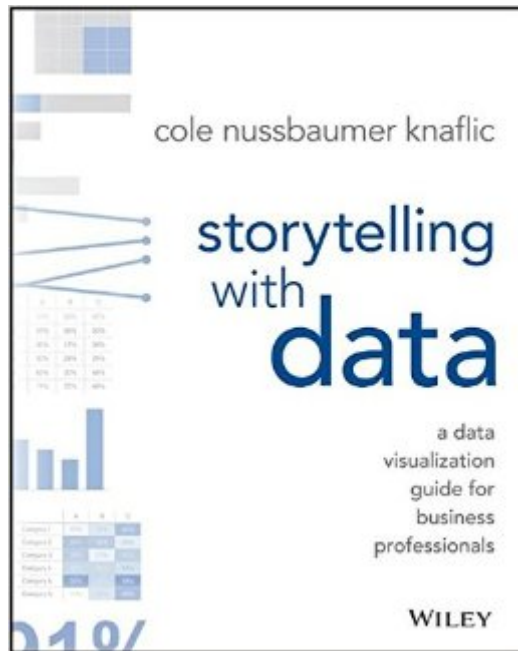# Storytelling With Data: A Data Visualization Guide For Business Professionals

Synopsis

Don't simply show your dataâ"tell a story with it!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 examplesâ"ready for immediate application to your next graph or presentation.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: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 audienceÂ 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 dataâ"Storytelling with Data will give you the skills and power to tell it!

Book Information

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Customer Reviews

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"; the contenttactfully implies junior people presenting with PowerPoint totime-challenged bosses at brief meetings. Seemingly few write reports tobe read any more, or use any other presentation software.Knaflic is excellent on the need to keep things simple. She has a goodeye and sound logic on what looks and works well and what does not.Examples show how mediocre graphs can be improved by reducing clutter,killing the key, better use of color, and similar standard tricks.Horizontal bar charts are usually more readable than vertical, and piecharts and a false third dimension are best avoided: these points havebeen well made many times, yet do deserve forceful repetition. Variouskinds of bar and line charts are her main work-horses.

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