

Storytelling Con Datos Visualizacion De Datos Par

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Data Visualization with Excel Dashboards and Reports John Wiley & Sons
 Los datos, gráficas e información que requiere de análisis no es algo para ignorar. En el sector empresarial, los datos son útiles para llevar a cabo la toma de decisiones, como qué aspectos hay que cambiar o mejorar, cuáles son las mejores estrategias, cómo ha sido el crecimiento del negocio en los mercados, etc. Para la sociedad, el análisis de datos es importante para poder comprender el entorno y cómo actúa y se desarrolla. Los datos son importantes para explicar un fin de cosas. Sin embargo, una de las desventajas que suelen dar estas informaciones es la dificultad para entenderlas. La ciencia de los datos, además, es imprescindible para sacar conclusiones y buscar una respuesta, cambio o mejora en alguna área. Pero para comunicar y llevar a cabo una estrategia y lograr así que los informes y gráficos puedan ser comprendidos por la audiencia, buscando una acción positiva por su parte, es necesario que estos sean capaces de entenderlos. La mejor manera para hacer de los datos un camino comprensible y que logren los objetivos esperados va de la mano del Data Storytelling. La fama y capacidades del Storytelling han logrado cosas increíbles en el público y para las marcas de hoy día. Conectar a través de las emociones y generar respuestas mediante la humanización de la información. En este ebook descubrirás qué es el Data Storytelling, por qué es tan importante hoy en día y cómo crear tus propias historias a través de los datos. ¡Quiero este ebook y todo lo que incluye!

Visualización de Datos & Storytelling Escuela StoryEmotion

Provides information on the methods of visualizing data on the Web, along with example projects and code.

Interactive Data Visualization CRC Press

"You have a mound of data sitting in front of you and a suite of computation tools at your disposal. And yet, you're stumped as to how to turn that data into insight. Which part of that data actually matters, and where is this insight hidden? If you're a data scientist who struggles to navigate the murky space between data and insight, this book will help you think about and reshape data for visual data exploration. It's ideal for relatively new data scientists, who may be computer-knowledgeable and data-knowledgeable, but do not yet know how to create effective, explorable representations of data. With this book, you'll learn: Task analysis, driven by a series of leading questions that draw out the important aspects of the data to be explored; Visualization patterns, each of which take a different perspective on data and answer different questions; A taxonomy of visualizations for common data types; Techniques for gathering design requirements; When and where to make use of statistical methods."--

The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures "O'Reilly Media, Inc."

LEARN PYTHON IN THE FASTEST AND EASIEST WAY Learn Python in a weekend offers you a learning method that will allow you to learn Python in a short period of time, specifically in a weekend! Our experience has demonstrated us that the best way to learn is to do it while having fun and with a methodology that will teach you progressively all the concepts you need to know. In the first part of the book you will find an explanation of the programming language along with an introduction to the programming environment. In the second part of the book you will find a total of 100 exercises of progressive difficulty in which, in addition to guiding you step by step, we explain all the theoretical concepts of programming that you need to know to be able to carry them out. The book contains downloadable material! INDEX 1. Introduction2.- What do I need to start?3.- Learning process4.- Python5.- Development environment6.- Handling of messages on the screen7.- Use of basic data types8.- Control of the flow of a program9.- Loops10.- Project 111.- Functions12.- Project 213.- Basic

object-oriented programming14.- Project 315.- Advanced object-oriented programming16.- Working with files17.- Exception control18.- Project 419.- Final Project20.- Annexes

Data Storytelling Morgan Kaufmann

How to use the principles of Pixar-style storytelling to meet the needs of entrepreneurs, marketers, and business-minded storytellers of all stripes. Pixar movies have transfixed viewers around the world and stirred a hunger in creative and corporate realms to adopt new and more impactful ways of telling stories. Former Pixar and The Simpsons animator and story artist Matthew Luhn translates his two and half decades of storytelling techniques and concepts to the CEOs, advertisers, marketers, and creatives in the business world and beyond. A combination of Luhn's personal stories and storytelling insights, *The Best Story Wins* retells the "Hero's Journey" story building methods through the lens of the Pixar films to help business minds embrace the power of storytelling for themselves! "Award-winning Pixar storyteller, artist, and writer Matthew Luhn has a message for CEOs, marketers, and business professionals: to capture your audience's attention, you need to hook them with a great story." —Seattlepi.com

Visualizing Data O'Reilly Media

Kids can explore Earth's secrets with this guide featuring cool infographics, colorful illustrations, and scientific data. Sixteen different plates illuminate everything from the atmosphere to the ocean depths, icy tundra to hot deserts, and tiny bugs to gigantic elephants. Full color.

Learn Python in a Weekend John Wiley & Sons

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.

The Model Thinker "O'Reilly Media, Inc."

