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KEY=DATA - MOLLY LOZANO

Storytelling with Data A Data Visualization Guide for Business Professionals [John Wiley & Sons](#) 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! **Storytelling with Data A Data Visualization Guide for Business Professionals** [John Wiley & Sons](#) 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! **Storytelling with Data Let's Practice!** [John Wiley & Sons](#) Influence action through data! This is not a book. It is a one-of-a-kind immersive learning experience through which you can become—or teach others to be—a powerful data storyteller. Let's practice! helps you build confidence and credibility to create graphs and visualizations that make sense and weave them into action-inspiring stories. Expanding upon best seller storytelling with data's foundational lessons, Let's practice! delivers fresh content, a plethora of new examples, and over 100 hands-on exercises. Author and data storytelling maven Cole Nussbaumer Knaflic guides you along the path to hone core skills and become a well-practiced data communicator. Each chapter includes: ● Practice with Cole: exercises based on real-world examples first posed for you to consider and solve, followed by detailed step-by-step illustration and explanation ● Practice on your own: thought-provoking questions and even more exercises to be assigned or worked through individually, without prescribed solutions ● Practice at work: practical guidance and hands-on exercises for applying storytelling with data lessons on the job, including instruction on when and how to solicit useful feedback and refine for greater impact The lessons and exercises found within this comprehensive guide will empower you to master—or develop in others—data storytelling skills and transition your work from acceptable to exceptional. By investing in these skills for ourselves and our teams, we can all tell inspiring and influential data stories! **Effective Data Storytelling How to Drive Change with Data, Narrative and Visuals** [John Wiley & Sons](#) 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. **Visual Data Storytelling with Tableau Story Points, Telling Compelling Data Narratives** [Addison-Wesley Professional](#) Tell Insightful, Actionable Business Stories with Tableau, the World's Leading Data Visualization Tool! **Visual Data Storytelling with Tableau** brings together knowledge, context, and hands-on skills for telling powerful, actionable data stories with Tableau. This full-color guide shows how to organize data and structure analysis with storytelling in mind, embrace exploration and visual discovery, and articulate findings with rich data, carefully curated visualizations, and skillfully crafted narrative. You don't need any visualization experience. Each chapter illuminates key aspects of design practice and data visualization, and guides you step-by-step through applying them in Tableau. Through realistic examples and classroom-tested exercises, Professor Lindy Ryan helps you use Tableau to analyze data, visualize it, and help people connect more intuitively and emotionally with it. Whether you're an analyst, executive, student, instructor, or journalist, you won't just master the tools: you'll learn to craft data stories that make an immediate impact--and inspire action. Learn how to: • Craft more powerful stories by blending data science, genre, and visual design • Ask the right questions upfront to plan data collection and analysis • Build storyboards and choose charts based on your message and audience • Direct audience attention to the points that matter most • Showcase your data stories in high-impact presentations • Integrate Tableau storytelling throughout your business communication • Explore case studies that show what to do--and what not to do • Discover visualization best practices, tricks, and hacks you can use with any tool • Includes coverage up through Tableau 10 **The Power of Data Storytelling** [SAGE Publications India](#) 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. **Effective Data Storytelling How to Drive Change with Data, Narrative and Visuals** [John Wiley & Sons](#) 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. 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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. **Data-Driven Storytelling** [CRC Press](#) 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. **How to Tell a Story The Essential Guide to Memorable Storytelling from The Moth** [Crown](#) **NEW YORK TIMES BESTSELLER** • The definitive guide to telling an unforgettable story in any setting, drawing on twenty-five years of experience from the storytelling experts at The Moth “From toasts to eulogies, from job interviews to social events, this book will help you with ideas, structure, delivery and more.”—CNN Over the past twenty-five years, the directors of The Moth have worked with people from all walks of life—including astronauts, hairdressers, rock stars, a retired pickpocket, high school

