Many leaders are unaware of the amazing power of questions. Our conversations may be full of requests and demands, but all too often we are not asking for honest and informative answers, and we don’t know how to listen effectively to responses. When leaders start encouraging questions from their teams, however, they begin to see amazing results. Knowing the right questions to ask—and the right way to listen—will give any leader the skills to perform well in any situation, effectively communicate a vision to the team, and achieve lasting success across the organization. Thoroughly revised and updated, Leading with Questions will help you encourage participation and teamwork, foster outside-the-box thinking, empower others, build relationships with customers, solve problems, and more. Michael Marquardt reveals how to determine which questions will lead to solutions to even the most challenging issues. He outlines specific techniques of active listening and follow-up, and helps you understand how questions can improve the way you work with individuals, teams, and organizations. This new edition of Leading with Questions draws on interviews with thirty leaders, including eight whose stories are new to this edition. These interviews tell stories from a range of countries, including Singapore, Guyana, Korea, and Switzerland, and feature case studies from prominent firms such as DuPont, Alcoa, Novartis, and Cargill. A new chapter on problem-solving will help you apply questions to your toughest situations as a leader, and a new “Questions for Reflection” section at the end of each chapter will help you bring Marquardt’s message into all of your work as a leader. Now more than ever, Leading with Questions is the definitive guide for becoming a stronger leader by identifying—and asking—the right questions.
Dataviz—the new language of business A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time “dataviz” was left to specialists—data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What’s more, building good charts is quickly becoming a need-to-have skill for managers. If you’re not doing it, other managers are, and they’re getting noticed for it and getting credit for contributing to your company’s success. In Good Charts, dataviz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create “feelings behind our eyes.” Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. Good Charts will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas.

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.

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 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.

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

Learn how to use, deploy, and maintain Apache Spark with this comprehensive guide, written by the creators of the open-source cluster-computing framework. With an emphasis on improvements and new features in Spark 2.0, authors Bill Chambers
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and Matei Zaharia break down Spark topics into distinct sections, each with unique goals. You’ll explore the basic operations and common functions of Spark’s structured APIs, as well as Structured Streaming, a new high-level API for building end-to-end streaming applications. Developers and system administrators will learn the fundamentals of monitoring, tuning, and debugging Spark, and explore machine learning techniques and scenarios for employing MLlib, Spark’s scalable machine-learning library. Get a gentle overview of big data and Spark Learn about DataFrames, SQL, and Datasets—Spark’s core APIs—through worked examples Dive into Spark’s low-level APIs, RDDs, and execution of SQL and DataFrames Understand how Spark runs on a cluster Debug, monitor, and tune Spark clusters and applications Learn the power of Structured Streaming, Spark’s stream-processing engine Learn how you can apply MLlib to a variety of problems, including classification or recommendation

Become the writer you have always wanted to be! Pat is a writer, a writing coach and a publisher. As you read 'How to Write - Right!' you will see that is also a teacher - and so, your book and writing skill are waiting for you at the end of the book.

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

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.

NOW IN FULL COLOR! Written by sought-after speaker, designer, and researcher Stephanie D. H. Evergreen, Effective Data Visualization shows readers how to create Excel charts and graphs that best communicate their data findings. This comprehensive how-to guide functions as a set of blueprints—supported by both research and the author's extensive experience with clients in industries all over the world—for conveying data in an impactful way. Delivered in Evergreen's humorous and approachable style, the book covers the spectrum of graph types available beyond the default options, how to determine which one most appropriately fits specific data stories, and easy steps for building the chosen graph in Excel. Now in full color with new examples throughout, the Second Edition includes a revamped chapter on qualitative data, nine new quantitative graph types, new shortcuts in Excel, and an entirely new chapter on Sharing Your Data With the World, which provides advice on using dashboards. New from Stephanie Evergreen! The Data Visualization Sketchbook provides advice on getting started with sketching and offers tips, guidance, and completed sample sketches for a number of reporting formats.

Bundle Effective Data Visualization, 2e, and The Data Visualization Sketchbook, using ISBN 978-1-5443-7178-8!

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.

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!

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!

An expert on presenting information visually provides a step-by-step guide to executing clear, concise and intelligent graphics and charts for everyone from the average PowerPoint user to the sophisticated professional. Reprint.

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!

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.
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.

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.

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!
Get Free Storytelling With Data A Data Visualization Guide For Business Professionals


Proven case studies, tips, and templates How to get results by capturing, crafting, telling stories, and more

A fresh look at visualization from the author of Visualize This. Whether it's statistical charts, geographic maps, or the snappy graphical statistics you see on your favorite news sites, the art of data graphics or visualization is fast becoming a movement of its own. In Data Points: Visualization That Means Something, author Nathan Yau presents an intriguing complement to his bestseller Visualize This, this time focusing on the graphics side of data analysis. Using examples from art, design, business, statistics, cartography, and online media, he explores both standard-and not so standard-concepts and ideas about illustrating data. Shares intriguing ideas from Nathan Yau, author of Visualize This and creator of flowingdata.com, with over 66,000 subscribers. Focuses on visualization, data graphics that help viewers see trends and patterns they might not otherwise see in a table. Includes examples from the author's own illustrations, as well as from professionals in statistics, art, design, business, computer science, cartography, and more. Examines standard rules across all visualization applications, then explores when and where you can break those rules. Create visualizations that register at all levels, with Data Points: Visualization That Means Something.

