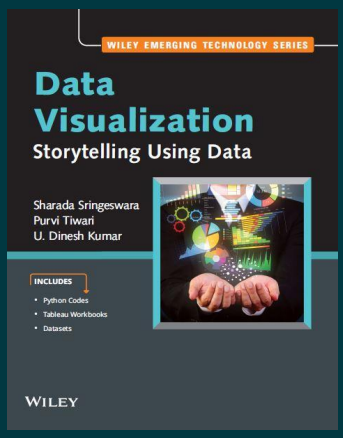
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Data Visualization: Storytelling Using Data

By Sharada Sringeswara, Purvi Tiwari, U. Dinesh Kumar

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Description

Data Visualization: Storytelling Using Data explains data insights through visuals and show how to make them compelling and comprehensible through a series of realworld examples. It provides a roadmap that covers everything from understanding “why data visualization and storytelling are important” to learning “how to visualize data and communicate it to an audience effectively”. This book attempts to provide students and industry professionals with a practical method for mastering data storytelling skills.

About the Author

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Sharada Sringeswara is an adjunct faculty member at the Indian Institute of Management Bangalore – Data Centre and Analytics Lab (IIMB–DCAL) and Associate Partner at Acuver Consulting Private Limited. Currently She is a seasoned analytics executive with hands-on and leadership experience in building business models with an understanding of the digital technology landscape.

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Summary

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