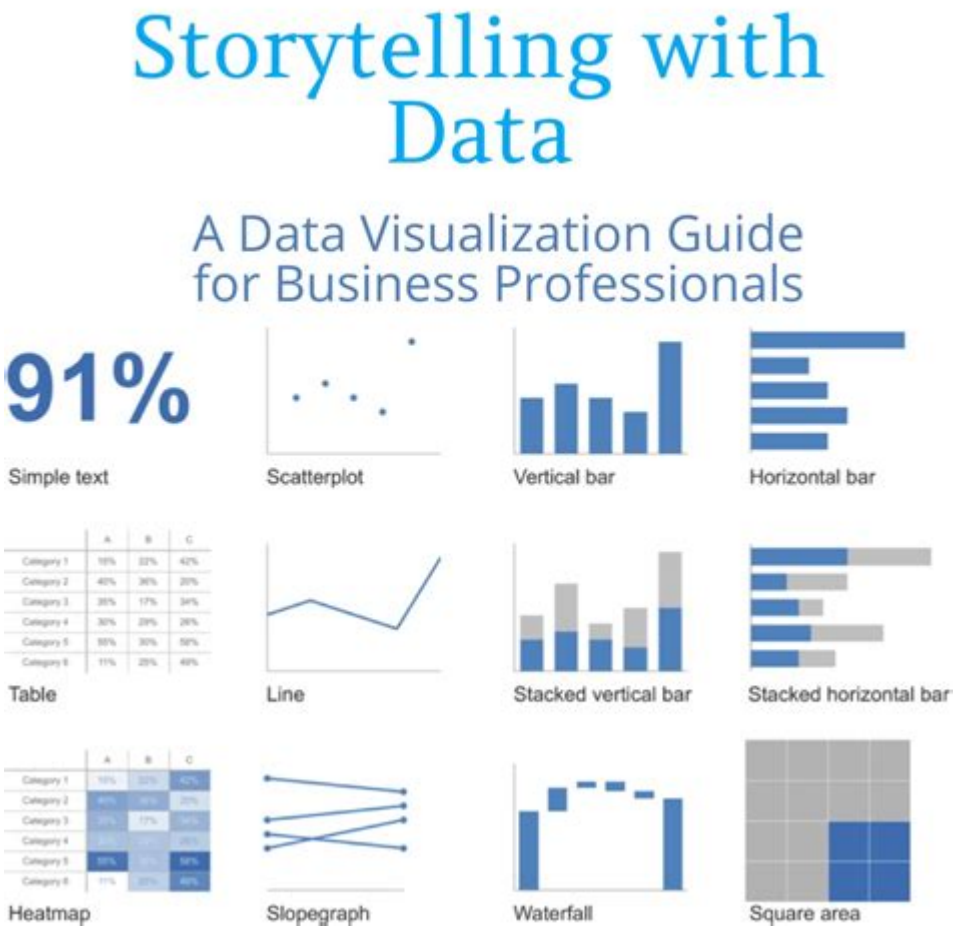
Storytelling With Data



Storytelling with Data: Turning Numbers into Narratives That Resonate

Data. We're drowning in it. Spreadsheets bulge, dashboards flash, and reports pile up. But raw data is just that – raw. It lacks the power to truly connect with an audience, to inspire action, or to leave a lasting impression. That's where the art of storytelling with data comes in. This comprehensive guide will equip you with the strategies and techniques to transform cold, hard numbers into compelling narratives that resonate with your audience, whether they're investors, colleagues, or customers. We'll explore how to identify your story, structure your narrative, and choose the right visualizations to bring your data to life.

1. Identifying Your Data Story: Unearthing the Narrative Within

Before you even think about charts and graphs, you need a story. What's the core message you want to convey? What's the single, overarching point you want your audience to take away? This is the foundation upon which your entire data narrative will be built.

Consider these questions to help you define your story:

What is the key insight or finding you want to highlight? Don't try to tell every single data point; focus on the most impactful.
Who is your audience? Tailor your language, tone, and level of detail to resonate with their knowledge and interests. A technical audience will appreciate granular data, while a general audience might need a simpler, more high-level summary.
What is the desired outcome? Are you trying to persuade, inform, or inspire? Understanding your goal will shape your storytelling approach.