An Updated Guide to the Visualization of Data for Designers, Users, and Researchers *Interactive Data Visualization: Foundations, Techniques, and Applications, Second Edition* provides all the theory, details, and tools necessary to build visualizations and systems involving the visualization of data. In color throughout, it explains basic terminology and concepts, algorithmic and software engineering issues, and commonly used techniques and high-level algorithms. Full source code is provided for completing implementations. New to the Second Edition New related readings, exercises, and programming projects Better quality figures and numerous new figures New chapter on techniques for time-oriented data This popular book continues to explore the fundamental

components of the visualization process, from the data to the human viewer. For developers, the book offers guidance on designing effective visualizations using methods derived from human perception, graphical design, art, and usability analysis. For practitioners, it shows how various public and commercial visualization systems are used to solve specific problems in diverse domains. For researchers, the text describes emerging technology and hot topics in development at academic and industrial centers today. Each chapter presents several types of exercises, including review questions and problems that motivate readers to build on the material covered and design alternate approaches to solving a problem. In addition, programming projects encourage readers to perform a range of tasks, from the simple implementation of algorithms to the extension of algorithms and programming techniques. Web Resource A supplementary website includes downloadable software tools and example data sets, enabling hands-on experience with the techniques covered in the text. The site also offers links to useful data repositories and data file formats, an up-to-date listing of software packages and vendors, and instructional tools, such as reading lists, lecture slides, and demonstration programs.

Infographics Springer

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.

Cool Infographics Morgan James Publishing

La ingente cantidad de datos que se crean a diario y los contenidos que se comparten en la llamada era de la información ha cambiado fundamentalmente la manera en la que nos comunicamos. Las infografías y la visualización de los datos pueden conseguir transmitir el mensaje que se desee de una manera concisa y atractiva que lo distinga del ruido imperante. Infografías: el poder del storytelling visual, muestra cómo utilizar este tipo de comunicación para atraer, informar, e incluso entretener a su público. Estas herramientas nos ayudan a entender fácilmente conceptos que de entrada parecen complejos y, este libro, proporciona consejos fáciles de seguir y estrategias viables para crear contenido visual que resulte atractivo y compartible, incluyendo: - Las diversas formas que adquiere el diseño de la información y la visualización de datos, incorporando gráficos estáticos, interactivos y en movimiento, y las mejores maneras de usarlos. - Las estrategias de las redes sociales para difundir y promover su contenido asegurándose la máxima visibilidad, y lo más importante, que el usuario lo comparta. - Los pros y contras del diseño de la información, guiándolo en el proceso para hacerlo interesante, preciso y eficaz. - Las nuevas tendencias, tecnologías y múltiples aplicaciones de la infografía en un futuro no muy lejano.

Storytelling with Data CRC Press

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.

Now You See It Columbia University Press

Make information memorable with creative visual design techniques Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book presents the design process and the best software tools for creating infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating great infographics Covers online infographics used for marketing, including social media and search engine optimization (SEO) Shows how to market your skills with a visual, infographic resume Explores the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers With Cool Infographics, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data.

The Visual Imperative "O'Reilly Media, Inc."

Large corporations like IBM and Oracle are using Excel dashboards and reports as a Business Intelligence tool, and many other smaller businesses are looking to these tools in order to cut costs for budgetary reasons. An effective analyst not only has to have the technical skills to use Excel in a productive manner but must be able to synthesize data into a story, and then present that story in the most impactful way. Microsoft shows its recognition of this with Excel. In Excel, there is a major focus on business intelligence and visualization. Data Visualization with Excel Dashboards and Reports fills the gap between handling data and synthesizing data into meaningful reports. This title will show readers how to think about their data in ways other than columns and rows. Most Excel

books do a nice job discussing the individual functions and tools that can be used to create an "Excel Report". Titles on Excel charts, Excel pivot tables, and other books that focus on "Tips and Tricks" are useful in their own right; however they don't hit the mark for most data analysts. The primary reason these titles miss the mark is they are too focused on the mechanical aspects of building a chart, creating a pivot table, or other functionality. They don't offer these topics in the broader picture by showing how to present and report data in the most effective way. What are the most meaningful ways to show trending? How do you show relationships in data? When is showing variances more valuable than showing actual data values? How do you deal with outliers? How do you bucket data in the most meaningful way? How do you show impossible amounts of data without inundating your audience? In Data Visualization with Excel Reports and Dashboards, readers will get answers to all of these questions. Part technical manual, part analytical guidebook; this title will help Excel users go from reporting data with simple tables full of dull numbers, to creating hi-impact reports and dashboards that will wow management both visually and substantively. This book offers a comprehensive review of a wide array of technical and analytical concepts that will help users create meaningful reports and dashboards. After reading this book, the reader will be able to: Analyze large amounts of data and report their data in a meaningful way Get better visibility into data from different perspectives Quickly slice data into various views on the fly Automate redundant reporting and analyses Create impressive dashboards and What-If analyses Understand the fundamentals of effective visualization Visualize performance comparisons Visualize changes and trends over time

