

# Class on : Data Storytelling

Instructor: Dr. Darshan  
Ingle



HI Y'ALL !!!



STARTING SOON

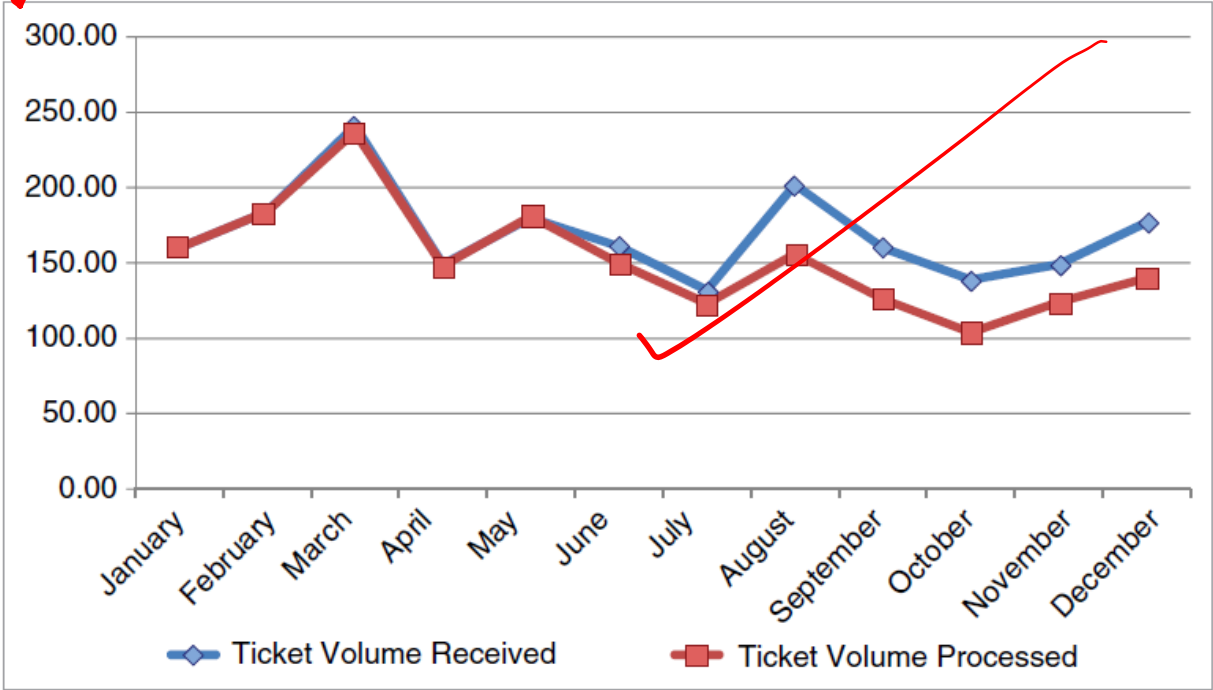
**clutter is your enemy!**

Cognitive load

Clutter

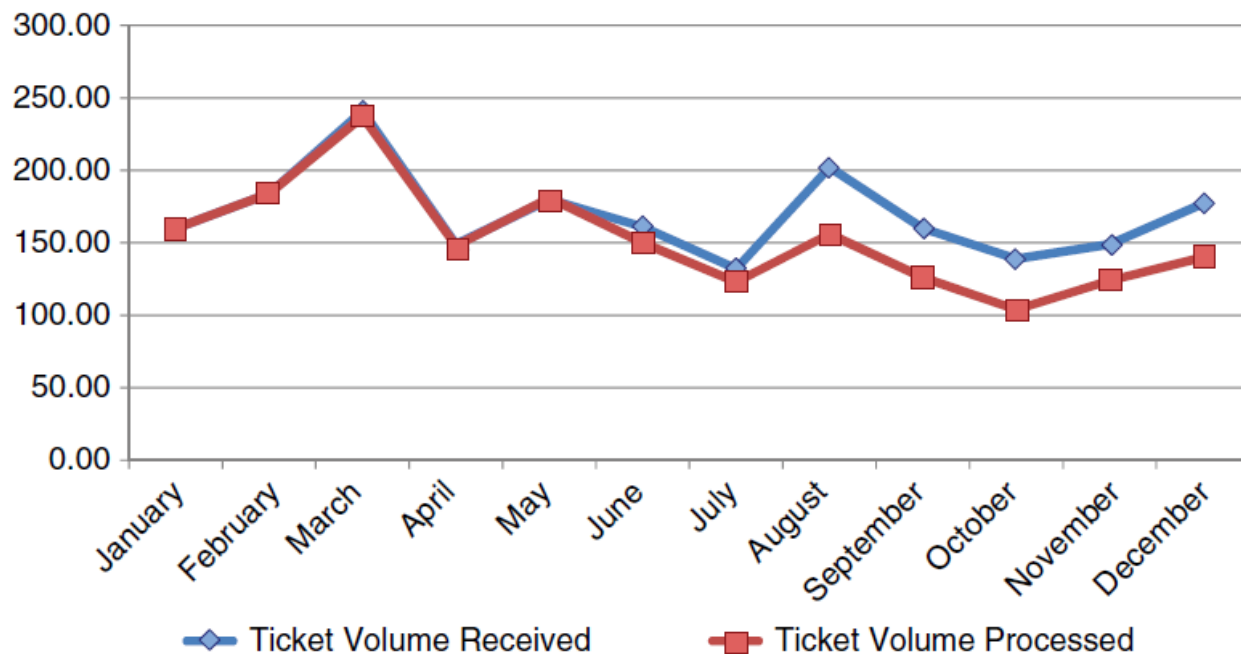
# Decluttering: step-by-step

Decluttering: step-by-step

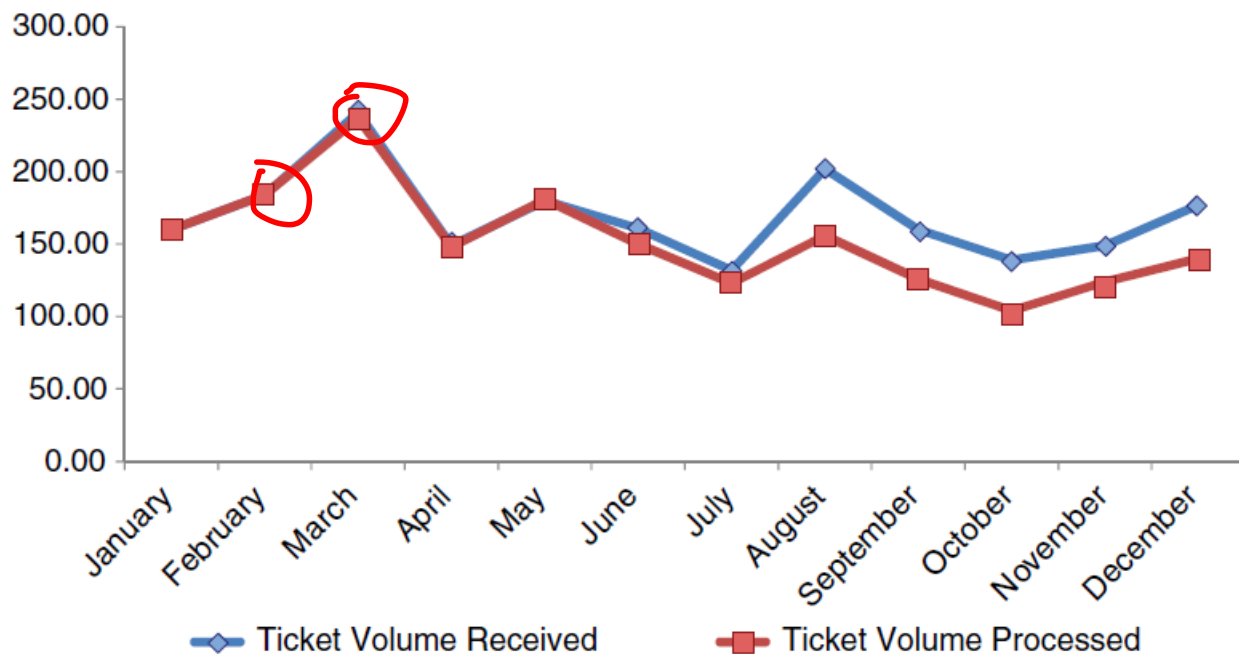


