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	Descrizione fisica	1 online resource (251 pages) : illustrations (some color), charts, graphs
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	Soggetti	Information visualization Business communication Computer graphics
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	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Intro -- Title page -- Copyright -- Dedication -- Foreword -- Note -- Acknowledgments -- About the Author -- Introduction -- Bad graphs are everywhere -- We aren't naturally good at storytelling with data -- Who this book is written for -- How I learned to tell stories with data -- How you'll learn to tell stories with data: 6 lessons -- Illustrative examples span many industries -- Lessons are not tool specific -- How this book is organized -- Chapter 1 the importance of context -- Exploratory vs. explanatory analysis -- Who, what, and how -- Who -- What -- How -- Who, what, and how: illustrated by example -- Consulting for context: questions to ask -- The 3-minute story &amp -- Big Idea -- Storyboarding -- In closing -- Chapter 2 choosing an effective visual -- Simple text -- Tables -- Graphs -- Points -- Lines -- Bars -- Area -- Other types of graphs -- To be avoided -- In

Sommario/riassunto	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!