



## Data Fluency: Empowering Your Organization with Effective Data Communication

By Zach Gemignani, Chris Gemignani, Richard Galentino

John Wiley Sons Inc, United States, 2014. Paperback. Book Condition: New. 2. Auflage.. 230 x 188 mm. Language: English . Brand New Book. 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: Empowering Your Organization with Effective Communication 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...



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