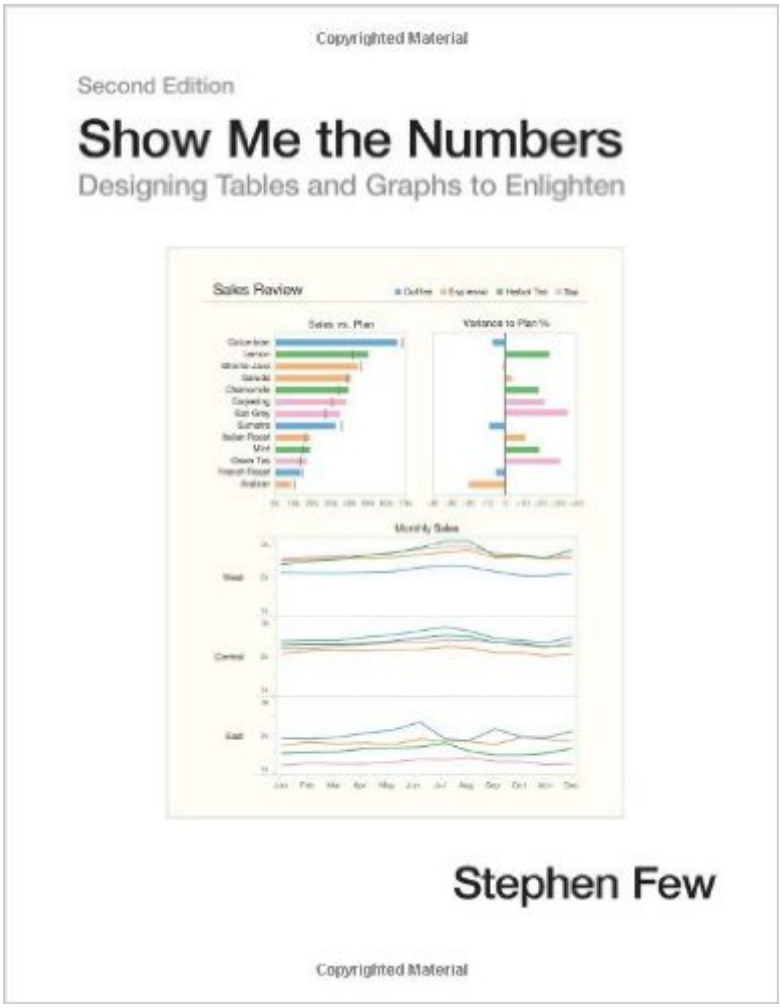
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Show Me The Numbers: Designing Tables And Graphs To Enlighten



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Synopsis

Most presentations of quantitative information are poorly designedÃ¢â ¬â •painfully so, often to the point of misinformation. This problem, however, is rarely noticed and even more rarely addressed. We use tables and graphs to communicate quantitative information: the critical numbers that measure the health, identify the opportunities, and forecast the future of our organizations. Even the best information is useless, however, if its story is poorly told. This problem exists because almost no one has ever been trained to design tables and graphs for effective and efficient communication. Show Me the Numbers: Designing Tables and Graphs to Enlighten is the most accessible, practical, and comprehensive guide to table and graph design available. The second edition of Show Me the Numbers improves on the first by polishing the content throughout (including updated figures) and adding 91 more pages of content, including: 1) A new preface; 2) A new chapter entitled "Silly Graphs That Are Best Forsaken," which alerts readers to some of the current misuses of graphs such as donut charts, circle charts, unit charts, and funnel charts; 3) A new chapter about quantitative narrative entitled "Telling Compelling Stories with Numbers"; and 4) New appendices entitled "Constructing Table Lens Displays in Excel," "Constructing Box Plots in Excel," and "Useful Color Palettes."

Book Information

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Customer Reviews

Stephen Few is the founder of the consultancy Perceptual Edge. He speaks, teaches, and consults around the world and writes the quarterly Visual Business Intelligence Newsletter. He is also the

author of Information Dashboard Design: Displaying Data for At-a-Glance Monitoring, Now You See It: Simple Visualization Techniques for Quantitative Analysis, and Signal: Understanding What Matters in a World of Noise.

At first I loved this book. I felt like I was getting the hard fast rules of Data Viz in no uncertain terms. About 2/3 of the way through I hated this book. I felt like I was only getting rules of Data Viz. About 3/4 of the way through, I loved this book. I felt like I had learned the rules, so now I can break them on purpose and be able to explain the reason why.Thank you, Stephen Few for all of your guidance and input, you make the community of Data Viz a better place.

For someone like me, a programmer interested in creating better user interfaces, this is a really good book. I have no formal training in creating better visual displays, and this book has helped me understand decent graph layout. I've read the Tufte books, and while I really like them, they are often more qualitative than quantitative (no pun intended) in their descriptions. This book spells out how to make a good table based on the type of data, the number of fields being used, the relationship of the fields, etc. It's very hands on and very usable. My one complaint is I think he strays too far in to the cognitive aspect of how we see and understand data than he needs to given the focus of this book.

Fact based decision making is the norm in business today. However, to drive fact-based decisions, executives need to be able to tell persuasive stories using data. This book is THE go-to resource for designing easy and elegant tables and graphs. It is for business presentations what Garr Reynolds' Presentation Zen is to TED Talks and keynotes.Despite having the heft of a textbook or coffee table book, this book is a fast, fun, and visual read. The author clearly had fun writing it and I appreciated that he expressed strong opinions about the dos and don'ts of business presentation design. All recommendations are supported by compelling before & after graphics.Finally, I appreciated the author's references to the designers that came before him. He translated the artful Edward Tufte into practical business application and he modernized the McKinsey-esque insights of Gene Zelazny.If you read the book cover to cover as I did, then you will notice a very small degree of redundancy. However, I suspect most readers will use this as a reference guide in which case those refreshers are extremely helpful.

This is a beautifully designed, easy-to-understand book that you could sit down and read straight

through, or use as a textbook (it has lots of exercises), or as a reference book (very thorough and well organized). I borrowed it from the library and liked it so much I got my own copy. The examples are taken from the business world, but the principles apply equally to other kinds of writing. (I'm an editor working primarily on academic texts, and I'd recommend it unhesitatingly to clients or colleagues.) The style is engaging. The examples are easy to follow. The layout is just gorgeous. A keeper!

Based on the Personal MBA I picked up this book with the expectation that I might learn a few tricks about making graphs and tables for reports I produce. Little did I know that this book would open my eyes to a new way of thinking about reports.The book is laid out in a way that discusses--The basics of building a table and graph--The physical process of seeing and recognizing objects--Advanced concepts behind tables and graphs.Few admits to trying to make the book sound like a teacher speaking with a student and includes exercises. In fact the final section of the book is dedicated to testing your knowledge on several examples. They're interesting, but the book is more of a reference book and I would keep it on my desk - which would be more useful than trying to commit everything to memory.

Few walks his talk. This is now my go-to guide for figures and tables. The book itself exemplifies the very ideas he is conveying.I purchased this as a textbook for an organizational communication class and now question the efficacy of such a class that does not make use of this book.

We provide training courses on the best practices of data visualization and provide this book to all participants in our course. This book is an exceptional resource for anyone trying to up their game in displaying data in a manner that clear, compelling, and correct.

I am thoroughly enjoying reading this book and I highly recommend it to anyone who has occasion to present quantitative information.I really like the way the author thinks about and then presents the subject matter. The book is also a delight to interact with -- it's obvious much thought went into the layout.I spent most of a gorgeous summer weekend sitting in the yard reading this book -- it is that good :)

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