students, and Nobel Prize winners—to develop true personal stories that have moved and delighted live audiences and listeners of The Moth’s Peabody Award-winning radio hour and podcast. A leader in the modern storytelling movement, The Moth inspires thousands of people around the globe to share their stories each year. Now, with *How to Tell a Story*, The Moth will help you learn how to uncover and craft your own unique stories, like Moth storytellers Mike Birbiglia, Rosanne Cash, Neil Gaiman, Elizabeth Gilbert, Padma Lakshmi, Darryl “DMC” McDaniels, Hasan Minhaj, Tig Notaro, Boots Riley, Betty Reid Soskin, John Turturro, and more. Whether your goal is to make it to the Moth stage, deliver the perfect wedding toast, wow clients at a business dinner, give a moving eulogy, ace a job interview, be a hit at parties, change the world, or simply connect more deeply to those around you, stories are essential. Sharing secrets of The Moth’s time-honed process and using examples from beloved storytellers, a team of Moth directors will show you how to • mine your memories for your best stories • explore structures that will boost the impact of your story • deliver your stories with confidence • tailor your stories for any occasion Filled with empowering, easy-to-follow tips for crafting stories that forge lasting bonds with friends, family, and colleagues alike, this book will help you connect authentically with the world around you and unleash the power of story in your life. *The Big Book of Dashboards Visualizing Your Data Using Real-World Business Scenarios* [John Wiley & Sons](#) 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. *The Data Storytelling Workbook* [Routledge](#) 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. *Storytelling with Data A Guide for Success Business Professionals and Data Visualization Instructions to Grow Your Business* [Independently Published](#) 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! *Storytelling with Data A Data Visualization Guide for Business Professionals* : [Summary]. *Data and Storytelling A Guide for Success Business Professionals and Data Visualization Instructions to Grow Your Business* 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! *Better Data Visualizations A Guide for Scholars, Researchers, and Wonks* [Columbia University Press](#) 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. *Analytics Stories Using Data to Make Good Things Happen* [John Wiley & Sons](#) 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. *Introduction to Data Visualization and Storytelling A Guide for the Data Scientist* [Independently Published](#) 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. *Fundamentals of Data Visualization A Primer on Making Informative and Compelling Figures* [O'Reilly Media](#) Effective visualization is the best way to communicate information from the increasingly large and complex datasets in the natural and social sciences. But with the increasing power of visualization software today, scientists, engineers, and business analysts often have to navigate a bewildering array of visualization choices and options. This practical book takes you through many commonly encountered visualization problems, and it provides guidelines on how to turn large datasets into clear and compelling figures. What visualization type is best for the story you want to tell? How do you make informative figures that are visually pleasing? Author Claus O. Wilke teaches you the elements most critical to successful data visualization. Explore the basic concepts of color as a tool to highlight, distinguish, or represent a value Understand the importance of redundant coding to ensure you provide key information in multiple ways Use the book's visualizations directory, a graphical guide to commonly used types of data visualizations Get extensive examples of good and bad figures Learn how to use figures in a document or report and how employ them effectively to tell a compelling story *Data Visualization Made Simple Insights into Becoming Visual* [Routledge](#) *Data Visualization Made Simple* is a practical guide to the fundamentals, strategies, and real-world cases for data visualization, an essential skill required in today's information-rich world. With foundations rooted in statistics, psychology, and computer science, data visualization offers practitioners in almost every field a coherent way to share findings from original research, big data, learning analytics, and more. In nine appealing chapters, the book: examines the role of data graphics in decision-making, sharing information, sparking discussions, and inspiring future research; scrutinizes data graphics, deliberates on the messages they convey, and looks at options for design visualization; and includes cases and interviews to provide a contemporary view of how data graphics are used by professionals across industries Both novices and seasoned designers in education, business, and other areas can use this book's effective, linear process to develop data visualization literacy and promote exploratory, inquiry-based approaches to visualization problems. *Persuading with Data A Guide to Designing, Delivering, and Defending Your Data* [MIT Press](#) An integrated introduction to data visualization, strategic communication, and delivery best practices. *Persuading with Data* provides an integrated instructional guide to data visualization, strategic communication, and delivery best practices. Most books on data visualization focus on creating good graphs. This is the first book that combines both explanatory visualization and communication strategy, showing how to use visuals to create effective communications that convince an audience to accept and act on the data. In four parts that proceed from micro to macro, the book explains how our brains make sense of graphs; how to design effective graphs and slides that support your ideas; how to organize those ideas into a compelling presentation; and how to deliver and defend data to an

