

# Storytelling With Data

A succinct and highly readable guide to creating effective graphs The right graph can be a powerful tool for communicating information, improving a presentation, or conveying your point in print. If your professional endeavors call for you to present data graphically, here's a book that can help you do it more effectively. Creating More Effective Graphs gives you the basic knowledge and techniques required to choose and create appropriate graphs for a broad range of applications. Using real-world examples everyone can relate to, the author draws on her years of experience in graphical data analysis and presentation to highlight some of today's most effective methods. In clear, concise language, the author answers such common questions as: What constitutes an effective graph for communicating data? How do I choose the type of graph that is best for my data? How do I recognize a misleading graph? Why do some graphs have logarithmic scales? In no time you'll graduate from bar graphs and pie charts to graphs that illuminate data like: Dot plots Box plots Scatterplots Linked micromaps Trellis displays Mosaic plots Monthplots Scatterplot matrices . . . most of them requiring only inexpensive, easily downloadable software. Whether you're a novice at graphing or already use graphs in your work but want to improve them, Creating More Effective Graphs will help you develop the kind of clear, accurate, and well-designed graphs that will allow your data to be understood. Tell your story and show it with data, using free and easy-to-learn tools on the web. This introductory book teaches you how to design interactive charts and customized maps for your website, beginning with simple drag-and-drop tools such as Google Sheets, Datawrapper, and Tableau Public. You'll also gradually learn how to edit open source code templates like Chart.js, Highcharts, and Leaflet on GitHub. Hands-On Data Visualization takes you step-by-step through tutorials, real-world examples, and online resources. This practical guide is ideal for students, nonprofit organizations, small business owners, local governments, journalists, academics, and anyone who wants to take data out of spreadsheets and turn it into lively interactive stories. No coding experience is required. Build interactive charts and maps and embed them in your website Understand the principles for designing effective charts and maps Learn key data visualization concepts to help you choose the right tools Convert and transform tabular and spatial data to tell your data story Edit and host Chart.js, Highcharts, and Leaflet map code templates on GitHub Learn how to detect bias in charts and maps produced by others One of the "six best books for data geeks" - Financial Times With over 200 images and extensive how-to and how-not-to examples, this new edition has everything students and scholars need to understand and create effective data visualisations. Combining 'how to think' instruction with a 'how to produce' mentality, this book takes readers step-by-step through analysing, designing, and curating information into useful, impactful tools of communication. With this book and its extensive collection of online support, readers can: - Decide what

visualisations work best for their data and their audience using the chart gallery - See data visualisation in action and learn the tools to try it themselves - Follow online checklists, tutorials, and exercises to build skills and confidence - Get advice from the UK's leading data visualisation trainer on everything from getting started to honing the craft. Explore more resources about data visualisation and Andy Kirk.

This book presents an accessible introduction to data-driven storytelling. Resulting from unique discussions between data visualization researchers and data journalists, it offers an integrated definition of the topic, presents vivid examples and patterns for data storytelling, and calls out key challenges and new opportunities for researchers and practitioners.

The world's leading expert on habit formation shows how you can have a happier, healthier life: by starting small. Myth: Change is hard. Reality: Change can be easy if you know the simple steps of Behavior Design. Myth: It's all about willpower. Reality: Willpower is fickle and finite, and exactly the wrong way to create habits. Myth: You have to make a plan and stick to it. Reality: You transform your life by starting small and being flexible. BJ FOGG is here to change your life--and revolutionize how we think about human behavior. Based on twenty years of research and Fogg's experience coaching more than 40,000 people, *Tiny Habits* cracks the code of habit formation. With breakthrough discoveries in every chapter, you'll learn the simplest proven ways to transform your life. Fogg shows you how to feel good about your successes instead of bad about your failures. Already the habit guru to companies around the world, Fogg brings his proven method to a global audience for the first time. Whether you want to lose weight, de-stress, sleep better, or be more productive each day, *Tiny Habits* makes it easy to achieve.

*Practical SQL* is an approachable and fast-paced guide to SQL (Structured Query Language), the standard programming language for defining, organizing, and exploring data in relational databases. The book focuses on using SQL to find the story your data tells, with the popular open-source database PostgreSQL and the pgAdmin interface as its primary tools. You'll first cover the fundamentals of databases and the SQL language, then build skills by analyzing data from the U.S. Census and other federal and state government agencies. With exercises and real-world examples in each chapter, this book will teach even those who have never programmed before all the tools necessary to build powerful databases and access information quickly and efficiently. You'll learn how to: - Create databases and related tables using your own data - Define the right data types for your information - Aggregate, sort, and filter data to find patterns - Use basic math and advanced statistical functions - Identify errors in data and clean them up - Import and export data using delimited text files - Write queries for geographic information systems (GIS) - Create advanced queries and automate tasks Learning SQL doesn't have to be dry and complicated. *Practical SQL* delivers clear examples with an easy-to-follow approach to teach you the tools you need to build

and manage your own databases. This book uses PostgreSQL, but the SQL syntax is applicable to many database applications, including Microsoft SQL Server and MySQL.

