



Data Fluency: Empowering Your Organization with Effective Data Communication

Zach Gemignani, Chris Gemignani, Richard Galentino, Patrick Schuermann

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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 links to bonus content at juiceanalytics.com
- Written by well-known and highly esteemed authors in the data presentation community

Data Fluency: Empowering Your Organization with Effective Communication focuses on user experience, making reports approachable, and presenting data in a compelling, inspiring way. The book helps to dissolve the disconnect between your data and those who might use it and can help make an impact on the people who are most affected by data. Use *Data Fluency* today to develop the skills necessary to turn data into effective displays for decision-making.

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Regina Nichols:

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Mark Klein:

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