audience. Persuading with Data is for anyone who has to explain analytical results to others. It synthesizes a wide range of skills needed by modern data professionals, providing a complete toolkit for creating effective business communications. Readers will learn how to simplify in order to amplify, how to communicate data analysis, how to prepare for audience resistance, and much more. The book integrates practitioner and academic perspectives with real-world examples from a variety of industries, organizations, and disciplines. It is accessible to a wide range of readers—from undergraduates to mid-career and executive-level professionals—and has been tested in settings that include academic classes and workplace training sessions. Everyday Business Storytelling Create, Simplify, and Adapt A Visual Narrative for Any Audience [John Wiley & Sons](#) A practical, easy-to-use guide to transform business communications into memorable narratives that drive conversations—and your career—forward In Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for Any Audience, visual storytelling experts Janine Kurnoff and Lee Lazarus leverage decades of experience helping executives at the world's top brands—including Facebook, Nestle, Accenture, and Marriot—bring clarity and meaning to their business communications. Whether you're building a presentation, crafting a high-stakes email, or need to influence decisions in your next meeting with an executive, Everyday Business Storytelling offers an insightful exploration of how to develop compelling business narratives. You'll discover how to use a simple, repeatable framework to choreograph your ideas, data, and insights into an authentic, persuasive story. You'll also find clever visual techniques to help humanize your stories and build an emotional connection with your audience. Just a few of the things you'll learn include: The science behind why storytelling is the most effective way to trigger emotion in an audience and how to craft a business narrative that makes your ideas engaging The four signposts of storytelling and how to identify and weave in your BIG idea to capture attention How to craft expert headlines that guide your audience and advance your story Everyday Business Storytelling is an indispensable guide to making your communications stick in the minds of your audience and drive change. If you're a busy, talented businessperson responsible for presentations, one-pagers, emails, or virtual meetings, this book is for you. Data Fluency Empowering Your Organization with Effective Data Communication [John Wiley & Sons](#) 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](#) 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. Tableau 10 Bootcamp Intensive training for data visualization and dashboarding [Packt Publishing Ltd](#) Sharpen your data visualization skills with Tableau 10 Bootcamp. About This Book Make informed decisions using powerful visualizations in Tableau Learn effective data storytelling to transform how your business uses ideas Use this extensive bootcamp that makes you an efficient Tableau user in a short span of time Who This Book Is For This book caters to business, data, and analytics professionals who want to build rich interactive visualizations using Tableau Desktop. Familiarity with previous versions of Tableau will be helpful, but not necessary. What You Will Learn Complete practical Tableau tasks with each chapter Build different types of charts in Tableau with ease Extend data using calculated fields and parameters Prepare and refine data for analysis Create engaging and interactive dashboards Present data effectively using story points In Detail Tableau is a leading visual analytics software that can uncover insights for better and smarter decision-making. Tableau has an uncanny ability to beautify your data, compared to other BI tools, which makes it an ideal choice for performing fast and easy visual analysis. A military camp style fast-paced learning book that builds your understanding of Tableau 10 in no time. This day based learning guide contains the best elements from two of our published books, Learning Tableau 10 - Second Edition and Tableau 10 Business Intelligence Cookbook, and delivers practical, learning modules in manageable chunks. Each chunk is delivered in a "day", and each "day" is a productive day. Each day builds your competency in Tableau. You will increase your competence in integrating analytics and forecasting to enhance data analysis during the course of this Bootcamp. Each chapter presents core concepts and key takeaways about a topic in Tableau and provides a series of hands-on exercises. In addition to these exercises, at the end of the chapter, you will find self-check quizzes and extra drills to challenge you, to take what you learned to the next level. To summarize, this book will equip you with step-by-step instructions through rigorous tasks, practical callouts, and various real-world examples and assignments to reinforce your understanding of Tableau 10. Style and approach A fast paced book filled with highly-effective real-world examples to help you build new things and help you in solving problems in newer and unseen ways. Effective Data Visualization The Right Chart for the Right Data [SAGE Publications](#) 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! Learning Tableau 10 [Packt Publishing Ltd](#) Learn how to create effective data visualizations with Tableau and unlock a smarter approach to business analytics. It might just transform your organization About This Book Create stylish visualizations and dashboards that explain complexity with clarity Learn effective data storytelling to transform how your business uses ideas and makes decisions Explore all the new features in Tableau 10 and start to redefine what business analytics means to your organization Who This Book Is For Got data? Not sure what to make of it? This is the guide for you - whether you've been working with Tableau for years or are just beginning your adventure into business analytics. What You Will Learn Find out how to build effective visualizations and dashboards Prepare and clean your data so you can be sure Tableau is finding answers to your questions - not raising more problems Discover how to create advanced visualizations that explain complexity with clarity and style Dig deeper into your data with clustering and distribution models that allow you to analyze trends and make forecasts Learn how to use data storytelling to aid decision-making and strategy Share dashboards and visualizations to cultivate a culture where data is available and valued In Detail Tableau has for some time been one of the most popular Business Intelligence and data visualization