The old way of selling is to push a message or product. The new way of selling is to pull people in with a compelling story—one that is magnetic to clients. Better Selling Through Storytelling helps people become master storytellers so they can truly love what they do and get off the self-esteem roller coaster of only feeling good if their numbers are up. John Livesay encourages readers to give up selling—and become storytellers instead! He teaches sales representatives and entrepreneurs alike how to become irresistible to their clients and what the best storytelling strategy is to get a yes. From learning how not to take rejection personally to overcoming the 3 faces of fear, readers learn to embrace disruption with new tools that prepare them for any unexpected waves that come their way and get the sale.

Five killers on a bullet train from Tokyo are competing for a suitcase full of money. Who will make it to the last station? An original and propulsive thriller from a massive Japanese bestseller. \*SOON TO BE A MAJOR MOTION PICTURE STARRING BRAD PITT AND SANDRA BULLOCK\* Satoshi looks like an innocent schoolboy but he is really a viciously cunning psychopath. Kimura's young son is in a coma thanks to him, and Kimura has tracked him onto the bullet train heading from Tokyo to Morioka to exact his revenge. But Kimura soon discovers that they are not the only dangerous passengers onboard. Nanao, the self-proclaimed 'unluckiest assassin in the world', and the deadly partnership of Tangerine and Lemon are also travelling to Morioka. A suitcase full of money leads others to show their hands. Why are they all on the same train, and who will get off alive at the last station? A huge bestseller in Japan, Bullet Train is an original and propulsive thriller which fizzes with an incredible energy as its complex net of double-crosses and twists unwinds to the last station.

'Entertaining...high-speed...with lots of twists and turns...it has a Tarantino-meets-the-Coen-Brothers feel to it' The Times Readers can't stop reading Bullet Train! 'Original, quirky and highly entertaining' 'A dark-humoured, twisty thriller that's a lot of fun' 'One of the most addictive thrillers I've ever read... smart and cinematic' 'What an original novel! Exciting from beginning to end' 'A whole lot of darkly comic fun' 'A thrilling ride' \*FILMING HAS JUST WRAPPED ON THE MOVIE STARRING BRAD PITT AND SANDRA BULLOCK, FROM THE DIRECTOR OF DEADPOOL 2 AND ATOMIC BLONDE\* Bullet Train was originally published in Japan with the title Maria Beetle.

[How to Drive Change with Data, Narrative and Visuals](#)

[Explain Data and Inspire Action Through Story](#)

[Visualization Analysis and Design](#)

[An introduction to information graphics and visualization](#)

[Learning Tableau](#)

[How to Steer Clear of Common Blunders When Working with Data and](#)

[Presenting Analysis and Visualizations](#)

[Data, Charts, and Maps for Communication](#)

[The Small Changes That Change Everything](#)

[Pro Microsoft Power Platform](#)

[The Best Story Wins](#)

[Introduction to Data Visualization and Storytelling](#)

[Visual Storytelling with Information and Data](#)

[Hands-On Data Visualization](#)

A special 25th anniversary edition of the extraordinary international bestseller, including a new Foreword by Paulo Coelho. Combining magic, mysticism, wisdom and wonder into an inspiring tale of self-discovery, *The Alchemist* has become a modern classic, selling millions of copies around the world and transforming the lives of countless readers across generations. Paulo Coelho's masterpiece tells the mystical story of Santiago, an Andalusian shepherd boy who yearns to travel in search of a worldly treasure. His quest will lead him to riches far different—and far more satisfying—than he ever imagined. Santiago's journey teaches us about the essential wisdom of listening to our hearts, of recognizing opportunity and learning to read the omens strewn along life's path, and, most importantly, to follow our dreams.

Unlike any time before in our lives, we have access to vast amounts of free information. With the right tools, we can start to make sense of all this data to see patterns and trends that would otherwise be invisible to us. By transforming numbers into graphical shapes, we allow readers to understand the stories those numbers hide. In this practical introduction to understanding and using information graphics, you'll learn how to use data visualizations as tools to see beyond lists of numbers and variables and achieve new insights into the complex world around us. Regardless of the kind of data you're working with—business, science, politics, sports, or even your own personal finances—this book will show you how to use statistical charts, maps, and explanation diagrams to spot the stories in the data and learn new things from it. You'll also get to peek into the creative process of some of the world's most talented designers and visual journalists, including Condé Nast Traveler's John Grimwade, National Geographic Magazine's Fernando Baptista, The New York Times' Steve Duenes, The Washington Post's Hannah Fairfield, Hans Rosling of the Gapminder Foundation, Stanford's Geoff McGhee, and European superstars Moritz Stefaner, Jan Willem Tulp, Stefanie Posavec, and Gregor Aisch. The book also

includes a DVD-ROM containing over 90 minutes of video lessons that expand on core concepts explained within the book and includes even more inspirational information graphics from the world's leading designers. The first book to offer a broad, hands-on introduction to information graphics and visualization, *The Functional Art* reveals:

