

1. Record Nr.	UNINA9910814994603321
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Titolo	Data fluency : empowering your organization with effective data communication
Pubbl/distr/stampa	Hoboken, : Wiley, 2014
ISBN	9781119182368 1119182360 9781118850893 1118850890
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (290 p.)
Altri autori (Persone)	GemignaniChris GalantinoRichard SchuermannPatrick
Disciplina	001.4226 006.6
Soggetti	Charts, diagrams, etc. -- Design Computer graphics Information visualization Visual communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Foreword; Introduction; Chapter 1: The Last Mile Problem; The Information Age: Driving the Need for Data Fluency; Data Fluency: Unlock the Potential Energy of Data in Your Organization; Big Data and Data Metaphors; Our Data Fluency Framework; Case Studies: A Window into the Framework for Data Fluency; Chapter 2: The Data Fluency Framework; The Data Fluency Framework; Individuals and the Organization; Using Data versus Presenting Data; Element 1: Data Literate Consumers; Element 2: Data Fluent Producers; Element 3: The Data Fluent Culture; Element 4: The Data Product Ecosystem Connective Tissue Resources for More Depth; Benefits of the Data Fluent Organization; How to Use This Framework; How Organizations Struggle; Summary; Chapter 3: How Organizations Struggle with Data Fluency; Pitfalls on the Path to Data Fluency; Report Proliferation; Balkanized Data; Data Elitism; The Supermodel; Searching for

Understanding; Data Care; Metric Fixation; Finding Balance; Chapter 4: A Consumer's Guide to Understanding Data; Data Products; Everyday Data Products; Barriers to Using Data Products; Not Knowing Where to Start or What to Focus On; Inconsistency

Learning the Language of Data Atomic Data; Summarized Data; Exploring Data Tables; Understanding Charts and Visualizations; Comprehensibility; Dissecting Data Products; Wrapping Up; Chapter 5: Data Authors: Skilled Designers of Data Presentations; A Rare Skillset; What You'll Learn; Guided Conversations; Finding Your Purpose and Message; Information Discrimination; Defining Meaningful and Actionable Metrics; Creating Structure and Flow to Your Data Products; Designing Attractive, Easy-to-Understand Data Products ; Creating Dialogue with Your Data Products; Design Principles; Visualizations

Design Principles for Data Products Viva the Authors of Data Products; Chapter 6: The Data Fluent Culture; Leadership, Culture, and Communicating Priorities; Set and Communicate Expectations; Articulate Specific, Measureable Indicators ; Celebrate Effective Data Use and Products; Establishing Key Metrics to Rally Around; What Makes a Good Metric?; Using Metrics to Drive Organizational Improvement; Show Employees That Their Contributions Are Essential; Shared Understandings; Common Vocabulary and Terminology Relating to Organization-Specific Data

Understanding and Appreciating Credible, Reliable Data Sources

Provide Transparency into How Data Is Manipulated and Modeled; Define a Shared Set of Key Metrics; Understanding the Purpose and Motivation for Data Products; Everyday Activities; Data Consumers; Data Products; Data Usage; Evolution of Data Fluent Cultures; Chapter 7: The Data Product Ecosystem; Data Products for Information Delivery; Necessary Conditions; Learning from the App Store; Demand; Top-Down Demand Map; Grassroots Needs; Where to Begin; Design; Objective; Start with a Style Guide; Develop "It's a Poor Craftsman Who Blames His Tools"

Sommario/riassunto

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 commun