Original graph

## Decluttering: step-by-step: Remove chart border

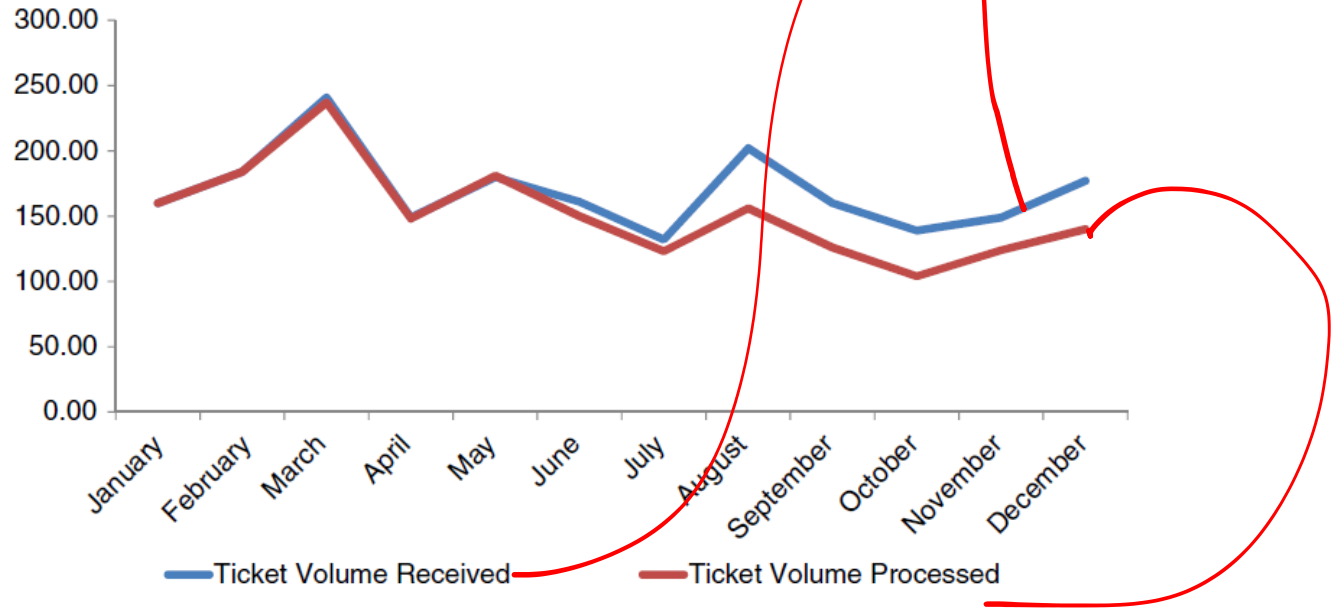


## Decluttering: step-by-step: Remove gridlines

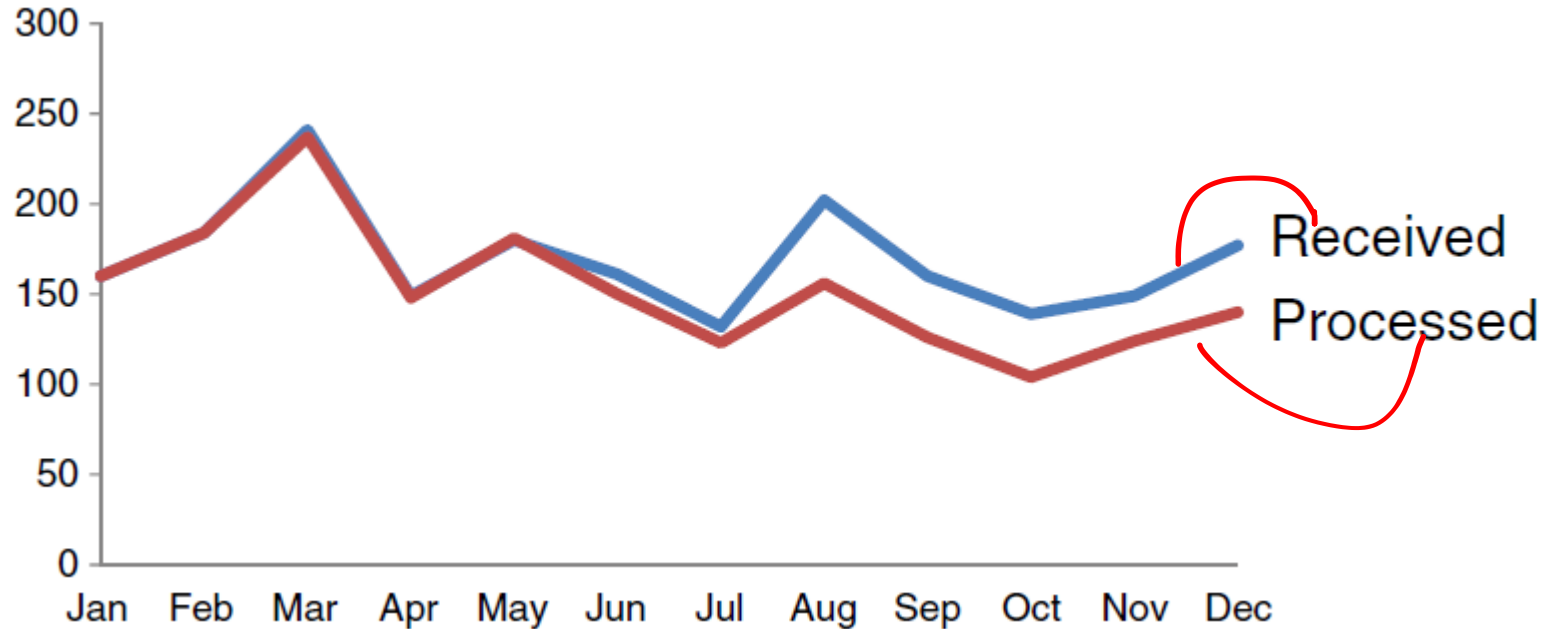




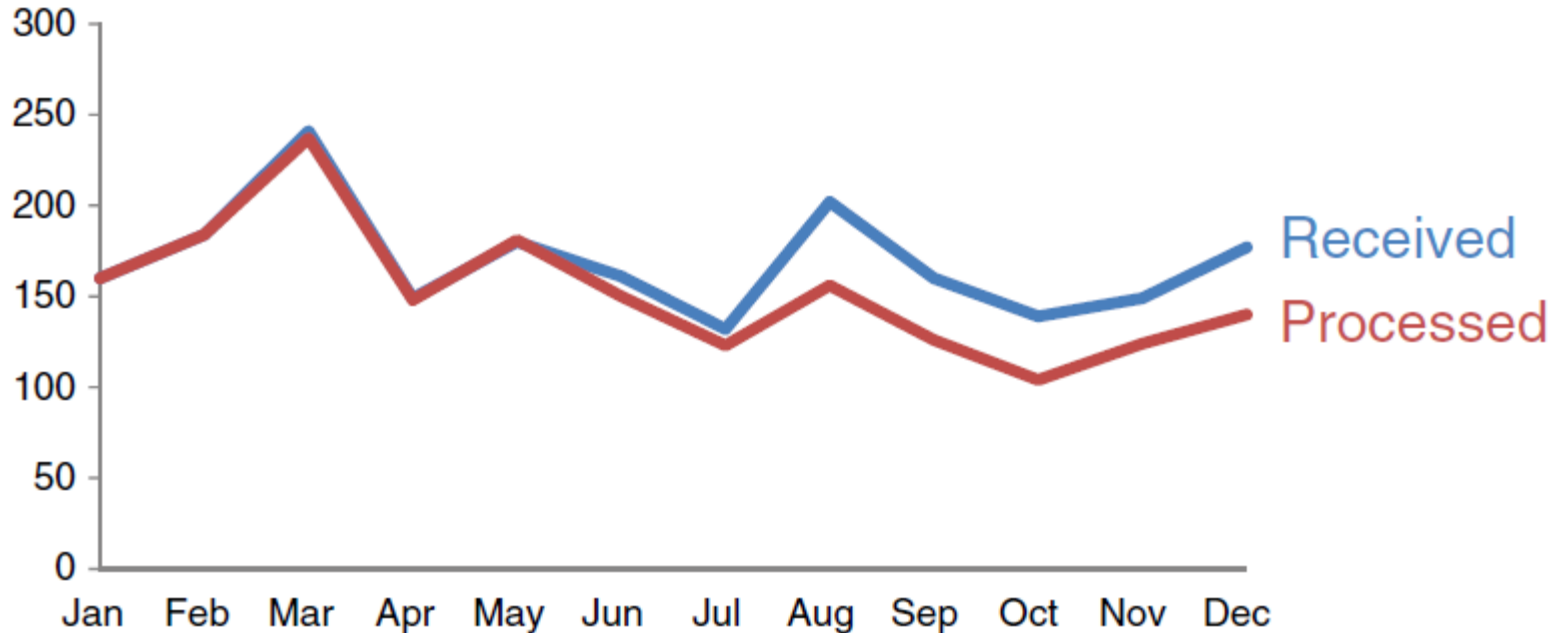
## Decluttering: step-by-step: Remove data markers