- Why data visualization should be thought of as "functional art" rather than fine art
- How to use color, type, and other graphic tools to make your information graphics more effective, not just better looking
- The science of how our brains perceive and remember information
- Best practices for creating interactive information graphics
- A comprehensive look at the creative process behind successful information graphics
- An extensive gallery of inspirational work from the world's top designers and visual artists

On the DVD-ROM: In this introductory video course on information graphics, Alberto Cairo goes into greater detail with even more visual examples of how to create effective information graphics that function as practical tools for aiding perception. You'll learn how to: incorporate basic design principles in your visualizations, create simple interfaces for interactive graphics, and choose the appropriate type of graphic forms for your data. Cairo also deconstructs successful information graphics from *The New York Times* and *National Geographic* magazine with sketches and images not shown in the book. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

Tell Insightful, Actionable Business Stories with Tableau, the World's Leading Data Visualization Tool! *Visual Data Storytelling with Tableau* brings together knowledge, context, and hands-on skills for telling powerful,



actionable data stories with Tableau. This full-color guide shows how to organize data and structure analysis with storytelling in mind, embrace exploration and visual discovery, and articulate findings with rich data, carefully curated visualizations, and skillfully crafted narrative. You don't need any visualization experience. Each chapter illuminates key aspects of design practice and data visualization, and guides you step-by-step through applying them in Tableau. Through realistic examples and classroom-tested exercises, Professor Lindy Ryan helps you use Tableau to analyze data, visualize it, and help people connect more intuitively and emotionally with it. Whether you're an analyst, executive, student, instructor, or journalist, you won't just master the tools: you'll learn to craft data stories that make an immediate impact--and inspire action. Learn how to:

- Craft more powerful stories by blending data science, genre, and visual design
- Ask the right questions upfront to plan data collection and analysis
- Build storyboards and choose charts based on your message and audience
- Direct audience attention to the points that matter most
- Showcase your data stories in high-impact presentations
- Integrate Tableau storytelling throughout your business communication
- Explore case studies that show what to do--and what not to do
- Discover visualization best practices, tricks, and hacks you can use with any tool

Includes coverage up through Tableau 10

With the constant evolution of change in healthcare from both a technology and governmental perspective, it is imperative to take a step back and view the big picture. Relying on hunches or beliefs is no longer sustainable, so avoid jumping to conclusions and making decisions without thoroughly understanding the statistics being analyzed. The triple aim of statistics is a conceptual model laying the foundation for improving healthcare outcomes through statistics. This foundation is: know your numbers; develop behavioral interventions; and set goals to drive change. With the availability of electronic data sources, the quantity and quality of data have grown exponentially to the point of information overload. Translating all this data into words that tell a meaningful story is overwhelming. This book takes the reader on a journey that navigates through this data to tell a story that everyone can understand and use to drive improvement. Readers will learn

to tell a narrative story based on data, to develop creative, innovative and effective solutions to improve processes and outcomes utilizing the authors' tools. Topics include mortality and readmission, patient experience, patient safety survey, governmental initiatives, CMS Star Rating and Hospital Compare. Storytelling with Data in Healthcare combines methodology and statistics in the same course material, making it coherent and easier to put into practice. It uses storytelling as a tool for knowledge acquisition and retention and will be valuable for courses in nursing schools, medical schools, pharmacy schools or any healthcare profession that has a research design or statistics course offered to students. The book will be of interest to researchers, academics, healthcare professionals, and students in the fields of healthcare management and operations as well as statistics and data visualization.

Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time? All too often, presentations don't resonate with the audience and move them to transformative action. Just as the author's first book helped presenters become visual communicators, Resonate helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you'll convey your content with passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore's Oscar-winning An Inconvenient Truth Focuses on content development methodologies that are not only fundamental but will move people to action Upends the usual paradigm by making the audience the hero and the presenter the mentor Shows how to use story techniques of conflict and resolution Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with Resonate.