tools available. Why? Because, quite simply, it's a tool that's responsive to the needs of modern businesses. But it's most effective when you know how to get what you want from it - it might make your business intelligent, but it isn't going to make you intelligent... We'll make sure you're well prepared to take full advantage of Tableau 10's new features. Whether you're an experienced data analyst that wants to explore 2016's new Tableau, or you're a beginner that wants to expand their skillset and bring a more professional and sharper approach to their organization, we've got you covered. Beginning with the fundamentals, such as data preparation, you'll soon learn how to build and customize your own data visualizations and dashboards, essential for high-level visibility and effective data storytelling. You'll also find out how to so trend analysis and forecasting using clustering and distribution models to inform your analytics. But it's not just about you - when it comes to data it's all about availability and access. That's why we'll show you how to share your Tableau visualizations. It's only once insights are shared and communicated that you - and your organization - will start making smarter and informed decisions. And really, that's exactly what this guide is for. Style and approach Practical yet comprehensive, this Tableau guide takes you from the fundamentals of the tool before diving deeper into creating advanced visualizations. Covering the latest features found in Tableau 10, this might be the guide that transforms your organization. Tableau Your Data! Fast and Easy Visual Analysis with Tableau Software [John Wiley & Sons](#) 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 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. The Big Picture: How to Use Data Visualization to Make Better Decisions—Faster [McGraw Hill Professional](#) Not a data expert? Here's an engaging and entertaining guide to interpreting and drawing insights from any chart, graph, or other data visualization you'll encounter. You're a business professional, not a data scientist. How do you make heads or tails of the data visualizations that come across your desk—let alone make critical business decisions based on the information they're designed to convey? In The Big Picture, top data visualization consultant Steve Wexler provides the tools for developing the graphical literacy you need to understand the data visualizations that are flooding your inbox—and put that data to use. Packed with the best four-color examples created in Excel, Tableau, Power BI, and Qlik, among others, this one-stop resource empowers you to extract the most important information from data visualizations quickly and accurately, act on key insights, solve problems, and make the right decisions for your organization every time. Data Visualization for Business Decisions A Laboratory Manual [Mercury Learning and Information](#) This workbook is intended for business analysts who wish to improve their skills in creating data visuals, presentations, and report illustrations used to support business decisions. It is a qualitative lab to develop the power of visualization and discrimination. It does not require the reader to modify charts, but to analyze and describe what would improve charts. In a set of controlled exercises, the reader is taken through the eighteen elements of six dimensions of analyzing and improving charts, visuals and reports used to communicate business concepts. Includes companion files with videos, sample files, and slides used in examples from the book. Features: Includes eighteen labs, three for each of the six major dimensions of data visuals: Story, Signs, Purpose, Perception, Method, and Charts Uses a comprehensive RAIKS (Rapid Assessment of Individual Knowledge and Skills) survey to judge readers' progress before and after using the text Provides a

capstone exercise to review the aggregate analysis and final results for the two analyzed charts Companion files that include video tutorials and all of the sample files and templates used in the book's examples **The Truthful Art Data, Charts, and Maps for Communication** [New Riders](#) 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. **Good Charts The HBR Guide to Making Smarter, More Persuasive Data Visualizations** [Harvard Business Review Press](#) *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. **Presenting Data Effectively Communicating Your Findings for Maximum Impact** [SAGE Publications](#) Now in striking full color, the Second Edition 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, entrepreneurs, 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. **Watch** Stephanie D. H. Evergreen's latest webinar on tips to make your data presentations successful! **Suggestions to Medical Authors and A.M.A. Style Book With a Guide to Abbreviation of Bibliographic References** ; for the Guidance of Authors, Editors, Compositors, and Proofreaders **Data Visualisation A Handbook for Data Driven Design** [SAGE](#) One of the "six best books for data geeks" - *Financial Times* With over 200 images and extensive how-to and how-not-to examples, this new edition has everything students and scholars need to understand and create effective data visualisations. Combining ‘how to think’ instruction with a ‘how to produce’ mentality, this book takes readers step-by-step through analysing, designing, and curating information into useful, impactful tools of communication. With this book and its extensive collection of online support, readers can:

- Decide what visualisations work best for their data and their audience using the chart gallery
- See data visualisation in action and learn the tools to try it themselves
- Follow online checklists, tutorials, and exercises to build skills and confidence
- Get advice from the UK's leading data visualisation trainer on everything from getting started to honing the craft.