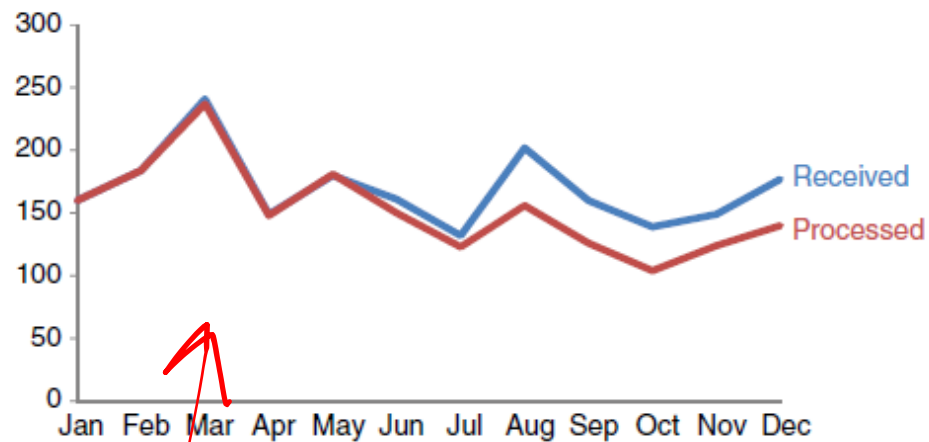
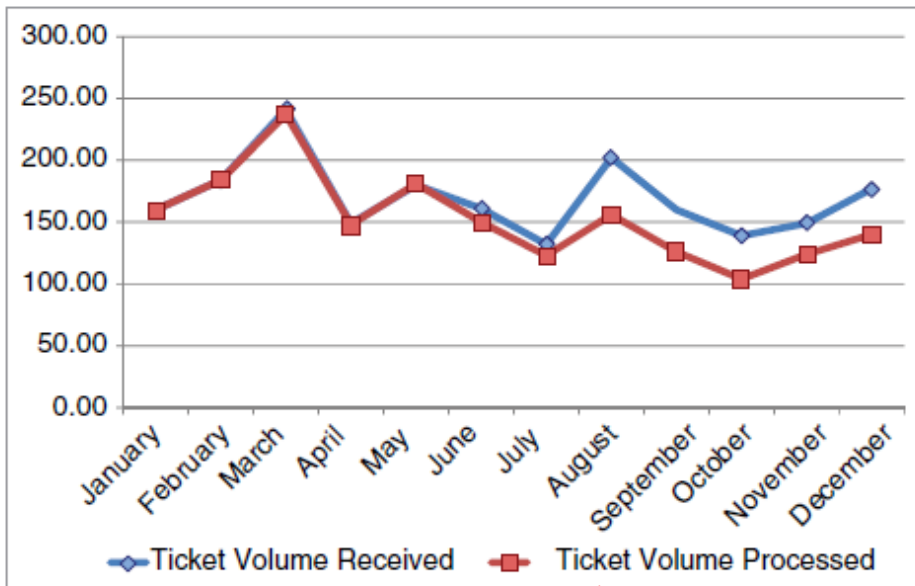


## Decluttering: step-by-step: Label data directly

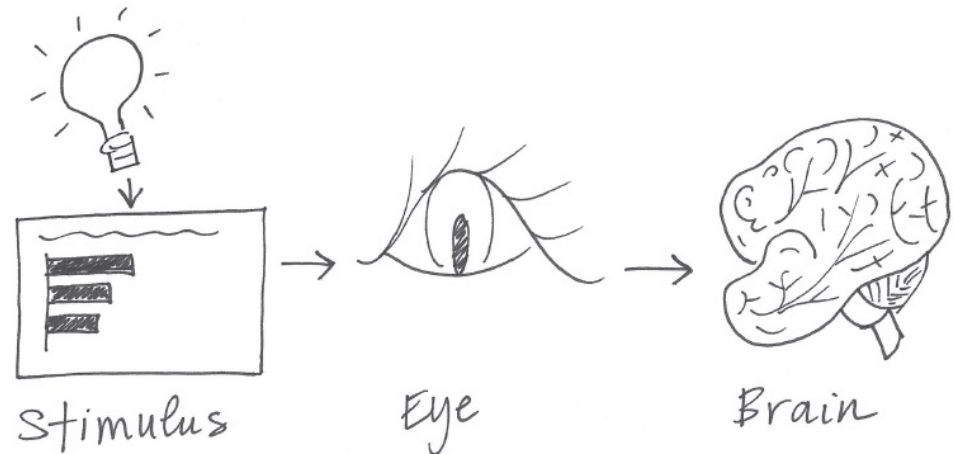


**Decluttering: step-by-step: Leverage consistent color** - make the data labels the same *color* as the data they describe. This is another visual cue to our audience that says, “these two pieces of information are related.”





You see with your brain



# A brief lesson on memory

Preattentive attributes signal where to look

756395068473

658663037576

860372658602

846589107830



Preattentive attributes signal where to look



756**3**9506847**3**

65866**3**0**3**7576

860**3**72658602

8465891078**3**0



## Preattentive attributes in text

### No preattentive attributes

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!



## Preattentive attributes in text

### Bold

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!

## Preattentive attributes in text

### Color

What are we doing well? Great Products. These products are clearly the best in their class.

Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.

You have a great company – keep up the good work!

## Preattentive attributes in text

### Italics

What are we doing well? Great Products. These products are clearly the best in their class.

*Replacement parts are shipped when needed.* You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.

You have a great company – keep up the good work!

## Preattentive attributes in text

### Size

What are we doing well? Great Products. These products are the best in their class. Replacement parts are shipped when needed. You sent gaskets

without me having to

ask.

Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!

## Preattentive attributes in text

### Separate spatially

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask.

Problems are resolved promptly.

Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!

## Preattentive attributes in text

### Outline (enclosure)

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!



## Preattentive attributes in text

### Underline (added marks)

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.

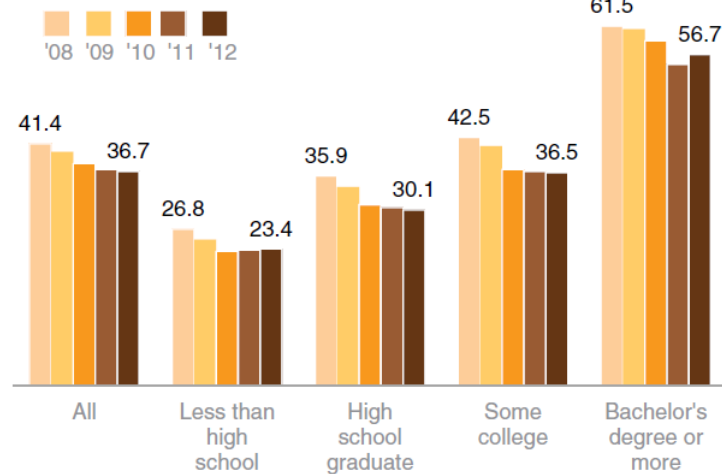
You have a great company – keep up the good work!



**Think like a designer**

## New Marriage Rate by Education

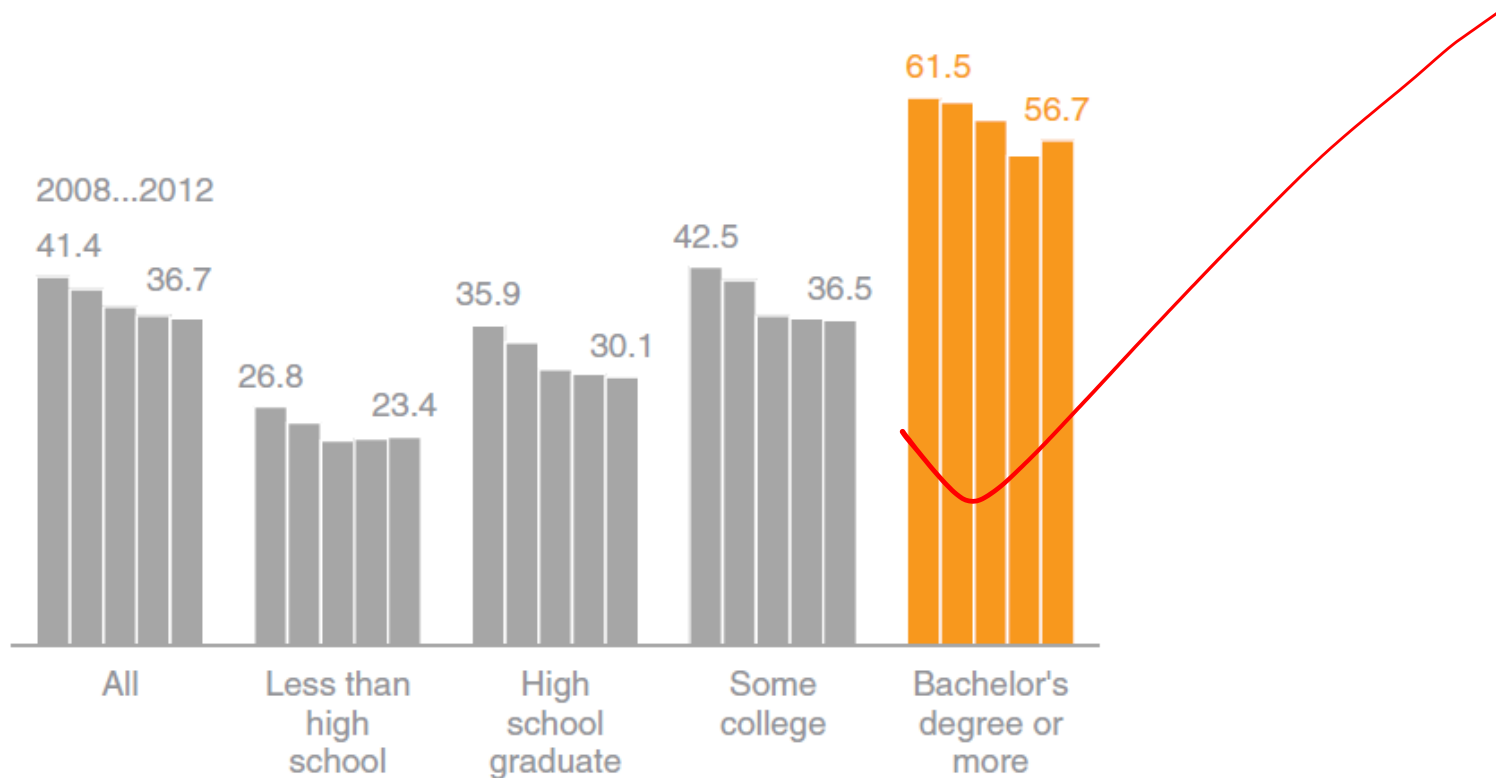
*Number of newly married adults per 1,000 marriage eligible adults*



Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

# New Marriage Rate by Education

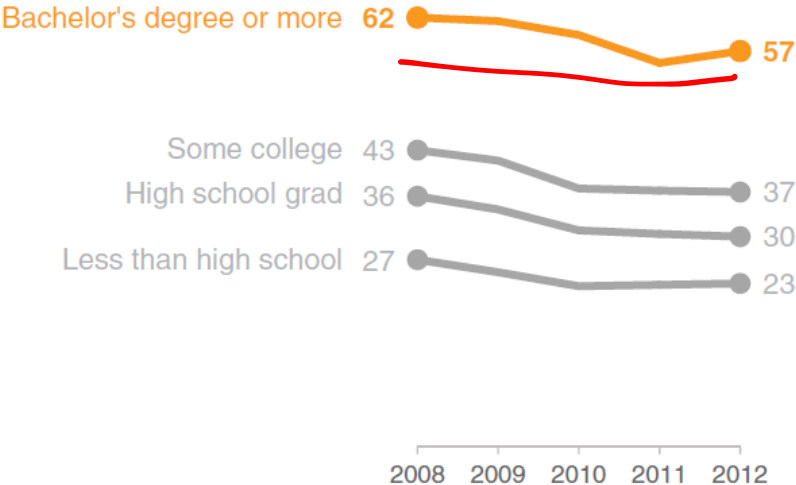
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# New marriage rate by education

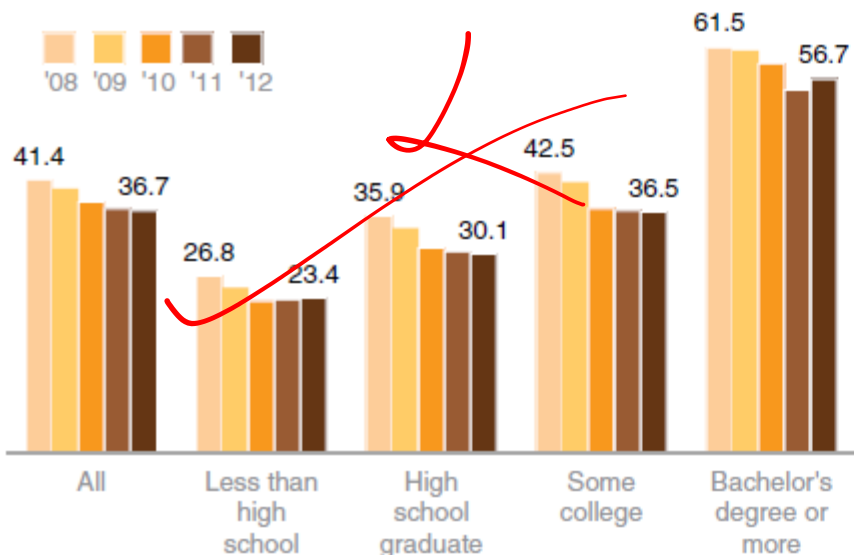
Number of newly married adults per 1,000 marriage eligible adults



Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

## New Marriage Rate by Education

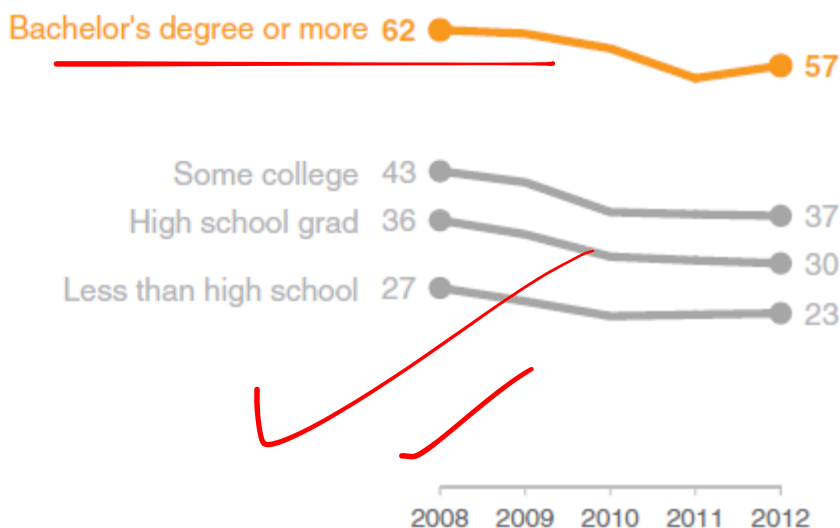
Number of newly married adults per 1,000 marriage eligible adults



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## New marriage rate by education

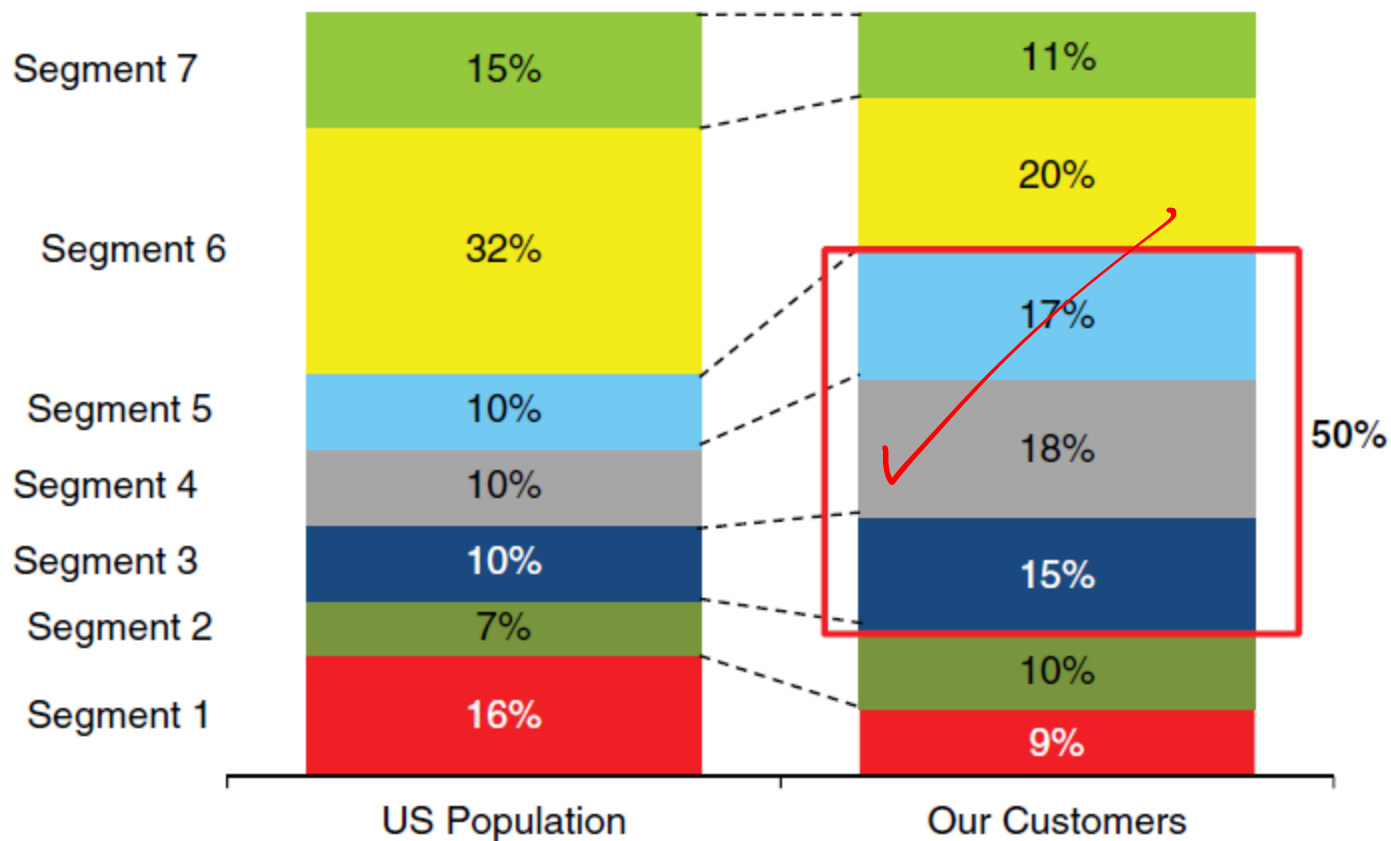
Number of newly married adults per 1,000 marriage eligible adults



