



Storytelling with Data: A Data Visualization Guide for Business Professionals

By Cole Nussbaumer Knaflic



Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflic

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!

 [Download Storytelling with Data: A Data Visualization Guide ...pdf](#)

 [Read Online Storytelling with Data: A Data Visualization Gui ...pdf](#)

Storytelling with Data: A Data Visualization Guide for Business Professionals

By Cole Nussbaumer Knaflic

Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflic

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!

Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflic **Bibliography**

- Sales Rank: #15457 in eBooks
- Published on: 2015-10-07
- Released on: 2015-10-07
- Format: Kindle eBook

 [Download Storytelling with Data: A Data Visualization Guide ...pdf](#)

 [Read Online Storytelling with Data: A Data Visualization Gui ...pdf](#)

Download and Read Free Online Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflic

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 Knaflic 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 Knaflic 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 Knaflic 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 Knaflic 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 Knaflic 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:

Do you have favorite book? If you have, what is your favorite's book? E-book is very important thing for us to understand everything in the world. Each reserve has different aim or goal; it means that publication has different type. Some people sense enjoy to spend their time to read a book. These are reading whatever they consider because their hobby is actually reading a book. Why not the person who don't like studying a book? Sometime, person feel need book once they found difficult problem or even exercise. Well, probably you should have this Storytelling with Data: A Data Visualization Guide for Business Professionals.

James Rodriguez:

Book will be written, printed, or descriptive for everything. You can know everything you want by a publication. Book has a different type. As it is known to us that book is important matter to bring us around the world. Next to that you can your reading expertise was fluently. A book Storytelling with Data: A Data Visualization Guide for Business Professionals will make you to always be smarter. You can feel a lot more confidence if you can know about almost everything. But some of you think which open or reading the book make you bored. It's not make you fun. Why they are often thought like that? Have you trying to find best book or acceptable book with you?

Bryant Davidson:

Spent a free a chance to be fun activity to accomplish! A lot of people spent their free time with their family, or all their friends. Usually they accomplishing activity like watching television, planning to beach, or picnic from the park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your personal free time/ holiday? May be reading a book may be option to fill your no cost time/ holiday. The first thing you will ask may be what kinds of book that you should read. If you want to consider look for book, may be the guide untitled Storytelling with Data: A Data Visualization Guide for Business Professionals can be very good book to read. May be it can be best activity to you.

Shari Villa:

Do you like reading a publication? Confuse to looking for your selected book? Or your book ended up being rare? Why so many issue for the book? But any people feel that they enjoy with regard to reading. Some people likes reading through, not only science book and also novel and Storytelling with Data: A Data Visualization Guide for Business Professionals or maybe others sources were given information for you. After you know how the great a book, you feel want to read more and more. Science guide was created for teacher as well as students especially. Those guides are helping them to add their knowledge. In some other case, beside science guide, any other book likes Storytelling with Data: A Data Visualization Guide for Business Professionals to make your spare time a lot more colorful. Many types of book like here.

Download and Read Online Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflic #9NUPG0IRYTJ

Read Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflc for online ebook

Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflc
Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflc books to read online.

Online Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflc ebook PDF download

Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflc Doc

Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflc MobiPocket

Storytelling with Data: A Data Visualization Guide for Business Professionals By Cole Nussbaumer Knaflc EPub