The definitive reference book with real-world solutions you won't find anywhere else. The Big Book of Dashboards presents a comprehensive reference for those tasked with building or overseeing the development of business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources, marketing, customer service, sports, etc.) and different platforms (print, desktop, tablet, smartphone, and conference room display) The Big Book of Dashboards is the only book that matches great dashboards with real-world business scenarios. By organizing the book based on these scenarios and offering practical and effective visualization examples, The Big Book of Dashboards will be the trusted resource that you open when you need to build an effective business dashboard. In addition to the scenarios, there's an entire section of the book that is devoted to addressing many practical and psychological factors you will encounter in your work. It's great to have theory and evidenced-based research at your disposal, but what will you do when somebody asks you to make your dashboard 'cooler' by adding packed bubbles and donut charts? The expert authors have a combined 30-plus years of hands-on experience helping people in hundreds of organizations build effective visualizations. They
have fought many 'best practices' battles and having endured bring an uncommon empathy to help you, the reader of this book, survive and thrive in the data visualization world. A well-designed dashboard can point out risks, opportunities, and more; but common challenges and misconceptions can make your dashboard useless at best, and misleading at worst. The Big Book of Dashboards gives you the tools, guidance, and models you need to produce great dashboards that inform, enlighten, and engage.

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
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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.

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 productive 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!

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.
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.

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.

Understand, evaluate, and visualize data About This Book Learn basic steps of data analysis and how to use Python and its packages A step-by-step guide to predictive modeling including tips, tricks, and best practices Effectively visualize a broad set of analyzed data and generate effective results Who This Book Is For This book is for Python Developers who are keen to get into data analysis and wish to visualize their analyzed data in a more efficient and insightful manner. What You Will Learn Get acquainted with NumPy and use arrays and array-oriented computing in data analysis Process and analyze data using the time-series capabilities of Pandas Understand the statistical and mathematical concepts behind predictive analytics algorithms Data visualization with Matplotlib Interactive plotting with NumPy, Scipy, and MKL functions Build financial models using Monte-Carlo simulations Create directed graphs and multi-graphs Advanced visualization with D3 In Detail You will start the course with an introduction to the principles of data analysis and supported libraries, along with NumPy basics for statistics and data processing. Next, you will overview the Pandas package and use its powerful features to solve data-processing problems. Moving on, you will get a brief overview of the Matplotlib API. Next, you will learn to manipulate time and data structures, and load and store data in a file or database using Python packages. You will learn how to apply powerful packages in Python to process raw data into pure and helpful data using examples. You will also get a brief overview of machine learning algorithms, that is, applying data analysis results to make decisions or building helpful products such as recommendations and predictions using Scikit-learn. After this, you will move on to a data analytics specialization—predictive analytics. Social media and IOT have resulted in an avalanche of data. You will get started with predictive analytics using Python. You will see how to create predictive models from data. You will get balanced information on statistical and mathematical concepts, and implement them in Python using libraries such as Pandas, scikit-learn, and NumPy. You'll learn more about the best predictive modeling algorithms such as Linear Regression, Decision Tree, and Logistic Regression. Finally, you will master best practices in predictive modeling. After this, you will get all the practical guidance you need to help you on the journey to effective data visualization. Starting with a chapter on data frameworks, which explains the transformation of data into information and eventually knowledge, this path subsequently cover the complete visualization process using the most popular Python libraries with working examples This Learning Path combines some of the best that Packt has to offer in one complete, curated package. It includes content from the following Packt products: Getting Started with Python Data Analysis, Phuong Vo. T.H & Martin Czygan Learning Predictive Analytics with Python, Ashish Kumar Mastering Python Data Visualization, Kirthi Raman Style and approach
The course acts as a step-by-step guide to get you familiar with data analysis and the libraries supported by Python with the help of real-world examples and datasets. It also helps you gain practical insights into predictive modeling by implementing predictive-analytics algorithms on public datasets with Python. The course offers a wealth of practical guidance to help you on this journey to data visualization.

Through the story of Tamara, an abused Native American child, North Dakota Senator Byron Dorgan describes the plight of many children living on reservations—and offers hope for the future. On a winter morning in 1990, U.S. Senator Byron Dorgan of North Dakota picked up the Bismarck Tribune. On the front page, a small Native American girl gazed into the distance, shedding a tear. The headline: "Foster home children beaten—and nobody's helping." Dorgan, who had been working with American Indian tribes to secure resources, was upset. He flew to the Standing Rock Indian Reservation to meet with five-year-old Tamara who had suffered a horrible beating at a foster home. He visited with Tamara and her grandfather and they became friends. Then Tamara disappeared. And he would search for her for decades until they finally found each other again. This book is her story, from childhood to the present, but it's also the story of a people and a nation. More than one in three American Indian/Alaskan Native children live in poverty. AI/AN children are disproportionately in foster care and awaiting adoption. Suicide among AI/AN youth ages 15 to 24 is 2.5 times the national rate. How has America allowed this to happen? As distressing a situation as it is, this is also a story of hope and resilience. Dorgan, who founded the Center for Native American Youth (CNAY) at the Aspen Institute, has worked tirelessly to bring Native youth voices to the forefront of policy discussions, engage Native youth in leadership and advocacy, and secure and share resources for Native youth. You will fall in love with this heartbreaking story, but end the book knowing what can be done and what you can do.