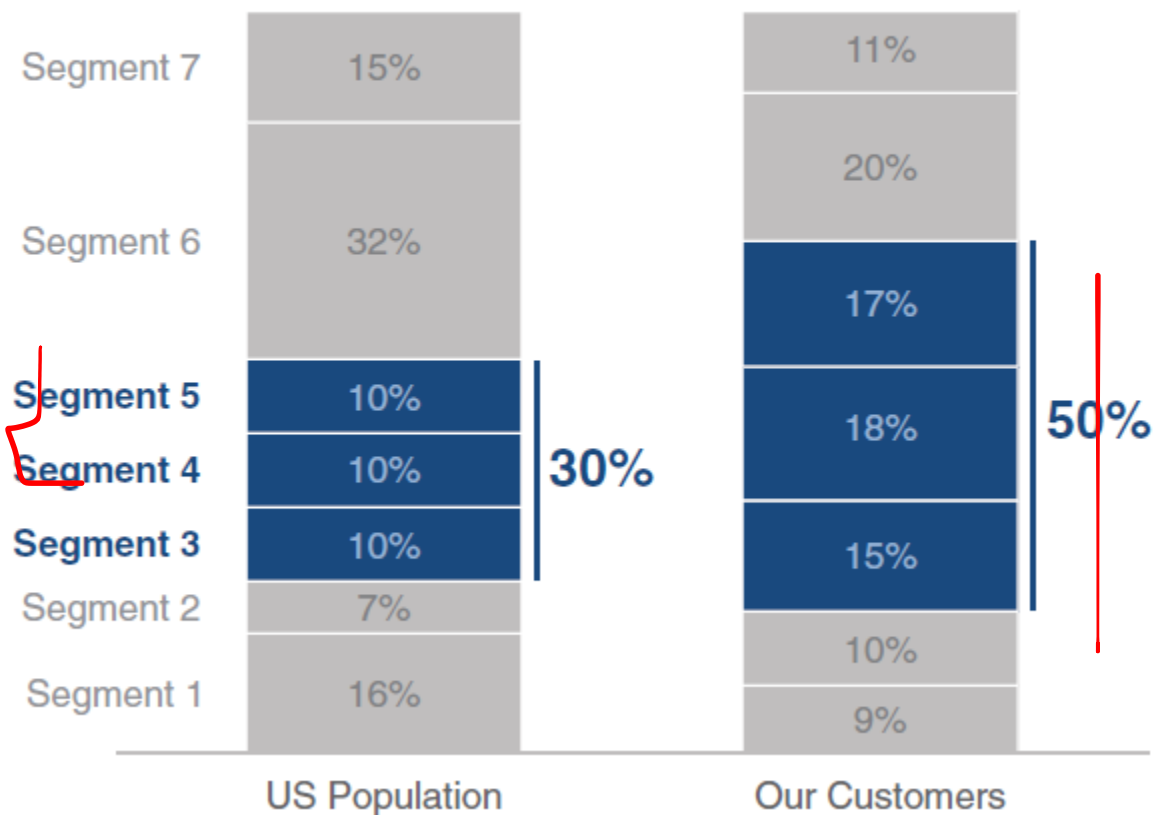
Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

By highlighting the important stuff and eliminating distractions, we've markedly improved this visual.