No matter what your actual job title, you are—or soon will be—a data worker. Every day, at work, home, and school, we are bombarded with vast amounts of free data collected and

shared by everyone and everything from our co-workers to our calorie counters. In this highly anticipated follow-up to *The Functional Art*—Alberto Cairo's foundational guide to understanding information graphics and visualization—the respected data visualization professor explains in clear terms how to work with data, discover the stories hidden within, and share those stories with the world in the form of charts, maps, and infographics. In *The Truthful Art*, Cairo transforms elementary principles of data and scientific reasoning into tools that you can use in daily life to interpret data sets and extract stories from them. *The Truthful Art* explains:

- The role infographics and data visualization play in our world
- Basic principles of data and scientific reasoning that anyone can master
- How to become a better critical thinker
- Step-by-step processes that will help you evaluate any data visualization (including your own)
- How to create and use effective charts, graphs, and data maps to explain data to any audience

*The Truthful Art* is also packed with inspirational and educational real-world examples of data visualizations from such leading publications as *The New York Times*, *The Wall Street Journal*, *Estado de São Paulo* (Brazil), *Berliner Morgenpost* (Germany), and many more.

From tracking down information to symbolising human experiences, this book is your guide to telling more effective, empathetic and evidence-based data stories. Drawing on cross-disciplinary research and first-hand accounts of projects ranging from public health to housing justice, *The Data Storytelling Workbook* introduces key concepts, challenges and problem-solving strategies in the emerging field of data storytelling. Filled with practical exercises and activities, the workbook offers interactive training materials that can be used for teaching and professional development. By approaching both 'data' and 'storytelling' in a broad sense, the book combines theory and practice around real-world data storytelling scenarios, offering critical reflection alongside practical and creative solutions to challenges in the data storytelling process, from tracking down hard to find information, to the ethics of visualising difficult subjects like death and human rights.

Avoid data blunders and create truly useful visualizations. *Avoiding Data Pitfalls* is a reputation-saving handbook for



those who work with data, designed to help you avoid the all-too-common blunders that occur in data analysis, visualization, and presentation. Plenty of data tools exist, along with plenty of books that tell you how to use them—but unless you truly understand how to work with data, each of these tools can ultimately mislead and cause costly mistakes. This book walks you step by step through the full data visualization process, from calculation and analysis through accurate, useful presentation. Common blunders are explored in depth to show you how they arise, how they have become so common, and how you can avoid them from the outset. Then and only then can you take advantage of the wealth of tools that are out there—in the hands of someone who knows what they're doing, the right tools can cut down on the time, labor, and myriad decisions that go into each and every data presentation. Workers in almost every industry are now commonly expected to effectively analyze and present data, even with little or no formal training. There are many pitfalls—some might say chasms—in the process, and no one wants to be the source of a data error that costs money or even lives. This book provides a full walk-through of the process to help you ensure a truly useful result. Delve into the "data-reality gap" that grows with our dependence on data. Learn how the right tools can streamline the visualization process. Avoid common mistakes in data analysis, visualization, and presentation. Create and present clear, accurate, effective data visualizations. To err is human, but in today's data-driven world, the stakes can be high and the mistakes costly. Don't rely on "catching" mistakes, avoid them from the outset with the expert instruction in *Avoiding Data Pitfalls*.

[Infographic Design](#)

[Story Points, Telling Compelling Data Narratives](#)

[Let's Practice!](#)

[The Big Book of Dashboards](#)

[The Essential Roadmap to Becoming a Revenue Rockstar](#)

[The Alchemist](#)

[Data-Driven Storytelling](#)

[Storytelling with Data in Healthcare](#)

[Chasing the Scream](#)

[Tiny Habits](#)

[The Power of Data Storytelling](#)

[Create, Simplify, and Adapt A Visual Narrative for Any](#)

### Audience

#### Visual Data Storytelling with Tableau

"From tracking down information to symbolising human experiences, this book is your guide for telling more effective, empathetic and evidence-based data stories. In today's world, the ability to communicate effectively with data is an essential skill. Yet while datasets and digital archives grow bigger, more data does not necessarily lead to better data stories. Drawing on cross-disciplinary research and first-hand accounts of projects ranging from public health to housing justice, The Data Storytelling Workbook introduces key concepts, challenges and problem-solving strategies in the emerging field of data storytelling. Filled with practical exercises and activities, the workbook offers interactive training materials that can be used for teaching and professional development. By approaching both 'data' and 'storytelling' in a broad sense, the book combines theory and practice around real-world data storytelling scenarios, offering critical reflection alongside practical and creative solutions to challenges in the data storytelling process, from tracking down hard to find information, to the ethics of visualising difficult subjects like death and human rights. Wide-ranging and in-depth, this interdisciplinary book is essential for students and researchers in journalism, communication, media, visual arts and cultural studies, as well as any who use data analysis and visualisation within their field"--

The first-of-its-kind book on data story telling set in the Indian context by an Indian author. The Power of Data Storytelling is a book that aims to solve the classic dilemma of—How do I make company data interesting and present it in the form of a great data story for today's time-crunched professionals. The book focuses on various methods of converting dry facts and figures into interesting characters, events and relaying them in the form of a story to enable company's decision-making. The book covers all data story related aspects—art of storytelling, building, writing and visualizing. The book reflects practical corporate examples from varied fields and how data storytelling enabled the decision-making process. It does not require knowledge of sophisticated tools and introduces new, simple and application-oriented methods at every stage to take data storytelling forward. The book has wide application across industries and organizations with data sets that are big and small. It has explanatory written and visual examples at every discussion which makes it less theoretical and more practically applicable.