2. Structuring Your Narrative: The Anatomy of a Data Story

A compelling data story follows a clear structure, much like a traditional narrative. Think of it as a journey:

The Setup: Begin by setting the context. What's the problem or opportunity? What data will you use to address it?
The Rising Action: This is where you present your data, building towards your key insight. Use visuals strategically to illustrate trends and patterns.
The Climax: This is the moment where you reveal your key finding, the "aha" moment that brings everything together.
The Resolution: Summarize your findings and draw clear conclusions. What are the implications of your data? What are the next steps?

3. Choosing the Right Visualizations: Show, Don't Just Tell

Data visualization is crucial for effective storytelling with data. The right chart or graph can make complex information instantly understandable and memorable. Avoid overwhelming your audience with too much data; instead, focus on a few key visualizations that effectively communicate your message.

Consider these visualization options:

Bar charts: Ideal for comparing categories.
Line charts: Excellent for showing trends over time.
Pie charts: Useful for showing proportions of a whole.
Scatter plots: Reveal correlations between two variables.
Maps: Effective for geographically-based data.

Remember to keep your visualizations clean, simple, and easy to understand. Label your axes clearly, use appropriate colors, and avoid unnecessary clutter.

4. Crafting Your Narrative: Writing Style and Tone

Your writing style should be engaging and accessible. Avoid jargon and technical terms that your audience may not understand. Use active voice, strong verbs, and concise language.

Use storytelling techniques: Incorporate anecdotes, metaphors, and analogies to make your data more relatable and memorable.
Focus on the "so what?": Always connect your data back to the bigger picture. Explain why your findings matter and what the implications are.
Tell a story, don't just present facts: Engage your audience emotionally by connecting with their values and aspirations.

5. Iterate and Refine: The Power of Feedback

Don't expect perfection on the first try. Share your data story with others and solicit feedback. What did they find most compelling? What was unclear? Use this feedback to refine your narrative and improve its impact.

Conclusion

Storytelling with data is a powerful skill that can transform the way you communicate insights. By mastering the art of identifying your story, structuring your narrative, choosing the right visualizations, and crafting compelling language, you can turn cold numbers into compelling narratives that resonate with your audience and inspire action. Remember, it's not just about presenting data; it's about connecting with your audience on an emotional level.

FAQs

1. What software can I use for data visualization? Many tools are available, including Tableau, Power BI, Excel, and data visualization libraries in programming languages like Python and R. The best choice depends on your technical skills and budget.

2. How can I make my data storytelling more engaging for a non-technical audience? Use analogies, metaphors, and real-world examples to illustrate your points. Avoid jargon and technical terms, and focus on the "so what?"—the practical implications of your data.

3. What's the best way to handle conflicting data points in my story? Be transparent about any limitations or uncertainties in your data. Acknowledge conflicting findings and explain how you've addressed them.

4. How can I measure the effectiveness of my data storytelling? Track key metrics such as audience engagement (e.g., time spent viewing, social shares), and feedback (e.g., surveys, comments). Did your presentation achieve its intended outcome?

5. Is it okay to use humor in data storytelling? Absolutely! Humor can make your presentation more engaging and memorable, but ensure it's appropriate for your audience and doesn't detract from your core message. Use it sparingly and strategically.

storytelling with data: Storytelling with Data Cole Nussbaumer Knaflic, 2015-10-09 Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

storytelling with data: Storytelling with Data Cole Nussbaumer Knaflic, 2015-10-07 Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

storytelling with data: *Storytelling with Data* Cole Nussbaumer Knaflic, 2019-10-22 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!

storytelling with data: Effective Data Storytelling Brent Dykes, 2019-12-10 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.

storytelling with data: Visual Data Storytelling with Tableau Lindy Ryan, 2018-04-20 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

storytelling with data: Data-Driven Storytelling Nathalie Henry Riche, Christophe Hurter, Nicholas Diakopoulos, Sheelagh Carpendale, 2018-03-28 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.

storytelling with data: *Storytelling with Data* Cole Nussbaumer Knaflic, 2019-10-09 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!