## Distribution by customer segment



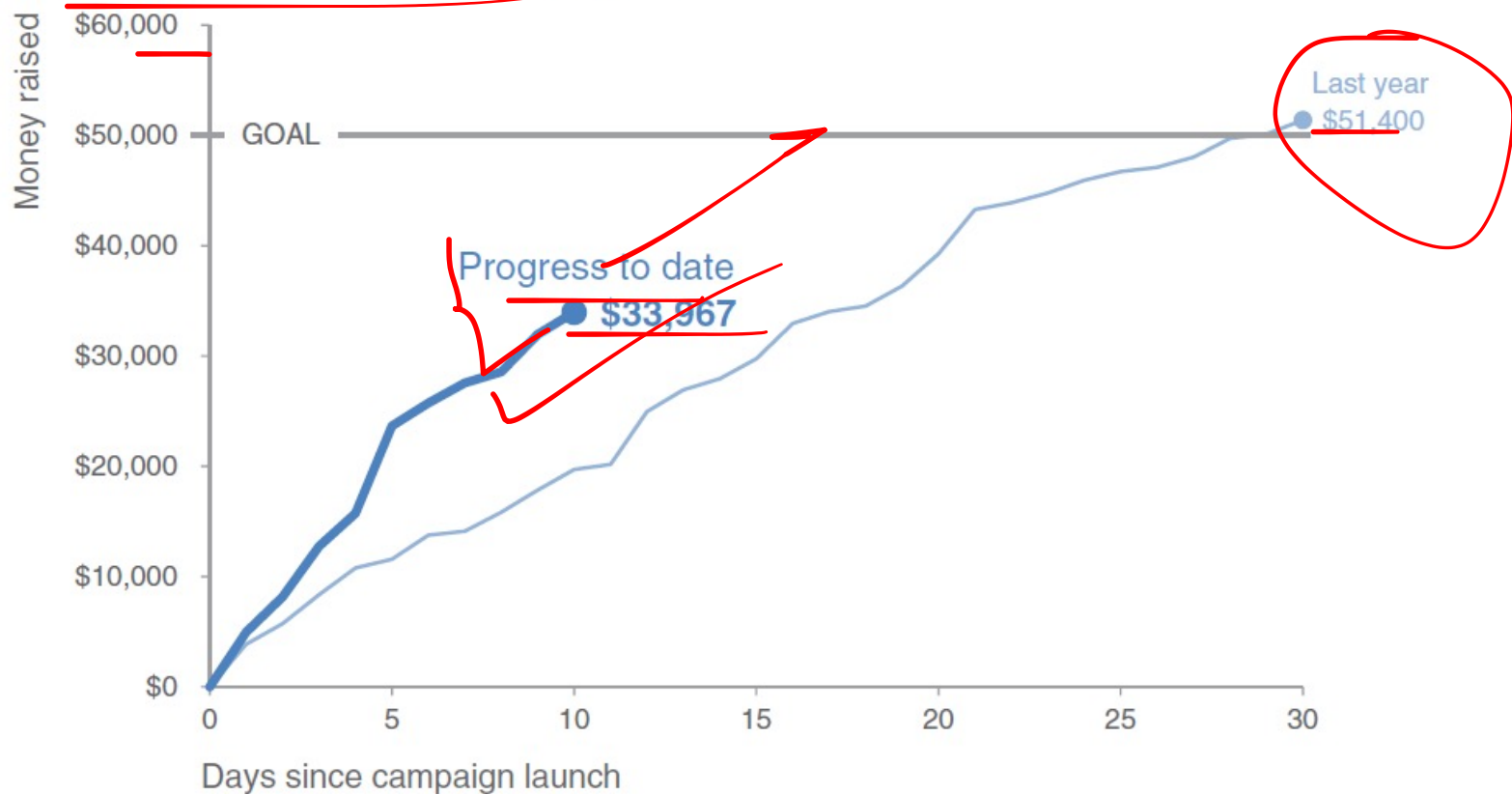
## Distribution by customer segment



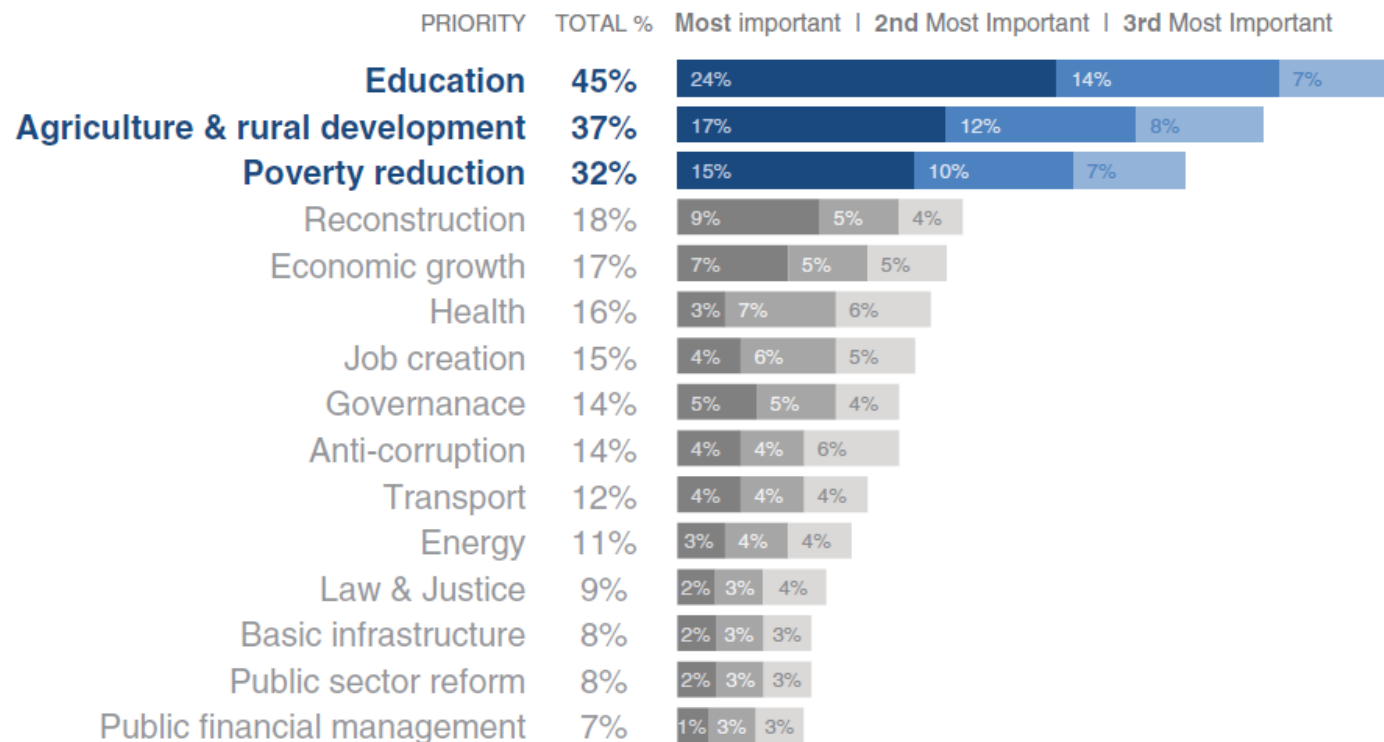
# Dissecting model visuals



# Annual giving campaign progress *dark grey*



## Top 15 development priorities, according to survey



N = 4,392. Based on responses to item, *When considering development priorities, which one development priority is the most important? Which one is the second most important priority? Which one is the third most important priority?* Respondents chose from a list. Top 15 shown.

# Lessons in Storytelling

1. Find a subject you care about. It is this genuine caring, and not your games with language, which will be the most compelling and seductive element in your style.
2. Do not ramble, though.
3. Keep it simple. Great masters wrote sentences which were almost childlike when their subjects were most profound. "To be or not to be?" asks Shakespeare's Hamlet. The longest word is three letters.
- \* 4. Have the guts to cut. If a sentence, no matter how excellent, does not illuminate your subject in some new and useful way, scratch it out.
5. Sound like yourself. I myself find that I trust my own writing most, and others seem to trust it most, too, when I sound most like a person from Indianapolis, which is what I am.
6. Say what you meant to say. If I broke all the rules of punctuation, had words mean whatever I wanted them to mean, and strung them together higgledy-piggledy, I would simply not be understood.
7. Pity the readers. Our audience requires us to be sympathetic and patient teachers, ever willing to simplify and clarify.

This advice contains a number of gems that we can apply in the context of storytelling. Keep it simple. Edit ruthlessly. Be authentic.

\* Don't communicate for yourself — communicate for your audience.

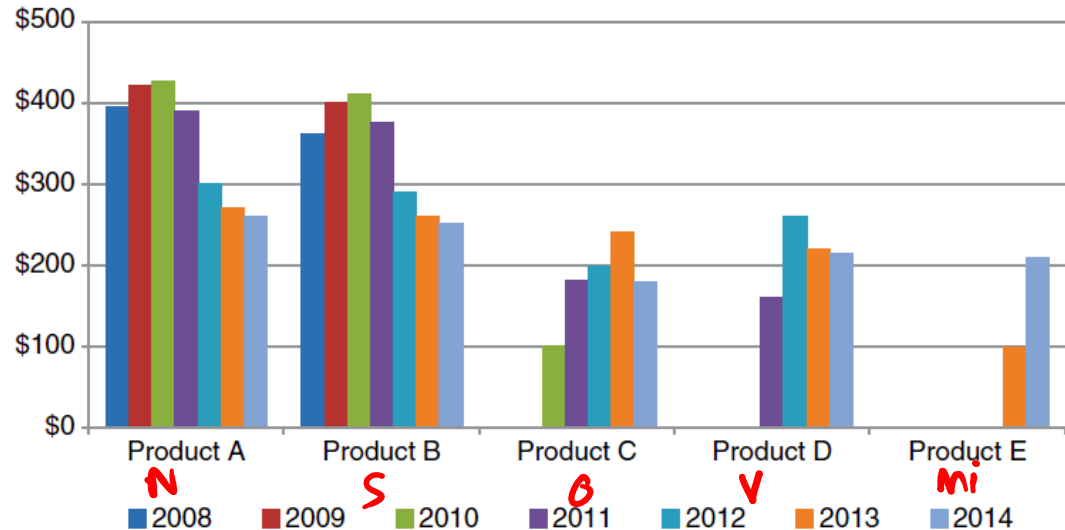
\* The story is not for you; the story is for them.

**Pulling it all together**

Summary

Price has declined for all products on the market since the launch of Product C in 2010

Average Retail Product Price Per Year



## Lesson 1: understand the context

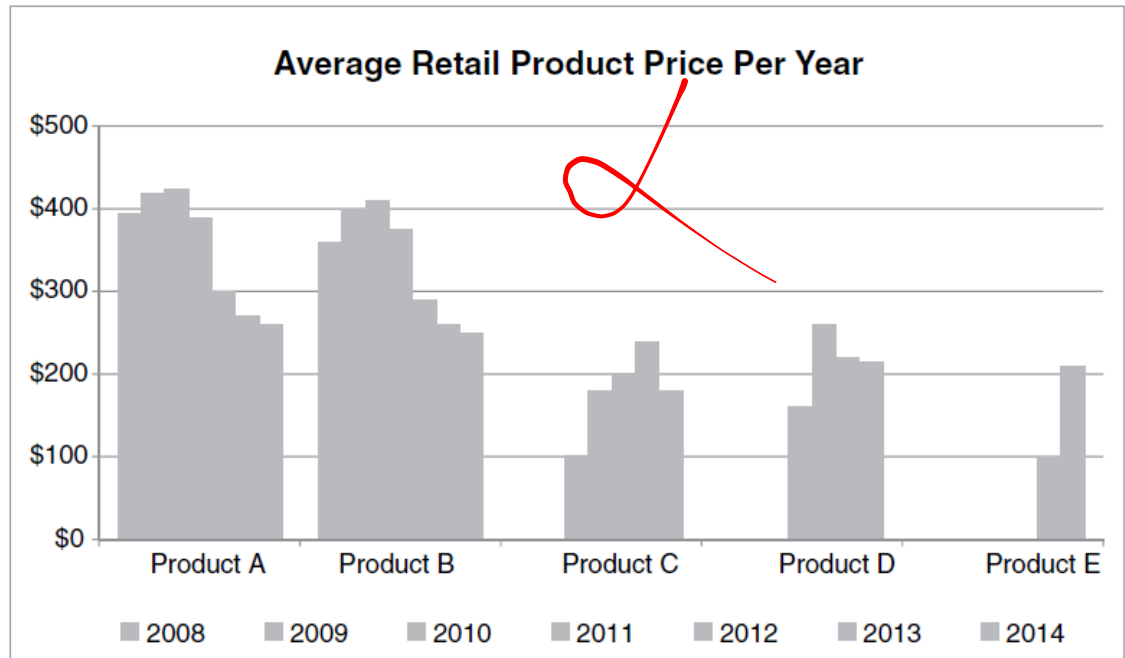
Who: VP of Product, the primary decision maker in establishing our product's price.

What: Understand how competitors' pricing has changed over time and recommend a price range.

