Duke

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Week 4

Data Visualization and Communication with Tableau

Week 4
Discuss the topic here.
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Your Communication Toolbox: Visualizations, Logic, and Stories

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Welcome to week 4! This week you will become a master at getting people to agree with your data-driven business recommendations as you learn to deliver a compelling business presentation. You'll learn about the insight from the intersection of visua...

▾ **More**

Visualization Science

▶ **Video:** Using Visualization Science to Influence Business Decisions   3 min   [Resume]

Storyboarding Your Data Story

▶ **Video:** The Storyboarding Hourglass   5 min

▶ **Video:** Making Your Data Story Come Alive   9 min

▶ **Video:** Storyboarding Your Presentation   6 min

Stress-testing Your Story

▶ **Video:** The Best Stress-Testers are Teams   3 min

▶ **Video:** Overgeneralization and Sample Bias   5 min

▶ **Video:** Misinterpretations Due to Lack of Controls   3 min

▶ **Video:** Correlation Does Not Equal Causation   6 min

▶ **Video:** How Correlations Impact Business Decisions   8 min

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Tools for Conveying Your Data Story

▶ **Video:** Choosing Visualizations for Story Points   7 min

▶ **Video:** The Neuroscience of Visual Perception Can Make or Break Your Visualization   3 min

▶ **Video:** Misinterpretations Caused by Colorbars   4 min

▶ **Video:** Visual Contrast Directs Where Your Audience Looks   8 min

▦ **Reading:** Week 4 Additional Resources: Designing and Delivering an Effective Business Presentation   45 min

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Putting Compelling Data Visualizations into Persuasive Business Presentations

▶ **Video:** Formatting Slides to Communicate Data Stories   8 min

▶ **Video:** Formatting Presentations to Communicate Data Stories   5 min

▶ **Video:** Delivering Your Data Story   5 min

Quiz and Feedback

▤ **Quiz:** Week 4 Quiz   16 questions   Due Sep 28, 1:59 AM CDT

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