storytelling with data: Narrative by Numbers Sam Knowles, 2018-03-19 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.

storytelling with data: Datastory Nancy Duarte, 2019-09-17 Readers will learn to understand the story behind the data and how to influence the people with a DataStory.

storytelling with data: The Data Storytelling Workbook Anna Feigenbaum, Aria Alamalhodaei, 2020-03-10 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.

storytelling with data: Visual Storytelling with D3 Ritchie S. King, 2014-08-23 Master D3, Today’s Most Powerful Tool for Visualizing Data on the Web Data-driven graphics are everywhere these days, from websites and mobile apps to interactive journalism and high-end presentations. Using D3, you can create graphics that are visually stunning and powerfully effective. Visual Storytelling with D3 is a hands-on, full-color tutorial that teaches you to design charts and data visualizations to tell your story quickly and intuitively, and that shows you how to wield the powerful D3 JavaScript library. Drawing on his extensive experience as a professional graphic artist, writer, and programmer, Ritchie S. King walks you through a complete sample project—from conception through data selection and design. Step by step, you’ll build your skills, mastering increasingly sophisticated graphical forms and techniques. If you know a little HTML and CSS, you have all the technical background you’ll need to master D3. This tutorial is for web designers creating graphics-driven sites, services, tools, or dashboards; online journalists who want to visualize their content; researchers seeking to communicate their results more intuitively; marketers aiming to deepen their connections with customers; and for any data visualization enthusiast. Coverage includes Identifying a data-driven story and telling it visually Creating and manipulating beautiful graphical elements with SVG Shaping web pages with D3 Structuring data so D3 can easily visualize it Using D3’s data joins to connect your data to the graphical elements on a web page Sizing and scaling charts, and adding axes to them Loading and filtering data from external standalone datasets Animating your charts with D3’s transitions Adding interactivity to visualizations, including a play button that cycles through different views of your data Finding D3 resources and getting involved in the thriving online D3 community About the Website All of this book’s examples are available at ritchiesking.com/book, along with video tutorials, updates, supporting material, and even more examples, as they become available.

storytelling with data: Info We Trust RJ Andrews, 2019-01-03 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.

storytelling with data: *The Big Book of Dashboards* Steve Wexler, Jeffrey Shaffer, Andy Cotgreave, 2017-04-24 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.

storytelling with data: Persuading with Data Miro Kazakoff, 2022-03-29 An integrated introduction to data visualization, strategic communication, and delivery best practices. Persuading with Data provides an integrated instructional guide to data visualization, strategic communication, and delivery best practices. Most books on data visualization focus on creating good graphs. This is the first book that combines both explanatory visualization and communication strategy, showing how to use visuals to create effective communications that convince an audience to accept and act on the data. In four parts that proceed from micro to macro, the book explains how our brains make sense of graphs; how to design effective graphs and slides that support your ideas; how to organize those ideas into a compelling presentation; and how to deliver and defend data to an audience. Persuading with Data is for anyone who has to explain analytical results to others. It synthesizes a wide range of skills needed by modern data professionals, providing a complete toolkit for creating effective business communications. Readers will learn how to simplify in order to amplify, how to communicate data analysis, how to prepare for audience resistance, and much more. The book integrates practitioner and academic perspectives with real-world examples from a variety of industries, organizations, and disciplines. It is accessible to a wide range of readers—from undergraduates to mid-career and executive-level professionals—and has been tested in settings that include academic classes and workplace training sessions.

storytelling with data: Data Feminism Catherine D'Ignazio, Lauren F. Klein, 2020-03-31 A new way of thinking about data science and data ethics that is informed by the ideas of intersectional feminism. Today, data science is a form of power. It has been used to expose injustice, improve health outcomes, and topple governments. But it has also been used to discriminate, police, and surveil. This potential for good, on the one hand, and harm, on the other, makes it essential to ask: Data science by whom? Data science for whom? Data science with whose interests in mind? The narratives around big data and data science are overwhelmingly white, male, and techno-heroic. In Data Feminism, Catherine D'Ignazio and Lauren Klein present a new way of thinking about data science and data ethics—one that is informed by intersectional feminist thought. Illustrating data feminism in action, D'Ignazio and Klein show how challenges to the male/female binary can help challenge other hierarchical (and empirically wrong) classification systems. They explain how, for

example, an understanding of emotion can expand our ideas about effective data visualization, and how the concept of invisible labor can expose the significant human efforts required by our automated systems. And they show why the data never, ever “speak for themselves.” Data Feminism offers strategies for data scientists seeking to learn how feminism can help them work toward justice, and for feminists who want to focus their efforts on the growing field of data science. But Data Feminism is about much more than gender. It is about power, about who has it and who doesn't, and about how those differentials of power can be challenged and changed.

