# Article information:

storytelling-with-data-cole-nussbaumer-knaflic.pdf  
<https://typeset.io/library/dissertation-topic-research-rjvh5kqw/storytelling-with-data-cole-nussbaumer-knaflic-pdf-3r2gfy5p>

# Article summary:

1. Storytelling with Data is a guide for business professionals on effective data visualization.

2. The book emphasizes the importance of context, choosing effective visuals, and avoiding clutter.

3. The author, Cole Nussbaumer Knaflic, has worked with data-driven organizations and created a practical guide to extracting signal from noise in data communication.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

As a guide for business professionals, Cole Nussbaumer Knaflic's "Storytelling with Data" aims to help readers effectively communicate data through visualization. The book covers topics such as the importance of context, choosing effective visuals, and thinking like a designer.

The foreword by Laszlo Bock, SVP of People Operations at Google, praises Knaflic's ability to distill complex messages into clear and concise imagery. However, it is important to note that Bock has a personal connection to Knaflic as she was a member of his team at Google. This potential bias should be considered when evaluating his endorsement of her work.

The book itself appears to be well-researched and provides practical advice for those looking to improve their data visualization skills. However, some may argue that the focus on storytelling and design could overshadow the importance of accuracy in data representation.

Overall, "Storytelling with Data" seems to offer valuable insights for business professionals looking to effectively communicate data through visualization. However, readers should approach the book with a critical eye and consider potential biases in endorsements or claims made within the text.

# Topics for further research:

* Importance of accuracy in data visualization
* Best practices for choosing effective visuals in data communication
* Techniques for distilling complex messages into clear and concise imagery
* Examples of successful data storytelling in business contexts
* The role of data visualization in decision-making processes
* Strategies for presenting data to non-technical audiences

# Report location:

<https://www.fullpicture.app/item/2e1079abb33eebbee10c67ff2c4933e8>