Explore more resources about data visualisation and Andy Kirk. **Power BI and Azure Applications** [de-G Press](#) *Power BI Data Analysis and Visualization* provides a roadmap to vendor choices and highlights why Microsoft's Power BI is a very viable, cost effective option for data visualization. The book covers the fundamentals and most commonly used features of Power BI, but also includes an in-depth discussion of advanced Power BI features such as natural language queries; embedding Power BI dashboards; and live streaming data. It discusses real solutions to extract data from the ERP application, Microsoft Dynamics CRM, and also offers ways to host the Power BI Dashboard as an Azure application, extracting data from popular data sources like Microsoft SQL Server and open-source PostgreSQL. Authored by Microsoft experts, this book uses real-world coding samples and screenshots to spotlight how to create reports, embed them in a webpage, view them across multiple platforms, and more. Business owners, IT professionals, data scientists, and analysts will benefit from this thorough presentation of Power BI and its functions. **ColorWise A Data Storyteller's Guide to the Intentional Use of Color Data** has become the most powerful tool in business today, and telling its story effectively is critical to decision making. Yet color is the most neglected tool in data visualization. With this book, author and DATAcated founder Kate Strachnyi provides the ultimate guide to the correct use of color for representing data in graphs, charts, tables, and infographics. Ideal for data and business analysts, data scientists, and others who design infographics and data visualizations, this practical resource explores color tips and tricks, including the theories behind them and why they work the way they do. **ColorWise** covers the psychology, history, and culture of a number of different colors. This book is also a useful teaching tool for learning about proper use of color for data storytelling techniques and dashboarding. You'll explore: The role that color theory plays in data visualization and storytelling Various color techniques you can use to improve your data visualizations How different colors affect your audience's understanding of data visualizations How to use color intentionally to help guide your audience Tips for using colors that can be interpreted by individuals with color vision deficiency How to apply the book's guidelines for use in your own projects **The Functional Art An introduction to information graphics and visualization** [New Riders](#) 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 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. **Tableau: Creating Interactive Data Visualizations** [Packt Publishing Ltd](#) Illustrate your data in a more interactive way by implementing data visualization principles and creating visual stories using Tableau **About This Book** Use data visualization principles to help you to design dashboards that enlighten and support business decisions **Integrate your data to provide mashed-up dashboards** Connect to various data sources and understand what data is appropriate for Tableau **Public Understand chart types and when to use specific chart types with different types of data** **Who This Book Is For** Data scientists who have just started using Tableau and want to build on the skills using practical examples. Familiarity with previous versions of Tableau will be helpful, but not necessary. **What You Will Learn** **Customize your designs to meet the needs of your business using Tableau** Use Tableau to prototype, develop, and deploy the final dashboard **Create filled maps and use any shape file** Discover features of Tableau Public, from basic to advanced **Build geographic maps to bring context to data** **Create filters and actions to allow greater interactivity to Tableau Public visualizations and dashboards** Publish and embed Tableau visualizations and dashboards in articles **In Detail** With increasing interest for data visualization in the media, businesses are looking to create effective dashboards that engage as well as communicate the truth of data. Tableau makes data accessible to everyone, and is a great way of sharing enterprise dashboards across the business. Tableau is a revolutionary toolkit that lets you simply and effectively create high-quality data visualizations. This course starts with making you familiar with its features and enable you to develop and enhance your dashboard skills, starting with an overview of what dashboard is, followed by how you can collect data using various mathematical formulas. Next, you'll learn to filter and group data, as well as how to use various functions to present the data in an appealing and accurate way. In the first module, you will learn how to use the key advanced string functions to play with data and images. You will be walked