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.

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!

"Features powerful stories for 21 of the toughest challenges businesspeople face"--Jacket.

Mandi Graziano used to think "sales" was a dirty word. Then she made a living out of it and realized, we all need sales in every aspect of our lives, not just business. Sales Tales: The Hustle, Humor, and Lessons From a Life in Sales is Graziano's passionately told, vibrantly funny account chronicling her colorful career in sales, the skills she gained and the lessons learned over the last twenty plus years. Honest, entertaining, and overflowing with practical tips and strategies, Sales Tales follows the order of a typical sale: from prospecting, networking, building relationships, making presentations, closing the deal, and running a business through a crisis, or as she calls it, "Disaster Selling". Included are deep dives into the finest nuances of the sales process, laugh-out-loud humor, and fascinating anecdotes that illuminate the importance of time management, firing clients, understanding the value of your product or service, and defining your Business Bedside Manner(TM). Woven throughout are relatable stories that bring the lessons to life and underscore the wit and wisdom in every situation—even the awkward ones. Whether you're a business owner who needs customers, an entrepreneur looking for investors, a sales person at any level of your career, or a parent desperately seeking negotiation tactics to convince your kids to go to bed, you need good sales skills.
Sales Tales is sure to resonate within the business world and beyond.

The Data Whisperer's practical guide to explaining and understanding the strategic value of data management. The need for data management is everywhere across your company. The value of every digitally transformative customer-facing initiative, every data science and analytics-based project, every as-a-service offering, every foray into e-commerce, and every enterprise software implementation is inextricably linked to the successful output of data management efforts. Although it is a simple function of garbage in garbage out, that slogan rarely drives any sustainable executive action. We need to tell a better data story. Data Storytelling is probably the hottest non-technical trend in the technology-related space. But it does not directly support data management because it is focused on analytics or telling stories with data. So, it is time to expand the realm of Data Storytelling to recognize the role of data management by telling stories about data. Learn how to secure stakeholder involvement and executive commitment to fund and support data management as a systematic, consistent, fundamental part of your business. This book is for: Data management leaders trying to explain your value to C-Level and business stakeholders. As a practitioner, you may already know how to fix your data, but your business leaders ignore your advice. When you explain data management to the business, they may nod "yes" on the outside, but they nod off on the inside. Business stakeholders trying to comprehend why data management is important. Many business people may be frightened, threatened, intimidated, or at the very least confused and bewildered by the techno-babble often associated with data-related conversations. If you want to know more about why data management needs to be a strategic imperative in your organization, you'll learn it here in simple terms. Data scientists looking to understand better how you connect to "The Business." A recurring struggle I hear from data scientists is the need to get "closer to business." If you are a data scientist, then you need to understand your company's data story. The more you can align your work to the core value your company delivers, the more successful you will be. This book will help you discover the essence of why data brings value to your business. Anyone interested in understanding the business value of data management. I offer simple explanations about why data management is essential for your organization. Without going deep into technical concepts and processes, I focus on the business-related outputs. I share ways you can think about what foundational data does. Its importance is vital for the future of your enterprise. Since this is a book about telling data stories, I share it through stories divided into five sections: My data story. Why I know what I know and why you should listen to me. Everyone's data story. A collection of classic, foundational data situations relevant to all enterprises. Framing your data story. A set of simple frameworks about data value. Selling your data story. Tips on creating a compelling narrative. Building your data story. Why you must align with the strategic intentions of your enterprise.
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.

Systems programming provides the foundation for the world's computation. Writing performance-sensitive code requires a programming language that puts programmers in control of how memory, processor time, and other system resources are used. The Rust systems programming language combines that control with a modern type system that catches broad classes of common mistakes, from memory management errors to data races between threads. With this practical guide, experienced systems programmers will learn how to successfully bridge the gap between performance and safety using Rust. Jim Blandy, Jason Orendorff, and Leonora Tindall demonstrate how Rust's features put programmers in control over memory consumption and processor use by combining predictable performance with memory safety and trustworthy concurrency. You'll learn: Rust's fundamental data types and the core concepts of ownership and borrowing How to write flexible, efficient code with traits and generics How to write fast, multithreaded code without data races Rust's key power tools: closures, iterators, and asynchronous programming Collections, strings and text, input and output, macros, unsafe code, and foreign function interfaces This revised, updated edition covers the Rust 2021 Edition.

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.

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.