

# Data Visualization Resources

*Recommended by Kate McEnroe*

I've invested quite a bit in my own data visualization education - here are some resources I can recommend if you are looking for generic training.

If you want to move straight to applying principles and techniques to your economic development presentations and proposals, that's where I come in, let's talk.

## Stephanie Evergreen - Evergreen Data

In addition to a blog frequently featuring how-tos and more detailed books, Evergreen offers periodic access to the Evergreen Data Academy. For a \$1750 you get unlimited lifetime access to on-line "office hours", exclusive material released each month, and a community forum. She also includes templates suitable for use in Excel as well as R code for a variety of types of graphs, and now Tableau, Power BI, and Google. (This is a change from the previous annual fee that cut off access at the end of the year.)

Web site: <http://www.stephanieevergreen.com/>  
Books: *Effective Data Visualization: The Right Chart for the Right Data*  
*Presenting Data Effectively: Communicating Your Findings for Maximum Impact*  
*Storytelling with Data: A Data Visualization Guide for Business Professional*

## Visual Capitalist

This site is all about design inspiration AND some great content related to all kinds of economic data

Web site: <http://www.visualcapitalist.com/>  
Book: *Visualizing Change* is frequently out of stock, but check the website

## Ann K. Emery - Depict Data Studio

She specializes in Excel makeovers and has a combination of free and paid classes. There's great information on her blog on a regular basis, and the paid courses, which currently run about \$997 for lifetime access, include live office hours.

Web site: <http://www.annkemery.com/>

*Want to skip the classes and start executing?*

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## David McCandless - Information is Beautiful

McCandless is now writing software, but the web site still publishes great visualizations and runs contests. He periodically offers live workshops - I took one in New York and found it very helpful. His focus is on good design principles. Pre-recorded training workshops are now available through the website for \$149. His book is a visual treat

Web Site: <http://www.informationisbeautiful.net>  
Books: Knowledge Is Beautiful  
Visual Miscellaneum

## Stephen Few - Perceptual Edge

Stephen Few has written hefty books, similar to textbooks, but are helpful because for the most part, particularly in Show Me the Numbers; they are grounded in using Excel without the need to learn another software or programming language. Information Dashboard Design is a helpful primer on what a dashboard really is, which is helpful now that the term has become fashionable and its original meaning has become adulterated. His website is not largely an archive and he no longer offers workshops but there is an interesting section on visualizations gone wrong and how to fix them, as well as sporadic blog updates

Web Site: <https://www.perceptualedge.com/about.php>  
Books: Now You See It: Simple Visualization Techniques for Quantitative Analysis  
Show Me the Numbers: Designing Tables and Graphs to Enlighten Information  
Dashboard Design: Displaying Data for At-a-Glance Monitoring  
Signal: Understanding What Matters in a World of Noise

## Edward Tufte

Tufte is one of the OG's of data visualization. The first workshop I ever took was conducted by him, and everyone who attended then (and now) get's a little briefcase with 5 of his books. They are pretty academic, and he's more about design principles than making it easy to execute in common office programs. His course is now available online for \$249 (with the books). For someone who specializes in data visualization, his website is a mess, but he has some interesting historic visualizations to share

Web Site: <https://www.edwardtufte.com/tufte/>  
Books: The Visual Display of Quantitative Information  
Envisioning Information  
Beautiful Evidence  
Visual Explanations: Images and Quantities, Evidence and Narrative

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## DataWrapper

This is a service targeted for use by journalists who want to create maps and charts on line, then embed them in their work. The full subscription is super expensive, but there is a free version. Even better, the resources section has some great "how to" and "what not to do" articles

Web site: <https://www.datawrapper.de>

## From Data to Viz

This site has a decision tree to help you select the right kind of graphics, an encyclopedia of options, examples, and some great caveats at the bottom of the page that will address common dilemmas.

Web site: <https://www.data-to-viz.com/>

## Cole Nussbaumer Knaflic - Storytelling with Data

In addition to a book, there is are monthly challenges on the web site along with other free resources, and a paid community (\$399 per year) with additional benefits

Web Site: <http://www.storytellingwithdata.com/>

Book: Storytelling With Data

## Randy Krum - Cool Infographics

You'll find the book, along with nice examples and occasional appearances. Some of his talks are also on You Tube with the links on the site

Web Site: <http://www.coolinfographics.com/>

Book: Cool Infographics

## Mona Chalabi - check out her Instagram

She is a journalist who hand draws most of her visualizations - thought provoking and fun

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## **Albert Cairo**

A professor with a large following and the author of *How Charts Lie*, *The Truthful Art*, and others. Thought provoking - do you use his book to learn how to manipulate or to learn how to spot manipulation?

Web Site: <https://albertocairo.com/>

Books: *How Charts Lie*  
*The Truthful Art*

## **The Noun Project**

This site gives you access for \$40 per year to NounPro, which has over 1 million royalty free icons that can be customized as to color and are available as vector and non-vector files (meaning, you can resize them without losing detail)

Web Site: <http://www.thenounproject.com>

## **VizWiz: <http://www.vixwiz.com>**

This is the web site for a gentleman based in London who is "head coach" at the Information Lab Data school. He specializes in Tableau and Alteryx and regularly posts before and after makeovers.

## **Color Brewer: <http://www.colorbrewer2.org>**

This is a site that will help you choose color palettes, especially for mapping. You can see schemes for different types of data and can see if your scheme is printer friendly and color blind friendly

## **Coolers.co: <http://www.colors.co>**

This site also generates color schemes, and lets you start from using a color that may already be in your logo or style sheet

## **Contrast Checker: <https://contrastchecker.com>**

This site allows you (for free) to check and see if your color scheme provides sufficient contrast - can people really see your text against your background? What about the colorblind?

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