

Effective Data Visualization: The Right Chart for the Right Data

By Stephanie D. H. Evergreen

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Written by sought-after speaker, designer, and researcher Stephanie D. H. Evergreen, **Effective Data Visualization** shows readers how to create Excel charts and graphs that best communicate data findings. This comprehensive how-to guide functions as a set of blueprints—supported by research and the author's extensive experience with clients in industries all over the world—for conveying data in an impactful way. Delivered in Evergreen's humorous and approachable style, the book covers the spectrum of graph types available beyond the default options, how to determine which one most appropriately fits specific data stories, and easy steps for making the chosen graph in Excel.

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Editorial Review

Review
This text brings data visualization in to the twenty-first century. It is a definitive guide for students and practitioners in presenting data with clarity and lucidity.
(David Boyns)

Very approachable writing style, clear examples and instructions make this a “must-have” for anyone who has to present data. (Thomas Cappaert)

I love this book. It opened me up to so many possibilities that I didn’t know existed in Excel. The author really helps you build these skills though thoughtful exercises. She uses her real-world experience to open the “black-box” behind graphing techniques. I can’t wait to use these skills for my next batch of research projects. The competition at the professional conferences will be amazed by our ninja skills. (John O. Elliott)

This run-to-read and easy-to-use book can boost your visual presentation by making it right to the point! (Shun-Yung Kevin Wang)

Effective Data Visualization sets a new standard for the practical presentation data using Excel. It provides impressive graphics and hands on details on when and how to present them to various audiences. Any instructor who works with students seeking an advanced professional degree should consider adopting this text.

(Brian Frederick)

This book is an excellent guide for creating innovative and intentional graphics that can frequently speak for themselves. Stephanie not only shows you how to create visually appealing charts and graphics, but she also explains why it matters.

(Mindy Hightower King)

About the Author

Dr. Stephanie Evergreen is an internationally-recognized speaker, designer, and researcher. She is best known for bringing a research-based approach to helping researcher better communicate their work through more effective graphs, slides, and reports. She holds a PhD from Western Michigan University in interdisciplinary evaluation, which included a dissertation on the extent of graphic design use in written research reporting. Dr. Evergreen has trained researchers worldwide through keynote presentations and workshops, for clients including Time, Verizon, Head Start, American Institutes for Research, Rockefeller Foundation, Brookings Institute, and the United Nations. She is the 2015 recipient of the American Evaluation Association’s Guttentag award, given for notable accomplishments early in a career. Dr. Evergreen is co-editor and co-author of two issues of *New Directions for Evaluation* on data visualization. She writes a popular blog on data presentation at StephanieEvergreen.com. Her books *Presenting Data Effectively, first edition*, and *Effective Data Visualization*, both hit #1 on Amazon bestseller lists.

Users Review

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