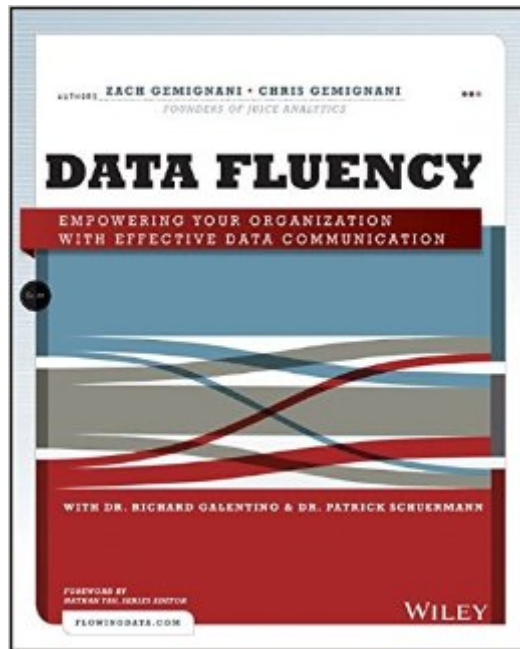The book was found

Data Fluency: Empowering Your Organization With Effective Data Communication

Synopsis

A dream come true for those looking to improve their data fluency Analytical data is a powerful tool for growing companies, but what good is it if it hides in the shadows? Bring your data to the forefront with effective visualization and communication approaches, and let Data Fluency:Â Empowering Your Organization with Effective CommunicationÂ show you the best tools and strategies for getting the job done right. Learn the best practices of data presentation and the ways that reporting and dashboards can help organizations effectively gauge performance, identify areas for improvement, and communicate results. Topics covered in the book include data reporting and communication, audience and user needs, data presentation tools, layout and styling, and common design failures. Those responsible for analytics, reporting, or BI implementation will find a refreshing take on data and visualization in this resource, as will report, data visualization, and dashboard designers. Conquer the challenge of making valuable data approachable and easy to understand Develop unique skills required to shape data to the needs of different audiences Full color book links to bonus content at juiceanalytics.com Written by well-known and highly esteemed authors in the data presentation community Data Fluency: Empowering Your Organization with Effective Communication focuses on user experience, making reports approachable, and presenting data in a compelling, inspiring way. The book helps to dissolve the disconnect between your data and those who might use it and can help make an impact on the people who are most affected by data. Use Data Fluency today to develop the skills necessary to turn data into effective displays for decision-making.

Book Information

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Customer Reviews

What is great about this book is that the authors have very thoughtfully considered and analyzed the lessons about organizing and presenting data from working with many data clients over several years. It deals with not only the extraction of information from data masses, but also how organizations with lots of untapped data can benefit from doing so.Many checklists and assessment questions are provided to evaluate levels of data analysis sophistication, which seem motivated from years of frustration dealing with clueless organizations.The main problem I have is lack of specificity. Because they are "agnostic" with regards to any particular software tools, the points they make, and examples they provide, are still somewhat general. If you want to actually accomplish what is talked about here, you'd have to learn about it elsewhere. At the very least it would have been nice if they had an appendix or associated web page talking about various data visualization tools that are out there.This seems very much a book for beginner to intermediate data explorers, due to the lack of specificity, and all the assessment questionnaires. Also, some subjects are not treated as thoroughly as they could be. The style guide in the appendix is way too brief and that information is covered more thoroughly elsewhere. And throughout the book they talk about designing "dashboards", but never define it clearly (well, except for in the appendix).The final chapter has a checklist for creating data products, that refers the reader to a list of URLs. These point to things like articles by others, software tools, and so forth.

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