through the various features of Tableau including dual axes, scatterplot matrices, heat maps, and sizing. In the second module, you'll start with getting your data into Tableau, move onto generating progressively complex graphics, and end with the finishing touches and packaging your work for distribution. This module is filled with practical examples to help you create filled maps, use custom markers, add slider selectors, and create dashboards. You will learn how to manipulate data in various ways by applying various filters, logic, and calculating various aggregate measures. Finally, in the third module, you learn about Tableau Public using which allows readers to explore data associations in multiple-sourced public data, and uses state-of-the-art dashboard and chart graphics to immerse the users in an interactive experience. In this module, the readers can quickly gain confidence in understanding and expanding their visualization, creation knowledge, and quickly create interesting, interactive data visualizations to bring a richness and vibrancy to complex articles. The course provides a great overview for beginner to intermediate Tableau users, and covers the creation of data visualizations of varying complexities. **Style and approach** The approach will be a combined perspective, wherein we start by performing some basic recipes and move on to some advanced ones. Finally, we perform some advanced analytics and create appealing and insightful data stories using Tableau Public in a step-by-step manner. **Practical SQL A Beginner's Guide to Storytelling with Data**

No Starch Press **Practical SQL** is an approachable and fast-paced guide to SQL (Structured Query Language), the standard programming language for defining, organizing, and exploring data in relational databases. The book focuses on using SQL to find the story your data tells, with the popular open-source database PostgreSQL and the pgAdmin interface as its primary tools. You'll first cover the fundamentals of databases and the SQL language, then build skills by analyzing data from the U.S. Census and other federal and state government agencies. With exercises and real-world examples in each chapter, this book will teach even those who have never programmed before all the tools necessary to build powerful databases and access information quickly and efficiently. You'll learn how to: - Create databases and related tables using your own data - Define the right data types for your information - Aggregate, sort, and filter data to find patterns - Use basic math and advanced statistical functions - Identify errors in data and clean them up - Import and export data using delimited text files - Write queries for geographic information systems (GIS) - Create advanced queries and automate tasks Learning SQL doesn't have to be dry and complicated. Practical SQL delivers clear examples with an easy-to-follow approach to teach you the tools you need to build and manage your own databases. This book uses PostgreSQL, but the SQL syntax is applicable to many database applications, including Microsoft SQL Server and MySQL. **Avoiding Data Pitfalls** How to Steer Clear of Common Blunders When Working with Data and Presenting Analysis and Visualizations John Wiley & Sons 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**. **Visualize This** The FlowingData Guide to Design, Visualization, and Statistics John Wiley & Sons Practical data design tips from a data visualization expert of the modern age Data doesn't decrease; it is ever-increasing and can be overwhelming to organize in a way that makes sense to its intended audience. Wouldn't it be wonderful if we could actually visualize data in such a way that we could maximize its potential and tell a story in a clear, concise manner? Thanks to the creative genius of Nathan Yau, we can. With this full-color book, data visualization guru and author Nathan Yau uses step-by-step tutorials to show you how to visualize and tell stories with data. He explains how to gather, parse, and format data and then design high quality graphics that help you explore and present patterns, outliers, and relationships. Presents a unique approach to visualizing and telling stories with data, from a data visualization expert and the creator of flowingdata.com, Nathan Yau Offers step-by-step tutorials and practical design tips for creating statistical graphics, geographical maps, and information design to find meaning in the numbers Details tools that can be used to visualize data-native graphics for the Web, such as ActionScript, Flash libraries, PHP, and JavaScript and tools to design graphics for print, such as Adobe Illustrator Contains numerous examples and descriptions of patterns and outliers and explains how to show them **Visualize This** demonstrates how to explain data visually so that you can present your information in a way that is easy to understand and appealing.