Become a self-sufficient citizen developer by learning the tools within the Microsoft Power Platform and how they can be used together to drive change and multiply your productivity. Learn about PowerApps

for building applications, Microsoft Flow for automating business processes across those applications, and Power BI for analyzing results and communicating business intelligence through compelling visuals. By understanding the purpose and capabilities of these tools, you will be able to enhance your organization's visibility into key areas and make informed business decisions in a timely matter. This book is divided into four parts and begins in Part I by showing you how to build applications through PowerApps. You will learn about screens and controls, application sharing and administration, and how to make your applications accessible from mobile devices such as phones and tablets. Part II is about creating workflows using Microsoft Flow that implement business logic across your applications. Part III brings in dashboards and data analysis, showing you how to connect to a data source, cleanse the data from that source, and drive decision making through interactive reports and storytelling. Part IV brings together all the pieces by showing the integrations that are possible when all three tools are combined into a single solution.

**What You Will Learn**  
Understand the need for the citizen developer in today's business environment  
Organize and plan the building of line-of-business applications with PowerApps solutions  
Replace wasteful paper processes with automated applications built in PowerApps  
Automate workflows across processes with Microsoft Flow  
Communicate analytical results through visualizations and storytelling  
Integrate PowerApps, Microsoft Flow, and Power BI into solutions that multiply productivity  
**Who This Book Is For** Power users and analysts with strong Excel skills who need a more comprehensive set of tools that can better help them accomplish their vision on projects, those familiar with one of the Power Platform tools who wish to learn how all three can fit together, and those who are seen as as "rogue IT" problem solvers who get things done when others have tried but failed

"In The Dashboard Book, the authors will lay out a variety of examples of successful dashboards so that the reader can find a scenario that closely matches what he or she is tasked with visualizing"--

You use PowerPoint at work to create strategic plans, executive briefings, research reports and other boardroom-style slides. But could your slides be clearer, more convincing and built in half the time? You bet! Learn a new method for business managers who want to use PowerPoint at work to drive strategy. The Mindworks Presentation Method is based on 40 years of research in brain science, instructional design and information design and will help you to eliminate time wasters and complete PowerPoint decks three times faster, to enhance your credibility by creating visually pleasing slides using simple graphic design rules, to make complex slides easier to understand and avoid

"Death by PowerPoint" forever, to make audiences more likely to agree with you by applying the proven principles of master persuaders. Influence action through data! This is not a book. It is a one-of-a-kind immersive learning experience through which you can become—or teach others to be—a powerful data storyteller. Let's practice! helps you build confidence and credibility to create graphs and visualizations that make sense and weave them into action-inspiring stories. Expanding upon best seller storytelling with data's foundational lessons, Let's practice! delivers fresh content, a plethora of new examples, and over 100 hands-on exercises. Author and data storytelling maven Cole Nussbaumer Knaflic guides you along the path to hone core skills and become a well-practiced data communicator. Each chapter includes:

- Practice with Cole: exercises based on real-world examples first posed for you to consider and solve, followed by detailed step-by-step illustration and explanation
- Practice on your own: thought-provoking questions and even more exercises to be assigned or worked through individually, without prescribed solutions
- Practice at work: practical guidance and hands-on exercises for applying storytelling with data lessons on the job, including instruction on when and how to solicit useful feedback and refine for greater impact

The lessons and exercises found within this comprehensive guide will empower you to master—or develop in others—data storytelling skills and transition your work from acceptable to exceptional. By investing in these skills for ourselves and our teams, we can all tell inspiring and influential data stories!

Master the art and science of data storytelling—with frameworks and techniques to help you craft compelling stories with data. The ability to effectively communicate with data is no longer a luxury in today's economy; it is a necessity. Transforming data into visual communication is only one part of the picture. It is equally important to engage your audience with a narrative—to tell a story with the numbers. Effective Data Storytelling will teach you the essential skills necessary to communicate your insights through persuasive and memorable data stories. Narratives are more powerful than raw statistics, more enduring than pretty charts. When done correctly, data stories can influence decisions and drive change. Most other books focus only on data visualization while neglecting the powerful narrative and psychological aspects of telling stories with data. Author Brent Dykes shows you how to take the three central elements of data storytelling—data, narrative, and visuals—and combine them for maximum effectiveness. Taking a comprehensive look at all the elements of data storytelling, this unique book will enable you to: Transform your insights and data visualizations into appealing,

impactful data stories Learn the fundamental elements of a data story and key audience drivers Understand the differences between how the brain processes facts and narrative Structure your findings as a data narrative, using a four-step storyboarding process Incorporate the seven essential principles of better visual storytelling into your work Avoid common data storytelling mistakes by learning from historical and modern examples Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals is a must-have resource for anyone who communicates regularly with data, including business professionals, analysts, marketers, salespeople, financial managers, and educators.