Planet Earth John Wiley & Sons

Effective visualization is the best way to communicate information from the increasingly large and complex datasets in the natural and social sciences. But with the increasing power of visualization software today, scientists, engineers, and business analysts often have to navigate a bewildering array of visualization choices and options. This practical book takes you through many commonly encountered visualization problems, and it provides guidelines on how to turn large datasets into clear and compelling figures. What visualization type is best for the story you want to tell? How do you make informative figures that are visually pleasing? Author Claus O. Wilke teaches you the elements most critical to successful data visualization. Explore the basic concepts of color as a tool to highlight, distinguish, or represent a value Understand the importance of redundant coding to ensure you provide key information in multiple ways Use the book's visualizations directory, a graphical guide to commonly used types of data visualizations Get extensive examples of good and bad figures Learn how to use figures in a document or report and how employ them effectively to tell a compelling story

Storytelling con datos : visualización de datos para profesionales de los negocios Addison-Wesley Professional

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!

Interactive Data Visualization for the Web John Wiley & Sons

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

Data Sketches Grupo Planeta Spain

Learn How to Design Effective Visualization Systems Visualization Analysis and Design provides a systematic, comprehensive framework for thinking about visualization in terms of principles and design choices. The book features a unified approach encompassing information visualization techniques for abstract data, scientific visualization techniques for spatial data, and visual analytics techniques for interweaving data transformation and analysis with interactive visual exploration. It emphasizes the careful validation of effectiveness and the consideration of function before form. The book breaks down visualization design according to three questions: what data users need to see, why users need to carry out their tasks, and how the visual representations proposed can be constructed and manipulated. It walks readers through the use of space and color to visually encode data in a view, the trade-offs between changing a single view and using multiple linked views, and the ways to reduce the amount of data shown in each view. The book concludes with six case studies analyzed in detail with the full framework. The book is suitable for a broad set of readers, from beginners to more experienced visualization designers. It does not assume any previous experience in programming, mathematics, human-computer interaction, or graphic design and can be used in an introductory visualization course at the graduate or undergraduate level.

Visualization Analysis and Design "O'Reilly Media, Inc."

Equal parts mail art, data visualization, and affectionate correspondence, Dear Data celebrates "the infinitesimal, incomplete, imperfect, yet exquisitely human details of life," in the words of Maria Popova (Brain Pickings), who introduces this charming and graphically powerful book. For one year, Giorgia Lupi, an Italian living in New York, and Stefanie Posavec, an American in London, mapped

the particulars of their daily lives as a series of hand-drawn postcards they exchanged via mail weekly—small portraits as full of emotion as they are data, both mundane and magical. Dear Data reproduces in pinpoint detail the full year's set of cards, front and back, providing a remarkable portrait of two artists connected by their attention to the details of their lives—including complaints, distractions, phone addictions, physical contact, and desires. These details illuminate the lives of two remarkable young women and also inspire us to map our own lives, including specific suggestions on what data to draw and how. A captivating and unique book for designers, artists, correspondents, friends, and lovers everywhere.

Data Visualisation ANAYA MULTIMEDIA

Visualization is the graphic presentation of data -- portrayals meant to reveal complex information at a glance. Think of the familiar map of the New York City subway system, or a diagram of the human brain. Successful visualizations are beautiful not only for their aesthetic design, but also for elegant layers of detail that efficiently generate insight and new understanding. This book examines the methods of two dozen visualization experts who approach their projects from a variety of

perspectives -- as artists, designers, commentators, scientists, analysts, statisticians, and more. Together they demonstrate how visualization can help us make sense of the world. Explore the importance of storytelling with a simple visualization exercise Learn how color conveys information that our brains recognize before we're fully aware of it Discover how the books we buy and the people we associate with reveal clues to our deeper selves Recognize a method to the madness of air travel with a visualization of civilian air traffic Find out how researchers investigate unknown phenomena, from initial sketches to published papers Contributors include: Nick Bilton, Michael E. Driscoll, Jonathan Feinberg, Danyel Fisher, Jessica Hagy, Gregor Hochmuth, Todd Holloway, Noah Iliinsky, Eddie Jabbour, Valdean Klump, Aaron Koblin, Robert Kosara, Valdis Krebs, JoAnn Kuchera-Morin et al., Andrew Odewahn, Adam Perer, Anders Persson, Maximilian Schich, Matthias Shapiro, Julie Steele, Moritz Stefaner, Jer Thorp, Fernanda Viegas, Martin Wattenberg, and Michael Young. *Better Data Visualizations* W. W. Norton & Company Author Scott Murray teaches you the fundamental concepts and methods of D3, a JavaScript library that lets you express data visually in a web browser

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