Better data visualizations

Seeking to “expand your graphic literacy and put more graphs in your toolbox,” Schwabish presents 80 graphs organized into categories including time, relationships, and qualitative data in this book which also covers the basic principles of effective data visualization. He also showcases the benefits of applying consistent color palettes, typography, table layouts, and more using the data visualization style guides of Eurostat, Urban Institute, *Dallas Morning News*, Washington Post, Gapminder, the *Texas Tribune* for chapter figures.This book will help you select the best graph for your data and audience.

Data visualization in Excel

A companion to his successful Better Data Visualizations: A Guide for Scholars, Researchers, and Wonks, Schwabish shows Excel remains a powerful tool for visualizing data. In each chapter, users can find detailed instructions for building almost 30 additional graphs outside of Excel’s default graph library. From the simple heatmap to the more advanced Marimekko chart, this book will help you create more colorful, effective data visualizations for your audience.

Effective data visualization

all while Schwabish shows you how to effectively show the data, reduce the clutter, and integrate graphics with text.

Organized to help you choose the right chart for your data story,

Evergreen’s *Effective Data Visualization: the Right Chart for the Right Data* provides detailed instructions for constructing and then formatting Excel graphs that inspire conversations and support decision-making. A fun ninja rating scale helps you to determine how challenging it may be to create each graph