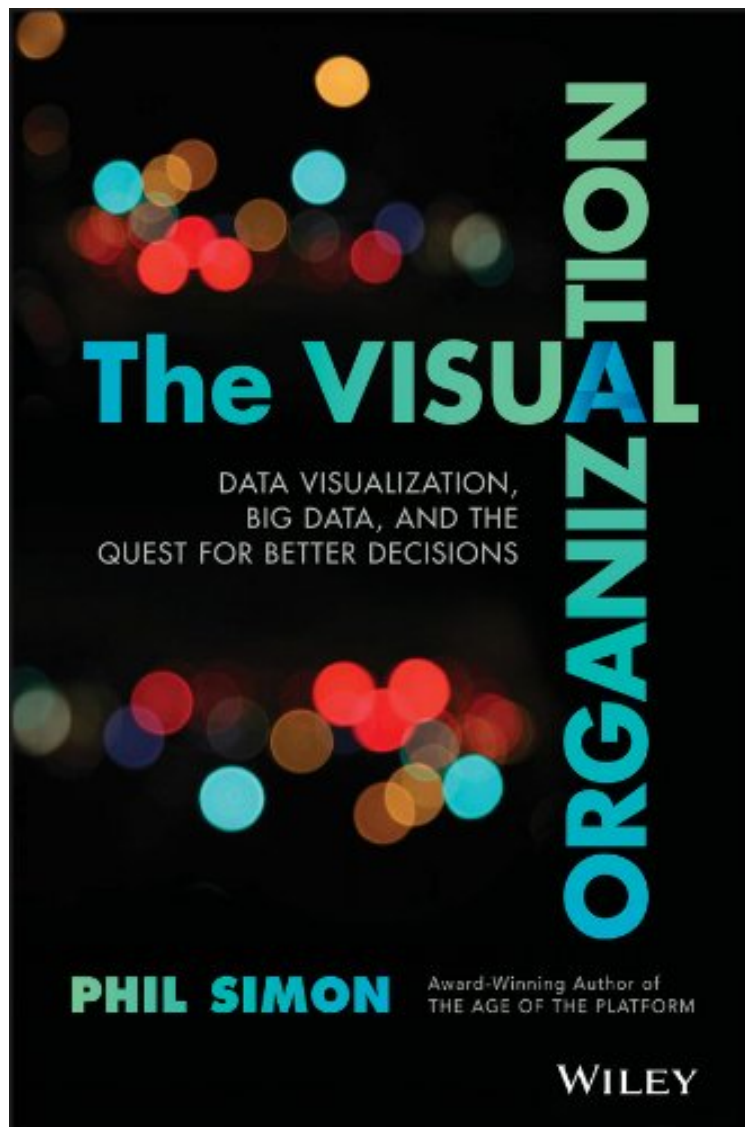


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## The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions (Wiley and SAS Business Series)

*Phil Simon*

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**Phil Simon : The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions (Wiley and SAS Business Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions (Wiley and SAS Business Series):

2 of 2 people found the following review helpful. A timely and useful resource on data visualization tools and

trends By Peter O'Kelly I was eager to read this book after reading a related Wired article written by Phil Simon ([...]). The book is a timely and useful resource for people seeking to understand data visualization tools and trends, along with reasons why they're important for organizations of all types. The book is relatively expensive -- \$28.50 for the Kindle edition, as I type this -- but it's a very well-structured and readable resource on a hot topic domain. 1 of 1 people found the following review helpful. A good roadmap for implementing data visualization By David F. The Visual Organization provides an overview of how to implement effective visualizations into your organization. If you are looking for a cookbook or a step-by-step guide on how to create visualizations, this is not the book. If you are interested in how visualizations have been used, what are some effective data visualizations and what tools are available, this is a great resource. For me, Chapter 8 which provides data tips and best practices for Building a Visualization Organization was the most valuable. Chapter 8 covers data, design, technology and management concerns in building effective data visualizations. I definitely recommend reading this book as a resource and as a high-level road-map for introducing data visualization into your organization. 7 of 8 people found the following review helpful. The real life of information visualization By Santiago Ortiz So far, published books about information visualization focused on the design results and gave few or none insight about how visualizations are actually being used. This is bad because we don't have the full story, we miss what is probably the most important information we need to know which visualization techniques and strategies are the good ones, and which the bad ones: the user feedback. Think on UX, product development and the lean methodology: we now understand that only researching on how a project is actually being used (in actual contexts, by actual users) we can know when there is real value on it. But in the infovis field we don't have that culture... maybe some have, there are exceptions for sure, but it's not yet represented in blogs or books. The formal way visualization methods are assessed is in experiments with control groups, that is: out of any possible real context. These tests mainly focus on perception and memory. But information visualization is a complex media, a communication channel, a new writing, a one that goes way beyond techniques to convey specific numeric values and help memorize them. Those approaches are equivalent to assess a book by the reading quality of its font. Yes, with a very bad font the book can be ruined and a reader won't understand, enjoy or memorize a thing; but you don't assess a book solely by the font it uses. Another metaphor: imagine evaluating a tennis player solely by her mental and physical conditions, but not taking into account her performance on the court! As a visualization professional, I was long expecting lecture material about the real life of visualization: how it's being used within organizations, which are the success and the failures cases, how complex a visualization should be in order to be innovative and compelling without generating fears, etc; I need that guide to help me delivering the best possible results to my clients. Phil Simon did the job: he knocked doors at several companies (not all opened) and made the right questions. The Visual Organization is a book that reveals at least two important facts: 1. companies, regardless of their size, need to incorporate data to survive, and visual tools could be of great help, if not required, 2. this is not an easy step: the market of data science and visualization tools is a mess, and a company needs to research a lot and probably try different solutions. The book is definitely of great help for a company that wants to become a visual organization: Phil describes four levels that serve as a map to make consistent steps towards that goal. I missed in the book more specific information. Except for a few remarkable cases, I was eager to know more about the specific visualization methods, how they work, how they were used, when they failed and succeeded and why. A book with such a degree of detail would be 1800 pages long, and, on another hand, the book provides you the necessary information to further investigation. I expect Phil will continue filling the hole in the water, and that others will follow his lead. Meanwhile, The Visual Organization is a must for visualization professionals that are concerned about how their projects perform in real life, and for companies that want to become more data(visual)-driven.

The era of Big Data as arrived, and most organizations are woefully unprepared. Slowly, many are discovering that stalwarts like Excel spreadsheets, KPIs, standard reports, and even traditional business intelligence tools aren't sufficient. These old standbys can't begin to handle today's increasing streams, volumes, and types of data. Amidst all of the chaos, though, a new type of organization is emerging. In The Visual Organization, award-winning author and technology expert Phil Simon looks at how an increasingly number of organizations are embracing new dataviz tools and, more important, a new mind-set based upon data discovery and exploration. Simon adroitly shows how Netflix, Autodesk, Twitter, eBay and other tech heavyweights use powerful data visualization tools to garner fascinating insights into their businesses. But make no mistake: these companies are hardly alone. Organizations of all types, industries, sizes are representing their data in new and amazing ways. As a result, they are asking better questions and making better business decisions. Rife with real-world examples and case studies, The Visual Organization is a full-color tour-de-force.

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