storytelling with data: Data Points Nathan Yau, 2013-03-25 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.

storytelling with data: The Power of Data Storytelling Sejal Vora, 2019-04-30 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.

storytelling with data: *#MakeoverMonday* Andy Kriebel, Eva Murray, 2018-10-02 Explore different perspectives and approaches to create more effective visualizations #MakeoverMonday offers inspiration and a giant dose of perspective for those who communicate data. Originally a small project in the data visualization community, #MakeoverMonday features a weekly chart or graph and a dataset that community members reimagine in order to make it more effective. The results have been astounding; hundreds of people have contributed thousands of makeovers, perfectly illustrating the highly variable nature of data visualization. Different takes on the same data showed a wide variation of theme, focus, content, and design, with side-by-side comparisons throwing more- and less-effective techniques into sharp relief. This book is an extension of that project, featuring a variety of makeovers that showcase various approaches to data communication and a focus on the analytical, design and storytelling skills that have been developed through #MakeoverMonday. Paging through the makeovers ignites immediate inspiration for your own work, provides insight into different perspectives, and highlights the techniques that truly make an impact. Explore the many approaches to visual data communication Think beyond the data and consider audience, stakeholders, and message Design your graphs to be intuitive and more communicative Assess the impact of layout, color, font, chart type, and other design choices Creating visual representation of complex datasets is tricky. There’s the mandate to include all relevant data in a clean, readable

format that best illustrates what the data is saying—but there is also the designer's impetus to showcase a command of the complexity and create multidimensional visualizations that "look cool." #MakeoverMonday shows you the many ways to walk the line between simple reporting and design artistry to create exactly the visualization the situation requires.

storytelling with data: Recovering Black Storytelling in Qualitative Research S.R. Toliver, 2021-11-19 This research-based book foregrounds Black narrative traditions and honors alternative methods of data collection, analysis, and representation. Toliver presents a semi-fictionalized narrative in an alternative science fiction setting, refusing white-centric qualitative methods and honoring the ways of the griots who were the scholars of their African nations. By utilizing Black storytelling, Afrofuturism, and womanism as an onto-epistemological tool, this book asks readers to elevate Black imaginations, uplift Black dreams, and consider how Afrofuturity is qualitative futurity. By centering Black girls, the book considers the ethical responsibility of researchers to focus upon the words of our participants, not only as a means to better understand our historic and current world, but to better situate inquiry for what the future world and future research could look like. Ultimately, this book decenters traditional, white-centered qualitative methods and utilizes Afrofuturism as an onto-epistemological tool and ethical premise. It asks researchers to consider how we move forward in data collection, data analysis, and data representation by centering how Black girls reclaim and recover the past, counter negative and elevate positive realities that exist in the present, and create new possibilities for the future. The semi-fictionalized narrative of the book highlights the intricate methodological and theoretical work that undergirds the story. It will be an important text for both new and seasoned researchers interested in social justice. Informed and anti-racist researchers will find Endarkened storywork a useful tool for educational, cultural, and social critiques now and in the future.

storytelling with data: Infographics Jason Lankow, Josh Ritchie, Ross Crooks, 2012-09-21 Transform your marketing efforts through the power of visual content In today's fast-paced environment, you must communicate your message in a concise and engaging way that sets it apart from the noise. Visual content—such as infographics and data visualization—can accomplish this. With DIY functionality, Infographics: The Power of Visual Storytelling will teach you how to find stories in your data, and how to visually communicate and share them with your audience for maximum impact. Infographics will show you the vast potential to using the communication medium as a marketing tool by creating informative and shareable infographic content. Learn how to explain an object, idea, or process using strong illustration that captures interest and provides instant clarity Discover how to unlock interesting stories (in previously buried or boring data) and turn them into visual communications that will help build brands and increase sales Use the power of visual content to communicate with and engage your audience, capture attention, and expand your market.

