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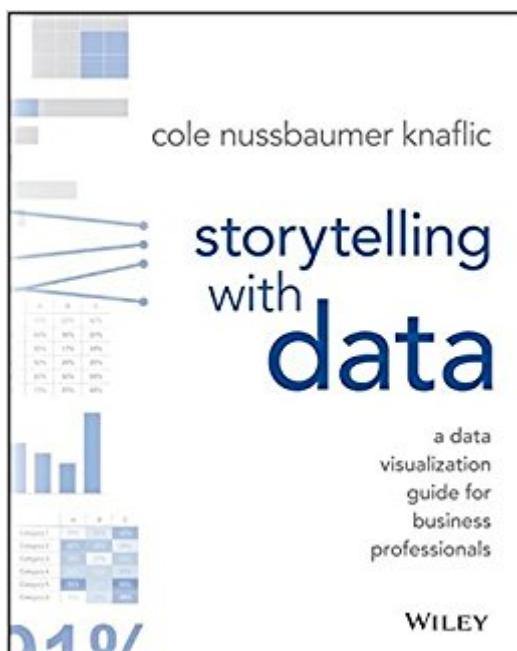
Storytelling With Data: A Data Visualization Guide For Business Professionals

Synopsis

Don't simply show your dataÃ¢ ¬â •tell a story with it!Ã Â 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 examplesÃ¢ ¬â •ready for immediate application to your next graph or presentation.Ã Â 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:Ã Â 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 audienceÃ Â 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 dataÃ¢ ¬â •Storytelling with Data will give you the skills and power to tell it!

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Customer Reviews

"In Storytelling with Data, Cole has created an of-the-moment complement to the work of data

visualization pioneers like Edward Tufte. She's worked at and with some of the most data-driven organizations on the planet as well as some of the most mission-driven, data-free institutions. In both cases, she's helped sharpen their messages, and their thinking." Ã¢â ¬â •Laszlo Bock, SVP of People Operations, Google, Inc. and author ofÃ Â Work Rules!

praise for storytelling with data "Storytelling with Data is a superbly written, masterful display of rare art in the business world. Cole Nussbaumer Knaflic possesses a unique ability—a gift—in telling a story through data. At JPMorgan Chase, she has helped improve our capabilities to explain complicated analysis to executive management and the regulators with whom we work. Cole's book brings her talents together in an easy-to-read guide with excellent examples that anyone can learn from to encourage smarter decision-making." —Mark R. Hillis, Chief Risk Officer of Mortgage Banking at JPM Chase "We have so much data that it can be hard to get people to pay attention to our critical findings. Cole Nussbaumer Knaflic taught us valuable lessons in her workshop and it is fantastic to see these expanded upon in Storytelling with Data. My team is already using the lessons Cole teaches to move people to action as they see new pearls of understanding and make a difference in the lives of others. Now others can, too!" —Eleanor Bell, Director of Business Analytics at Bill & Melinda Gates Foundation "There is something lovely about being consistent with your own teachings. Cole Nussbaumer Knaflic accomplishes that with her first book. She is an advocate for clarity and concision in visualization, and her book is as clear, concise, and practical as it gets. If you are a beginner in visualization, or if you struggle to produce good charts in your everyday job with tools like Excel, Tableau, Qlik, and the like, this is a great place to start learning the core principles." —Alberto Cairo, Knight Chair in Visual Journalism and Professor of Visualization at the University of Miami, and author of The Functional Art "Data slides are not really about the data, they are about the meaning of the data. Cole Nussbaumer Knaflic understands this and has written a straightforward, accessible guide that will help anyone who communicates with data connect more effectively with their audience." —Nancy Duarte, CEO at Duarte, Inc. and bestselling author

People wanting a basic introduction to presentation graphics would bewell served by this book by Cole Nussbaumer Knaflic. Prerequisites areminimal: there is almost no mathematical content and no use of any butthe most elementary statistical methods. Knaflic's encouraging messageis that MS Excel and PowerPoint can be quite enough software for goodgraphics, but you will need to go beyond the defaults and work at thedetails.Almost all the examples are of very small datasets

already to hand withtwo-way structure. 2 variables for 12 months and 5 products for 7 yearsare typical sizes. In practice when analysing data it can be hard workdeciding what methods to use and reducing a mass of raw data to aconcise summary. These steps, sometimes most of a project, are hereassumed already done.The subtitle flags a focus on "business professionals

As a graphic designer working in finance, this book has become my bible. I have dozens of books on data visualization, but unlike the others, this book is the most applicable to my every day work, and I keep it close to my desk and reference it regularly.It is both easy to read and easy to skim if looking for a specific topic (the glossary at the back is also quite helpful).I can't recommend this book enough for those who work in marketing, graphic design, or are knee-deep in data all day. Put an end to ineffective graphs and buy this book.

This is an extremely insightful book on storytelling with data. I've been leading software development teams for 25+ years (Java, .NET, Mainframe, Mini, Client/Server, WEB, etc.) and with the emergence of BI, big data and analytics, visualization represents a key element to the discipline. This book is extremely well laid out, concise, provide the right amount information and above all, fun to read. The information is logically presented and well detailed. I've read many many books in my career, this one being by far the most insightful, well presented and easiest to read. It will definitely be my go to reference in the future. One thing is sure, I will never again look at charts the same way. Kudos!!!

This is a beautifully written, helpful book that no data vizzer (amateur or pro) should be without. Knaflic touches on key elements of producing not just an informative visualization, but one that truly engages the audience and helps them immediately see the story it tells. The book is an easy read and full of very helpful "before" and "after" visualizations that really drive her points home and are practical regardless of the platform you're using to share your data -- from Excel to Tableau and beyond. I read the whole book in an hour and immediately went to work incorporating her recommendations into a visualization being prepared for a client. The end result was cleaner, more aesthetically pleasing and did a better job telling the data's story. A must read.

This is probably the best book on creating data visualizations I've come across to date.Amazing attention to detail: not a tick mark is out of place. The author doesn't just copy and paste visualizations from other sources (unless used to illustrate common mistakes). Instead she carefully

constructs each example putting thought into every bit of ink on the page. As a result, the charts are concise and get to the point without distracting you with details that don't add information or emphasis. This book helps you understand what's important in data visualization and helps you highlight the important thing in all the charts you create.Some examples of skills this book taught me:- how to use muted colors combined with a few highlights to drastically improve the storytelling aspect of a chart- add less: unnecessary grid lines, markers, et cetera, can detract from a chart's storynits: I like pie charts. I think they make intuitive sense and I even think the pie chart on page 5 would be fine if the author applied the color scheme in the bar chart below that to the pie chart. I agree that 3D pie charts are bad, but 2D pie charts are OK in my book.I really liked the before and after charts on pages 4 - 6. Would have loved another appendix with a dozen more of these for future fast reference.

I have a number of data visualization reference books because I process a lot of information. This book is definitely the most approachable and in my opinion sits at the top of the stack. Not only does it illustrate effective ways to develop charts/graphs, it helps you conceptualize the presentation strategy as well. Very well done.

I'm only like halfway through this book so far, and it's already massively helped me put together powerpoints or emails that require presenting data.

Storytelling with Data: A Data Visualization Guide for Business Professionals Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Visualization Analysis and Design (AK Peters Visualization Series) Creative Storytelling Guide for Children’s Ministry: When All Your Brain Wants to Do Is Fly! (The Steven James Storytelling Library) Interactive Data Visualization: Foundations, Techniques, and

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