Data Visualization: a successful design process

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In Detail

Do you want to create more attractive charts? Or do you have huge data sets and need to unearth the key insights in a visual manner? Data visualization is the representation and presentation of data, using proven design techniques to bring alive the patterns, stories and key insights that are locked away.

"Data Visualization: a Successful Design Process" explores the unique fusion of art and science that is data visualization; a discipline for which instinct alone is insufficient for you to succeed in enabling audiences to discover key trends, insights and discoveries from your data. This book will equip you with the key techniques required to overcome contemporary data visualization challenges.

You'll discover a proven design methodology that helps you develop invaluable knowledge and practical capabilities.

You'll never again settle for a default Excel chart or resort to 'fancy-looking' graphs. You will be able to work from the starting point of acquiring, preparing and familiarizing with your data, right through to concept design. Choose your 'killer' visual representation to engage and inform your audience.

"Data Visualization: a Successful Design Process" will inspire you to relish any visualization project with greater confidence and bullish know-how; turning challenges into exciting design opportunities.

Approach

A comprehensive yet quick guide to the best approaches to designing data visualizations, with real examples and illustrative diagrams. Whatever the desired outcome ensure success by following this expert design process.

Who this book is for

This book is for anyone who has responsibility for, or is interested in trying to find innovative and effective ways to visually analyze and communicate data.There is no skill, no knowledge and no role-based pre-requisites or expectations of anyone reading this book.

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