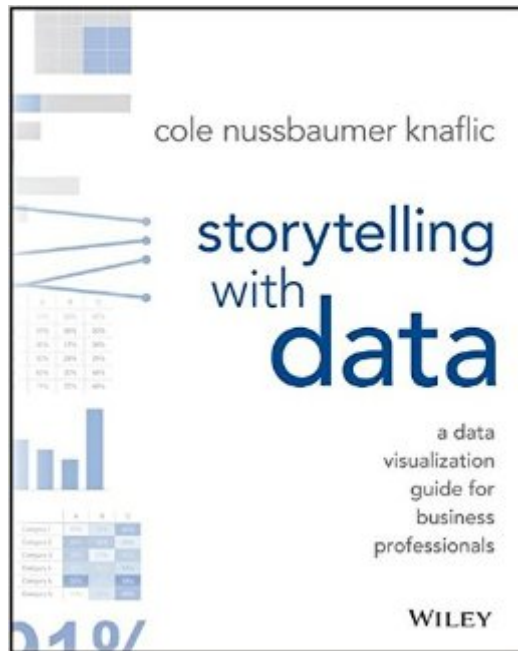


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# Storytelling With Data: A Data Visualization Guide For Business Professionals



## Synopsis

Don't simply show your data—tell a story with it! **Storytelling with Data** teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. **Storytelling** is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to:

- Understand the importance of context and audience
- Determine the appropriate type of graph for your situation
- Recognize and eliminate the clutter clouding your information
- Direct your audience's attention to the most important parts of your data
- Think like a designer and utilize concepts of design in data visualization
- Leverage the power of storytelling to help your message resonate with your audience

Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—**Storytelling with Data** will give you the skills and power to tell it!

## Book Information

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## Customer Reviews

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

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

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