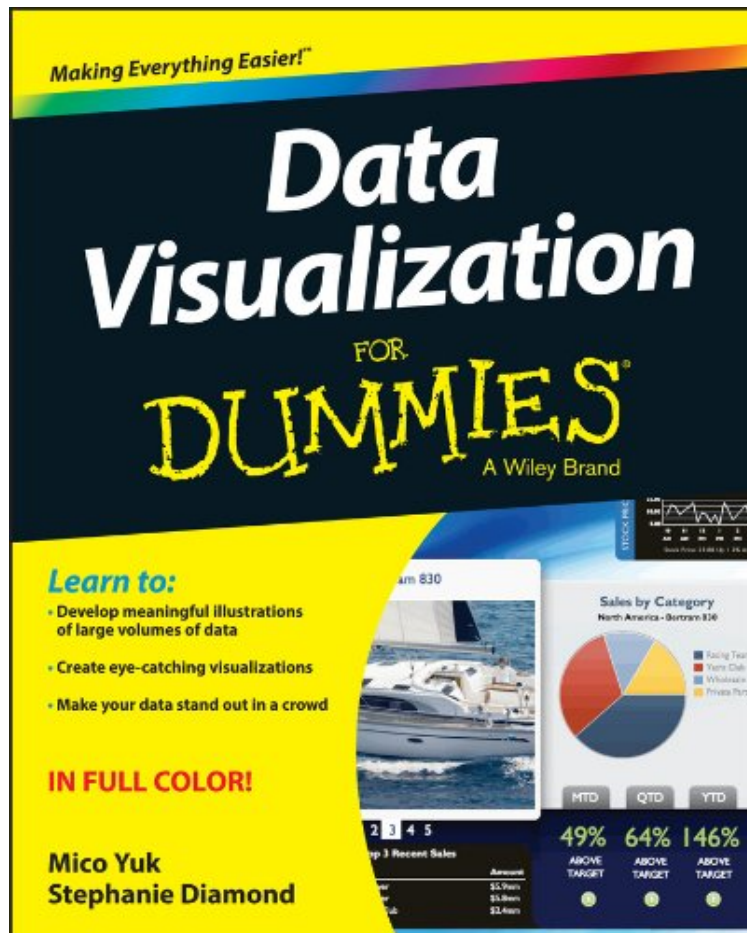


# Data Visualization For Dummies

Von Mico Yuk, Stephanie Diamond

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**Von Mico Yuk, Stephanie Diamond : Data Visualization For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Data Visualization For Dummies:

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. The visualization paradox: Great visualizations need great dataVon Raphael BrangerTo be honest, if you buy this book by just looking at the title you might get disappointed at a first sight: The book is simply not "yet another" book of how to create the most fancy visualization. But why do I still highly recommend this book? Because in a business context (and this book is mainly about a business context) not the most colorful or most artistic visualization provides the biggest value but an action oriented, easy to understand visualization. This means that you need to understand the business context and more specifically the business problems which the data visualization needs to address before you can design any kind of meaningful data presentation. The authors provide a good starting point for both, beginners as well as long year (technical) BI experts how to work with business users to identify these requirements and transform

them into a technical feasible solution.

Kurzbeschreibung A straightforward, full-color guide to showcasing data so your audience can see what you mean, not just read about it Big data is big news! Every company, industry, not-for-profit, and government agency wants and needs to analyze and leverage datasets that can quickly become ponderously large. Data visualization software enables different industries to present information in ways that are memorable and relevant to their mission. This full-color guide introduces you to a variety of ways to handle and synthesize data in much more interesting ways than mere columns and rows of numbers. Learn meaningful ways to show trending and relationships, how to convey complex data in a clear, concise diagram, ways to create eye-catching visualizations, and much more! Effective data analysis involves learning how to synthesize data, especially big data, into a story and present that story in a way that resonates with the audience This full-color guide shows you how to analyze large amounts of data, communicate complex data in a meaningful way, and quickly slice data into various views Explains how to automate redundant reporting and analyses, create eye-catching visualizations, and use statistical graphics and thematic cartography Enables you to present vast amounts of data in ways that won't overwhelm your audience Part technical manual and part analytical guidebook, Data Visualization For Dummies is the perfect tool for transforming dull tables and charts into high-impact visuals your audience will notice...and remember. Pressestimmen" ...a good place to start if you are involved in capturing information with a view of presenting it to various audiences, but still leaves plenty of room for you to apply your own imagination." (BCS: The Chartered Institute for IT, April 2014)"This straightforward colour guide will help you present data in an easy-to-read and interesting manner." (Talk Business, April 2014) Kurzbeschreibung A straightforward, full-color guide to showcasing data so your audience can see what you mean, not just read about it Big data is big news! Every company, industry, not-for-profit, and government agency wants and needs to analyze and leverage datasets that can quickly become ponderously large. Data visualization software enables different industries to present information in ways that are memorable and relevant to their mission. This full-color guide introduces you to a variety of ways to handle and synthesize data in much more interesting ways than mere columns and rows of numbers. Learn meaningful ways to show trending and relationships, how to convey complex data in a clear, concise diagram, ways to create eye-catching visualizations, and much more! Effective data analysis involves learning how to synthesize data, especially big data, into a story and present that story in a way that resonates with the audience This full-color guide shows you how to analyze large amounts of data, communicate complex data in a meaningful way, and quickly slice data into various views Explains how to automate redundant reporting and analyses, create eye-catching visualizations, and use statistical graphics and thematic cartography Enables you to present vast amounts of data in ways that won't overwhelm your audience Part technical manual and part analytical guidebook, Data Visualization For Dummies is the perfect tool for transforming dull tables and charts into high-impact visuals your audience will notice...and remember.