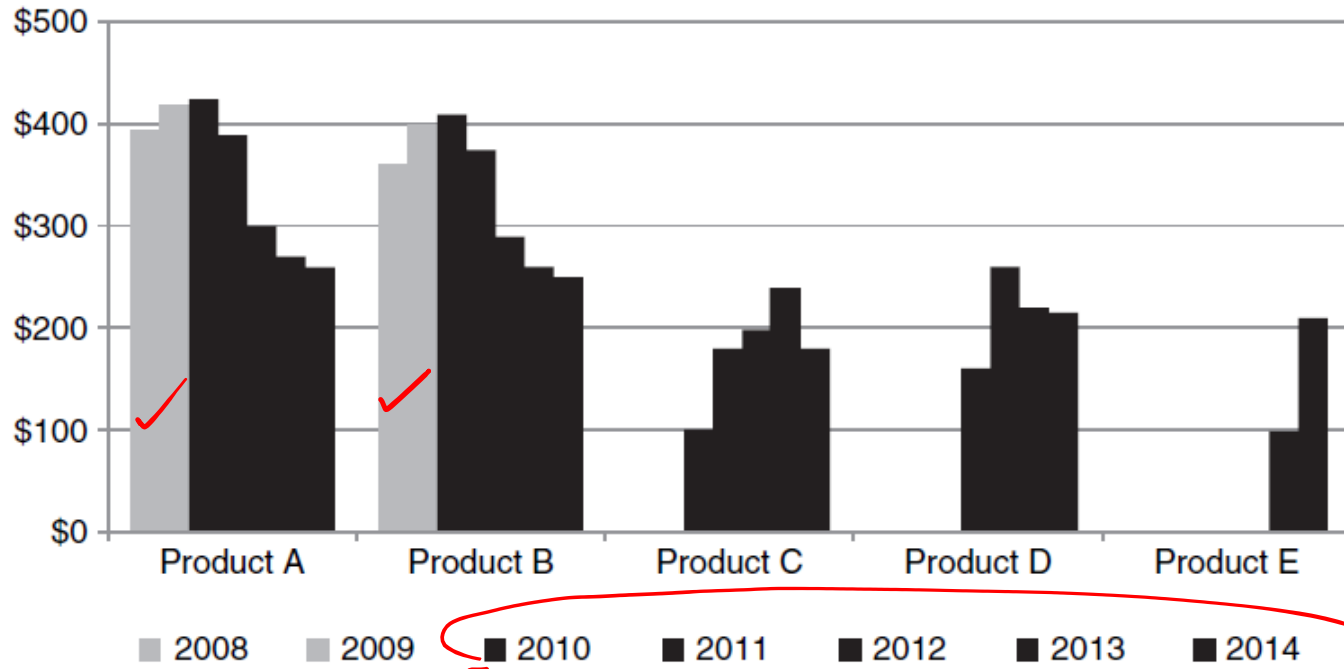
How: Show average retail price over time for Products A, B, C, D, and E.

The Big Idea, then, could be something like: Based on analysis of pricing in the market over time, to be competitive, we recommend introducing our product at a retail price in the range \$ABC-\$XYZ.