Shortlisted for the Business Book of the Year Awards in the Sales and Marketing category. As jobs become increasingly similar, there are two skills that everyone needs if they're going to thrive. These are the ability to interrogate and make sense of data, and the ability to use insights extracted from data to persuade others to act. Analytics + storytelling = influence. Humans are hardwired to respond to stories and story structure. Stories are how we make sense of and navigate the world. We respond best to stories that are based on evidence. But storytellers need to use data as the foundation of stories, not as the actual stories themselves. To be truly impactful, rational facts need to be presented with a veneer of emotion. The Big Data revolution means more data is available than ever. The trouble is, most people aren't very numerate or good at statistics. Many find it hard to look at data and extract insights. Meanwhile, those for whom numbers hold no fear don't always make the best storytellers. They mistakenly believe they need to prove their point by showing their workings. There are some simple and effective rules of data-driven storytelling that help everyone tell more compelling, evidence-based stories, whoever they need to convince. Narrative by Numbers shows you how.

[A Guide for the Data Scientist](#)

[Speaking PowerPoint](#)

[Everyday Business Storytelling](#)

[A Data Visualization Guide for Business Professionals](#)

[The Functional Art](#)

[Storytelling with Data](#)

[A Beginner's Guide to Storytelling with Data](#)

[How to Inspire the World with Data](#)

[The Truthful Art](#)

[Present Visual Stories that Transform Audiences](#)

[Datastory](#)

[Resonate](#)

[How to Leverage Hollywood Storytelling in Business & Beyond](#)



*How do we create new ways of looking at the world? Join award-winning data storyteller RJ Andrews as he pushes beyond the usual how-to, and takes you on an adventure into the rich art of informing. Creating Info We Trust is a craft that puts the world into forms that are strong and true. It begins with maps, diagrams, and charts — but must push further than dry defaults to be truly effective. How do we attract attention? How can we offer audiences valuable experiences worth their time? How can we help people access complexity? Dark and mysterious, but full of potential, data is the raw material from which new understanding can emerge. Become a hero of the information age as you learn how to dip into the chaos of data and emerge with new understanding that can entertain, improve, and inspire. Whether you call the craft data storytelling, data visualization, data journalism, dashboard design, or infographic creation — what matters is that you are courageously confronting the chaos of it all in order to improve how people see the world. Info We Trust is written for everyone who straddles the domains of data and people: data visualization professionals, analysts, and all who are enthusiastic for seeing the world in new ways. This book draws from the entirety of human experience, quantitative and poetic. It teaches advanced techniques, such as visual metaphor and data transformations, in order to create more human presentations of data. It also shows how we can learn from print advertising, engineering, museum curation, and mythology archetypes. This human-centered approach works with machines to design information for people. Advance your understanding beyond by learning from a broad tradition of putting things “in formation” to create new and wonderful ways of opening our eyes to the world. Info We Trust takes a thoroughly original point of attack on the art of informing. It builds on decades of best practices and adds the creative enthusiasm of a world-class data storyteller. Info We Trust is lavishly illustrated with hundreds of original compositions designed to illuminate the craft, delight the reader, and inspire a generation of data storytellers.*

*The Best Story Wins provides fresh perspectives on the principles of Pixar-style storytelling, adapted by one of the studio's top creatives to meet the needs of entrepreneurs, marketers, and business-minded storytellers of all stripes. Pixar movies have transfixed viewers around the world and stirred a hunger in creative and corporate realms to adopt new and more impactful ways of telling stories. Former Pixar and The Simpsons Animator and Story Artist Matthew Luhn translates his two and half decades of storytelling techniques and concepts to the CEOs, advertisers, marketers, and creatives in the business world and beyond. A combination of Luhn's personal stories and storytelling insights, The Best Story Wins retells the “Hero's Journey” story building methods through the lens of the Pixar films to help business minds embrace the power of storytelling for themselves!*

*Learn How to Design Effective Visualization Systems Visualization Analysis and Design provides a systematic, comprehensive framework for thinking about visualization in terms of principles and design choices. The book features a unified approach encompassing information visualization techniques for abstract data, scientific visualization techniques*

