



Storytelling with Data: A Data Visualization Guide for Business Professionals

By Cole Nussbaumer Knaflic

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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!

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Editorial Review

Review

"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."

—**Laszlo Bock**, SVP of People Operations, Google, Inc. and author of *Work Rules!*

From the Back Cover

praise for **storytelling with data**

"*Storytelling with Data* is a superbly written, masterful display of rare art in the business world. Cole Nussbaumer Knafllic 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 Knafllic 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 Knafllic 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 Knafllic 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

About the Author

Cole Nussbaumer Knafllic tells stories with data. She is the author of *Storytelling With Data: A Data Visualization Guide for Business Professionals* and writes the popular blog *storytellingwithdata.com*. Her well-regarded workshops and presentations are highly sought after by data-minded individuals, companies, and philanthropic organizations all over the world.

Her unique talent was honed over the past decade through analytical roles in banking, private equity, and

most recently as a manager on the Google People Analytics team. At Google, she used a data-driven approach to inform innovative people programs and management practices, ensuring that Google attracted, developed, and retained great talent and that the organization was best aligned to meet business needs. Cole traveled to Google offices throughout the US and Europe to teach the course she developed on data visualization. She has also acted as an adjunct faculty member at MICA, where she taught Introduction to Information Visualization.

Cole has a BS in Applied Math and an MBA, both from the University of Washington. When she isn't ridding the world of ineffective graphs one pie at a time, she is baking them, traveling, and embarking on adventures with her husband and two young sons in San Francisco.

Users Review

From reader reviews:

Gregory Jones:

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