storytelling with data: The Art of Statistics David Spiegelhalter, 2019-09-03 In this important and comprehensive guide to statistical thinking (New Yorker), discover how data literacy is changing the world and gives you a better understanding of life's biggest problems. Statistics are everywhere, as integral to science as they are to business, and in the popular media hundreds of times a day. In this age of big data, a basic grasp of statistical literacy is more important than ever if we want to separate the fact from the fiction, the ostentatious embellishments from the raw evidence -- and even more so if we hope to participate in the future, rather than being simple bystanders. In The Art of Statistics, world-renowned statistician David Spiegelhalter shows readers how to derive knowledge from raw data by focusing on the concepts and connections behind the math. Drawing on real world examples to introduce complex issues, he shows us how statistics can help us determine the luckiest passenger on the Titanic, whether a notorious serial killer could have been caught earlier, and if screening for ovarian cancer is beneficial. The Art of Statistics not only shows us how mathematicians have used statistical science to solve these problems -- it teaches us how we too can think like statisticians. We learn how to clarify our questions, assumptions, and expectations when approaching a problem, and -- perhaps even more importantly -- we learn how to responsibly interpret the answers we receive. Combining the incomparable insight of an expert with

the playful enthusiasm of an aficionado, The Art of Statistics is the definitive guide to stats that every modern person needs.

storytelling with data: SQL for Data Scientists Renee M. P. Teate, 2021-08-17 Jump-start your career as a data scientist—learn to develop datasets for exploration, analysis, and machine learning SQL for Data Scientists: A Beginner's Guide for Building Datasets for Analysis is a resource that's dedicated to the Structured Query Language (SQL) and dataset design skills that data scientists use most. Aspiring data scientists will learn how to how to construct datasets for exploration, analysis, and machine learning. You can also discover how to approach query design and develop SQL code to extract data insights while avoiding common pitfalls. You may be one of many people who are entering the field of Data Science from a range of professions and educational backgrounds, such as business analytics, social science, physics, economics, and computer science. Like many of them, you may have conducted analyses using spreadsheets as data sources, but never retrieved and engineered datasets from a relational database using SQL, which is a programming language designed for managing databases and extracting data. This guide for data scientists differs from other instructional guides on the subject. It doesn't cover SQL broadly. Instead, you'll learn the subset of SQL skills that data analysts and data scientists use frequently. You'll also gain practical advice and direction on how to think about constructing your dataset. Gain an understanding of relational database structure, query design, and SQL syntax Develop queries to construct datasets for use in applications like interactive reports and machine learning algorithms Review strategies and approaches so you can design analytical datasets Practice your techniques with the provided database and SQL code In this book, author Renee Teate shares knowledge gained during a 15-year career working with data, in roles ranging from database developer to data analyst to data scientist. She guides you through SQL code and dataset design concepts from an industry practitioner's perspective, moving your data scientist career forward!

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storytelling with data: Good Charts Scott Berinato, 2016-04-26 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.

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wonderful if we could actually visualize data in such a way that we could maximize its potential and tell a story in a clear, concise manner? Thanks to the creative genius of Nathan Yau, we can. With this full-color book, data visualization guru and author Nathan Yau uses step-by-step tutorials to show you how to visualize and tell stories with data. He explains how to gather, parse, and format data and then design high quality graphics that help you explore and present patterns, outliers, and relationships. Presents a unique approach to visualizing and telling stories with data, from a data visualization expert and the creator of flowingdata.com, Nathan Yau Offers step-by-step tutorials and practical design tips for creating statistical graphics, geographical maps, and information design to find meaning in the numbers Details tools that can be used to visualize data-native graphics for the Web, such as ActionScript, Flash libraries, PHP, and JavaScript and tools to design graphics for print, such as R and Illustrator Contains numerous examples and descriptions of patterns and outliers and explains how to show them Visualize This demonstrates how to explain data visually so that you can present your information in a way that is easy to understand and appealing.

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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.

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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

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