*Everyday Business Storytelling arms you with a simple story framework that can be applied to any business communication. This practical, easy-to-skim guide helps you choreograph your ideas, data, and insights so it's easy for your audience to quickly understand what they need to know and do with the information. Grounded in theory but smothered in practicality, this book shows you real-world business stories—from the most high-stakes proposals to the “un-sexy” project updates—to help you become a more credible, authentic, influential communicator. Another bonus? Everyday Business Storytelling is filled with clever visual techniques to humanize your story, make it memorable, and drive decision-making. Everyday Business Storytelling is for people in any role, level, or industry This book is for busy, talented businesspeople who must churn out presentations, one-pagers, emails, voicemails, virtual meetings (or any type of business communication). Everyday Business Storytelling will show you how to apply a simple, repeatable story structure to anything you say, send, deliver, or present. Having a structure to kick-start any communication will save you time and provide a common language when collaborating with others. What You'll Learn from This Book Part 1: Once and For All—Let's Unfluff The Reputation of Business Storytelling Before diving into how to craft a business narrative, you'll explore the brain science behind why storytelling is the most effective way to sell your ideas. You'll learn why strategically wrapping your data in a story will help you “cut through the noise” and give you the best shot at getting heard. Part 2: OK, I'm in. How Do I Get Started*

*with Business Storytelling? Learn the four signposts of storytelling and the critical role each one plays. Then discover how to identify and weave in your BIG Idea—the one thing you want your audience to remember—to capture their attention, elevate the conversation, and make your insights actionable. Part 3: Thanks, Got the Basics. What Else Can Help Me? Discover how to craft active headlines that advance your story and guide your audience, see a case study and samples of BIG Ideas that will spark inspiration, and explore five simple design techniques that bring your ideas to life visually. Part 4: Let's See the Magic! How Does Storytelling Show Up in Everyday Business? It's makeover time! See "before and after" examples that illustrate how any type of communication can be transformed—whether you're providing a recommendation or an update, or crafting an email, presentation, or one-pager. Part 5: But Wait! How Do I Flex My Story? Audiences vary dramatically, and your story should meet their specific needs. Learn how to be nimble using a "pivot" strategy, adjust your story for audiences with diverse interests, choreograph a team-built (and delivered) story, and get the ultimate low-down on how to capture attention when meeting virtually. Part 6: All Together Now: Building a Common Language of Storytelling How does storytelling become widespread in an organization? A culture of coaching. Learn the process—and helpful tips—for managers to coach their teams and peers to coach each other.*

*Readers will learn to understand the story behind the data and how to influence the people with a DataStory.*

*Don't bore those who listen to you, show your data by telling a story! Imagine that a king, eccentric and not very patient, entrusts you with the task of calculating the prospect of a planned war. So, to avoid "losing your head", you rack your brains to present your calculations and data to the king. In the end, you decide to view the data! By "Storytelling with Data", you learn the fundamentals of data visualization and how to effectively communicate with data: you will discover the power of storytelling! Through this book, you will know the method to reach the heart of the data, so that you can manage them according to your needs and, by appropriate graphics and correct communication, create a compelling story that allows you to convey your ideas effectively and productively to listeners. Not only! With storytelling, you can influence the action with data! This book helps you build trust and credibility to create graphs and visualizations that convince others, guiding you along the way to hone your basic skills and become an expert data communicator. In particular, you will learn: Fundamental of data visualization How to understand the importance of context and audience Determining the appropriate type of graph for your public How to reduce and eliminate clutter in your visuals Inducing the eyes of the public in the most important parts of the data The basic design principles for using these concepts in data visualization To use the power to tell stories to amplify and make your message convincing to your audience The topics that are covered in this book are what you need to become an excellent data visualization presenter. When you have diligently applied yourself to the concepts in this book, you will discover that your skills have improved beyond doubt. Repeat the concepts in this book over and over again, and you will become a master. Go forth and tell your stories!*

*This book introduces text analytics as a valuable method for deriving insights from text data. Unlike other text analytics publications, Practical Text Analytics: Maximizing the Value of Text Data makes technical concepts accessible to those without extensive experience in the field. Using text analytics, organizations can derive insights from content such as emails, documents, and social media. Practical Text Analytics is divided into five parts. The first part introduces text analytics, discusses the relationship with content analysis, and provides a general overview of text mining methodology. In the second part, the authors discuss the practice of text analytics, including data preparation and the overall planning process. The third part covers text analytics techniques such as cluster analysis, topic models, and machine learning. In the fourth part of the book, readers learn about techniques used to communicate insights from text analysis, including data storytelling. The final part of Practical Text Analytics offers examples of the application of software programs for text analytics, enabling readers to mine their own text data to uncover information.*

