of material for people with intermediate level visualization skills.

## Effective Data Storytelling

As a former Buddhist monk with over 10 years of teaching experience, Andy Puddicombe has been acknowledged as the UK's foremost mindfulness meditation expert. Like his readers and students, he began his own meditation practice as a normal, busy person with everyday concerns, and he has since designed a program of mindfulness and guided meditation that fits neatly into a jam-packed daily routine--proving that just 10 minutes a day can make a world of difference. Simple exercises, stories and techniques culled from Andy's years of experience will help anyone calm the chatter in their minds. The result? More headspace, less stress. *Get Some Headspace* also brings us the extraordinary science behind this seemingly simple cure-all. This book and practice will help readers positively impact every area of their physical and mental health through mindfulness, from productivity and focus, to stress and anxiety relief, sleep, weight-loss, personal relationships and the list goes on and on.

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## **The Storyteller's Secret**

**You use PowerPoint at work to create strategic plans, executive briefings, research reports and other boardroom-style slides. But could your slides be clearer, more convincing and built in half the time? You bet! Learn a new method for business managers who want to use PowerPoint at work to drive strategy. The Mindworks Presentation Method is based on 40 years of research in brain science, instructional design and information design and will help you to eliminate time wasters and complete PowerPoint decks three times faster, to enhance your credibility by creating visually pleasing slides using simple graphic design rules, to make complex slides easier to understand and avoid "Death by PowerPoint" forever, to make audiences more likely to agree with you by applying the proven principles of master persuaders.**

## **Data Leadership**

**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.**

## **Resonate**

**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.**

## **The Headspace Guide to Meditation and Mindfulness**

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**This volume is a textbook for a year-long graduate level course in All research universities have applied mathematics for scientists and engineers. such a course, which could be taught in different departments, such as mathematics, physics, or engineering. I volunteered to teach this course when I realized that my own research students did not learn much in this course at my university. Then I learned that the available textbooks were too introductory. While teaching this course without an assigned text, I wrote up my lecture notes and gave them to the students. This textbook is a result of that endeavor. When I took this course many, many, years ago, the primary references were the two volumes of P. M. Morse and H. Feshbach, Methods of Theoretical Physics (McGraw-Hill, 1953). The present text returns the contents to a similar level, although the syllabus is quite different than given in this venerable pair of books.**

## **Effective Data Storytelling**

**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.**

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## The Data Storytelling Workbook

**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.**

## Data Visualization

**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**

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**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!

## Learning Tableau

**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!

## Data Sketches

**The new kid in school needs a new name! Or does she?** Being the new kid in school is hard enough, but what about when nobody can pronounce your name? Having just moved from Korea, Unhei is anxious that American kids will like her. So instead of introducing herself on the first day of school, she tells the class that she will choose a name by the following week. Her new classmates are fascinated by this no-name girl and

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decide to help out by filling a glass jar with names for her to pick from. But while Unhei practices being a Suzy, Laura, or Amanda, one of her classmates comes to her neighborhood and discovers her real name and its special meaning. On the day of her name choosing, the name jar has mysteriously disappeared. Encouraged by her new friends, Unhei chooses her own Korean name and helps everyone pronounce it—Yoon-Hey.

## Good Charts Workbook

"Features powerful stories for 21 of the toughest challenges businesspeople face"--Jacket.

## Introduction to Data Visualization and Storytelling

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.

## 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 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.

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