# Visualize IT: Designing Data Stories in Information Technology & Security

# Preface

## Purpose of This Book

# Chapter 1: The Power of a Story

## Examples of Storytelling

### Capacity planning

### Creating an incident narrative

### Effectively assessing and communicating risk

## Tools of the Trade

### The most valuable tool

### The rest of the toolbox

# Part 1: Finding the Story Chapter 2: Learning data analysis in 2 easy steps

Intro: saying “learning” is a misnomer because if you are capable of reading this, we may assume you’ve made it through kindergarten (or the equivalent) and you’ve learned two things: buckets and counting. It’s the 80/5 rule, 80% of the way there with 5% of the effort (it should be the 80/20 rule, but bucket and counting is way easier then 20% of the effort). something around “abc123”

## Filling buckets

If we want to get fancy, it’s called “categorical data” and can get a lot more complicated then just “filling buckets” but remember we want to focus on bang for the buck here. -- ordered categories (high, medium, low), contingency table (can we sneak in the creation of a contingency table and say “congrats, you just created something with a fancy label”)

## Counting in the Bucket

## Listening to Feedback

### Lying with (and without) Statistics

(stuff I’ve written already for ch 2) start with the famous quote about “lying with statistics” <http://felstat.blogspot.com/2009/09/its-easier-to-lie-without-statistics.html>

<http://en.wikiquote.org/wiki/Statistics>

<http://en.wikipedia.org/wiki/Frederick_Mosteller>

### Lying with Data: (we are not covering this, this is a warning)

1. Inferring more from the data then we should (“this is representative” instead of “this represents what we’d see on this segment of the network three days before the end of the quarter”) - anecdotes fit here - bias of online medical stories.
2. seeing patterns in the data as significant, “this rose 2 points, change is happening” (underlying: variability and randomness)
3. not seeing the patterns in the data (most people see this as the problem with data, right?)

## Diagnosing & treating analutophobia

## The role of visualization in data analysis

Chapter 2 should be about an intro to stats (and how easy bucket and counting is) and anulotophobia

Chapter 3 is pitalls (lying with….)

outlining goals and tools, etc.

the culture thing: there are people that are going to rail against analytics:

always demand data, back up decisions, but that’s a way to bully since people may not have it or

planning for analytics: you may be asked to deliver X, you’ll need the data sources, the tools to parse the data and clean it, got the data in the right format, accessible and some type of visualization planned.