**THE NEW YORK TIMES BESTSELLER THE INSPIRATION FOR THE FEATURE FILM THE UNITED STATES VS. BILLIE HOLIDAY** 'Screamingly addictive' **STEPHEN FRY** 'Superb ... Thrilling story-telling' **NAOMI KLEIN** 'A powerful contribution to an urgent debate' **GUARDIAN** What if everything we've been told about addiction is wrong? One of Johann Hari's earliest memories is of trying to wake up one of his

*relatives and not being able to. As he grew older, he realised there was addiction in his family. Confused, he set out on a three-year, thirty-thousand mile journey to discover what really causes addiction – and how to solve it. Told through a series of gripping human stories, this book was the basis of a TED talk and animation that have been viewed more than twenty million times. It has transformed the global debate about addiction.*

[THE INTERNATIONALLY BESTSELLING THRILLER](#)

[The Search for the Truth About Addiction](#)

[Good Charts Workbook](#)

[Info We Trust](#)

[Effective Data Storytelling](#)

[Data Visualisation](#)

[Creating More Effective Graphs](#)

[A Guide for Scholars, Researchers, and Wonks](#)

[Visualizing Your Data Using Real-World Business Scenarios](#)

[Practical Text Analytics](#)

[Solution Building for the Citizen Developer](#)

[Narrative by Numbers](#)

[How to Tell Powerful and Purposeful Stories with Data](#)

**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!**

**Now more than ever, content must be visual if it is to travel far. Readers everywhere are overwhelmed with a flow of data, news, and text. Visuals can cut through the noise and make it easier for readers to recognize and recall information. Yet many researchers were never taught how to present their work visually. This book details essential strategies to create more effective data visualizations. Jonathan Schwabish walks readers through the steps of creating better graphs and how to move beyond simple line, bar, and pie charts. Through more than five hundred examples, he demonstrates the do's and don'ts of data visualization, the principles of visual**

perception, and how to make subjective style decisions around a chart's design. Schwabish surveys more than eighty visualization types, from histograms to horizon charts, ridgeline plots to choropleth maps, and explains how each has its place in the visual toolkit. It might seem intimidating, but everyone can learn how to create compelling, effective data visualizations. This book will guide you as you define your audience and goals, choose the graph that best fits for your data, and clearly communicate your message.

If you want to understand your data using data visualization and don't know where to start, then this is the book for you. Whether you are a beginner or have years of experience, this book will help you to quickly acquire the skills and techniques used to discover, analyze, and communicate data visually. Some familiarity with databases and data structures is helpful, but not required.

Infographics and data visualization are graphic visual representations of information, data or knowledge intended to present information quickly, easily and clearly to the masses. This title will explore the basic knowledge of infographics and data visualization by explicating its history and the major types used. Fifteen well-selected masters and talents on data visualization will share their work in the book and tell us more about how they meet and handle information and data. It will serve as a great book for information designers and common readers who like visualizing information and analyzing data.

An introduction to data visualization and data storytelling. This book explains (visually) the fundamental principles of a meaningful chart making at high level. No coding or statistics skills required. Audience: data visualization students, senior data scientists, prescriptive analytics consultants. Written by a design thinking professor and multiple-times awarded kaggle master, this book hits the sweet spot between abstraction and detail.

Talk. Sketch. Prototype. Repeat. You know right away when you see an effective chart or graphic. It hits you with an immediate sense of its meaning and impact. But what actually makes it clearer, sharper, and more effective? If you're ready to create your own "good charts"--data visualizations that powerfully communicate your ideas and research and that advance your career--the Good Charts Workbook is the hands-on guide you've been looking for. The original Good Charts changed the landscape by helping readers understand how to think visually and by laying out a process for creating powerful data visualizations. Now, the Good Charts Workbook provides tools, exercises, and practical insights to help people in all kinds of enterprises gain the skills they need to get started. Harvard Business Review Senior Editor and dataviz expert Scott Berinato leads you, step-by-step, through the key challenges in creating good charts--controlling color, crafting for clarity, choosing chart types, practicing persuasion, capturing concepts--with warm-up exercises and mini-challenges for each. The Workbook includes helpful prompts and reminders throughout, as well as white space for users to practice the Good Charts talk-sketch-prototype process. Good Charts Workbook is the must-have manual for better understanding the dataviz around you and for creating better



**charts to make your case more effectively.**

**[A Handbook for Data Driven Design](#)**

**[The Data Storytelling Workbook](#)**

**[Practical SQL](#)**

**[A Guide for Success Business Professionals and Data Visualization Instructions to Grow Your Business](#)**

**[The New Language of Business](#)**

**[Bullet Train](#)**

**[Maximizing the Value of Text Data](#)**

**[Tips, Tools, and Exercises for Making Better Data Visualizations](#)**

**[Better Selling Through Storytelling](#)**

**[Better Data Visualizations](#)**

**[Avoiding Data Pitfalls](#)**