Bibliography

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley. [https://ebookcentral.proquest.com/lib/biblitesm/detail.action?docID=4187267Links to an external site.](https://ebookcentral.proquest.com/lib/biblitesm/detail.action?docID=4187267)

Milligan, J. N. (2019). *Learning Tableau 2019: Tools for Business Intelligence, data prep, and visual analytics* (3rd ed.). Packt.  [https://learning.oreilly.com/library/view/learning-tableau-2019/9781788839525/?sso\_link=yes&sso\_link\_from=ITESMLinks to an external site.](https://learning.oreilly.com/library/view/learning-tableau-2019/9781788839525/?sso_link=yes&sso_link_from=ITESM)

Ryan, L. (2016). *The visual imperative: creating a visual culture of data discovery*. Morgan Kaufmann. [https://learning.oreilly.com/library/view/the-visual-imperative/9780128039304/?sso\_link=yes&sso\_link\_from=ITESMLinks to an external site.](https://learning.oreilly.com/library/view/the-visual-imperative/9780128039304/?sso_link=yes&sso_link_from=ITESM)

Wexler, S., Shaffer, J., & Cotgreave, A. (2017). *The big book of dashboards: visualizing your data using real-world business scenarios*. Wiley. <https://ebookcentral.proquest.com/lib/biblitesm/detail.action?docID=4850323>