

How to Lie with Charts

Charles E. Jones

How To Lie With Charts

Gerald E. Jones

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How to Lie with Charts Gerald Everett Jones, 2018-10-07 This is the new edition of the definitive textbook on data visualization There's added material on fake news and social media disinformation misinterpretation of metadata and the uses and abuses of Big Data If you're using a computer to generate charts for meetings and reports you don't have to be taught how to lie you're already doing it You probably don't know your charts are unreliable and neither does your audience So you're getting away with it until a manager or a sales prospect or an investor makes a bad decision based on the information that you were so helpful to provide The main focus of How to Lie with Charts is on the principles of persuasive and undistorted visual communication It's about careful thinking and clear expression So don't blame the computers People are running the show DataViz: How to Choose the Right Chart for Your Data Lee Baker, DataViz How to Choose the Right Chart for Your Data Unlock the true potential of your data with DataViz How to Choose the Right Chart for Your Data This friendly chatty and slightly technical guide will transform the way you present information making your data visualizations clear engaging and impactful Why this book is perfect for you Engage your audience Learn how to create charts that captivate and communicate effectively Maximize clarity Understand which data belongs on which axis for maximum clarity Choose the right chart Discover the ideal chart types for various data sets ensuring you always pick the best one Perfect your style Get tips on styling your charts to make them visually appealing and easy to understand Critical review skills Learn how to review your charts critically removing unnecessary elements and enhancing readability Big Picture Flowchart Use our Ultra High Definition flowchart to guarantee you select the right chart every time Boost your confidence By the end of this guide you'll know more about plotting charts than most of your peers Creating effective data visualizations is crucial in fields like Data Science business intelligence and statistics A well crafted chart can convey complex information clearly and inspire action Unfortunately many struggle with this skill resulting in charts that fail to engage In DataViz How to Choose the Right Chart for Your Data award winning author and data visualization expert Lee Baker takes you through the essentials of chart creation You'll start with the basics learning about different graph types and which data belongs on which axis Then you'll explore various chart options understanding when and how to use each one You'll also dive into the art of chart styling learning how to review your charts with a critical eye and make necessary adjustments Our exclusive DataViz The Big Picture flowchart provides a comprehensive guide to selecting the perfect chart every time ensuring your data is presented in the most effective way possible Whether you're preparing a study presentation thesis or any other data driven project this book will equip you with the skills to create inspirational and effective graphics regardless of your audience Ready to become a data visualization pro Grab your copy of DataViz How to Choose the Right Chart for Your Data today and start transforming

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