## Lesson 2: choose an appropriate display

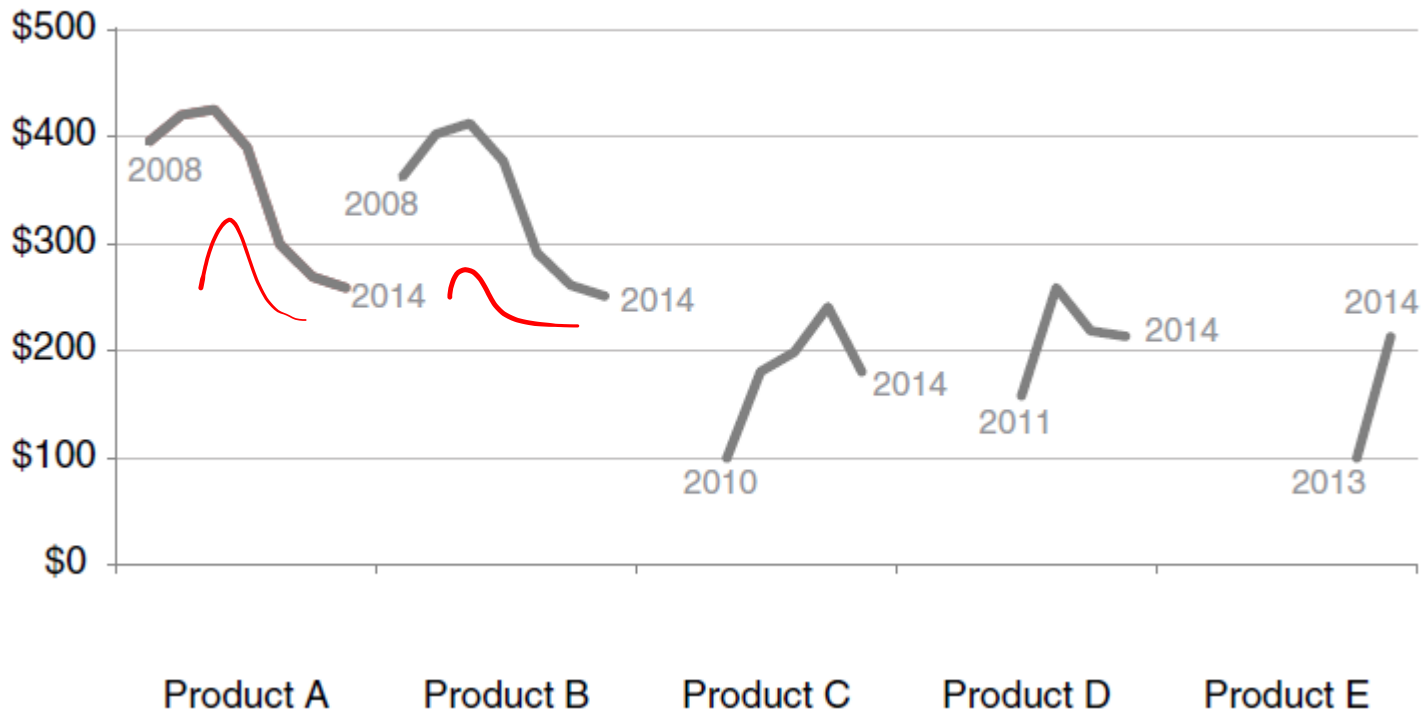


### Average Retail Product Price per Year

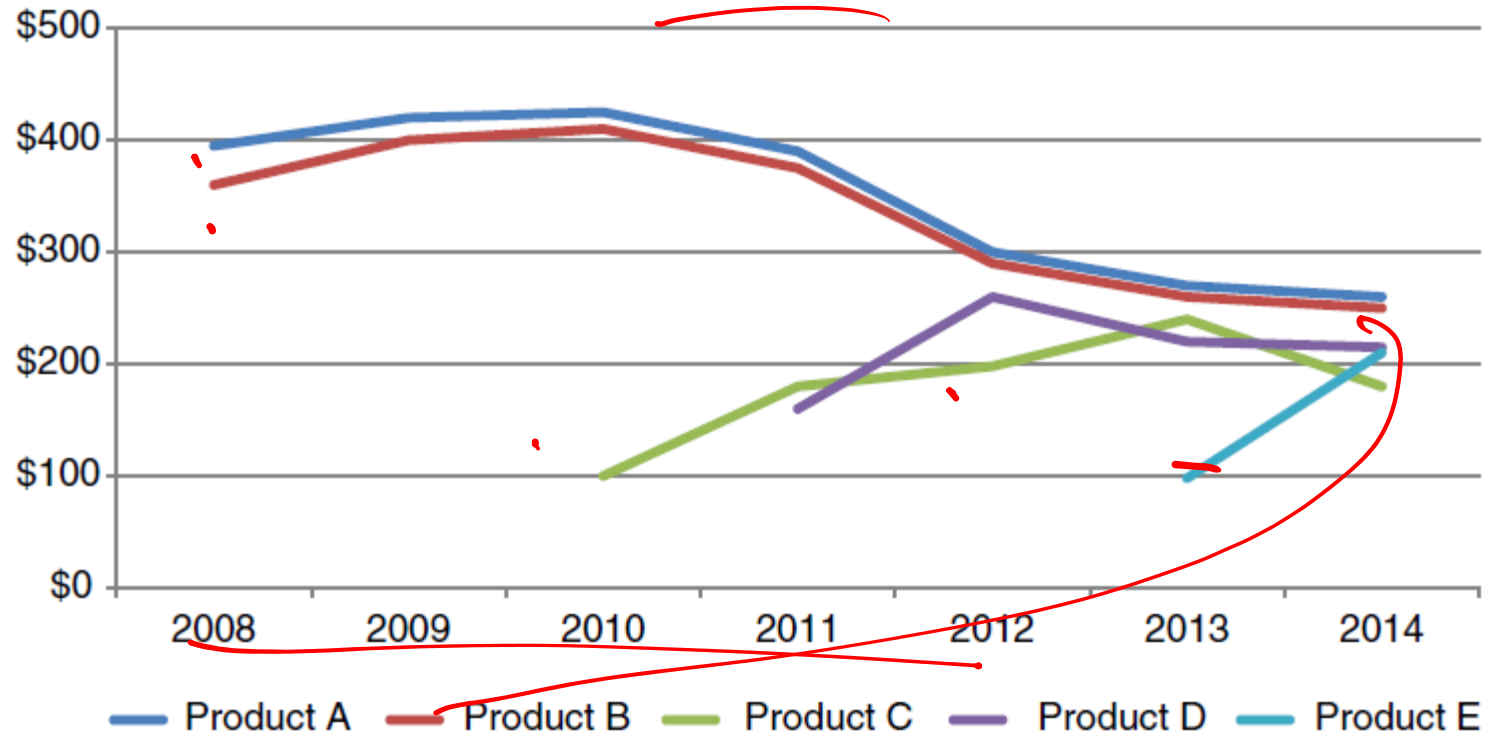




## Average Retail Product Price per Year

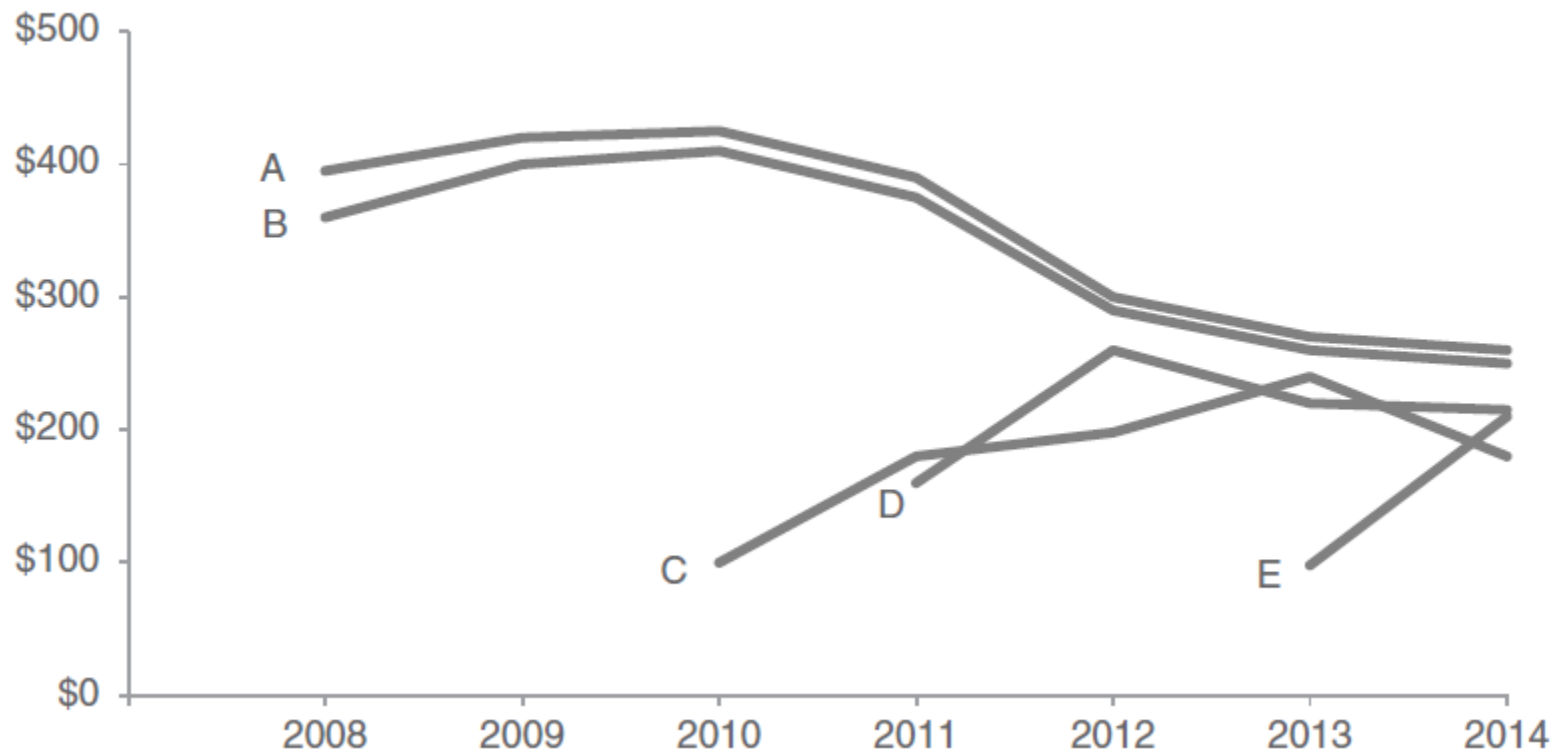


### Average Retail Product Price per Year

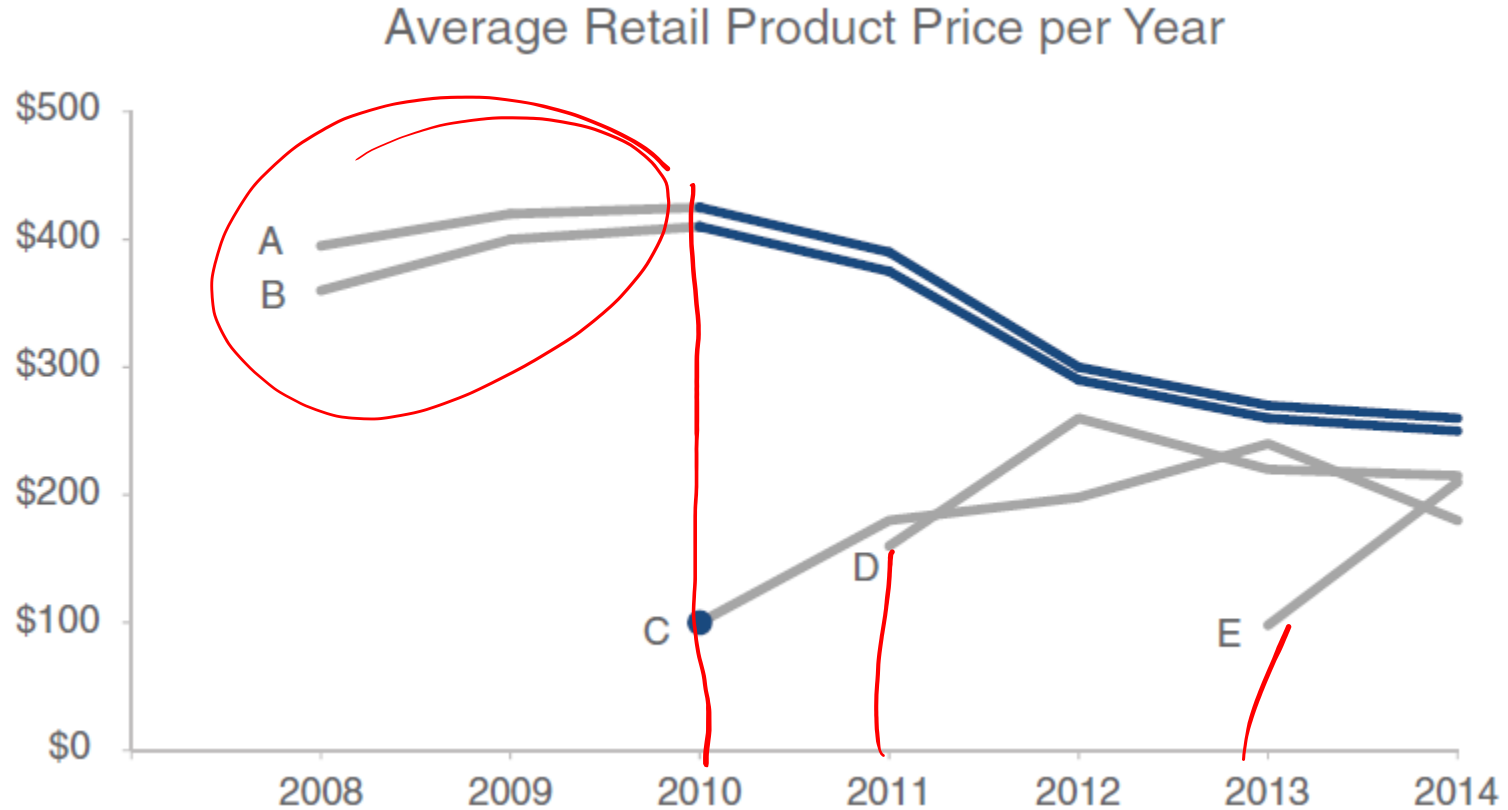


## Lesson 3: eliminate clutter

Average Retail Product Price per Year



## Lesson 4: draw attention where you want your audience to focus



## Lesson 5: think like a designer

Retail price over time



## Lesson 6: tell a story

In the next 5 minutes...

## OUR GOAL:

- 1 Understand **how prices have changed over time** in the competitive landscape.
- 2 Use this knowledge to **inform the pricing of our product.**

We will end with a **specific recommendation.**



## Lesson 6: tell a story

Products A and B were launched in 2008 at price points of **\$360+**

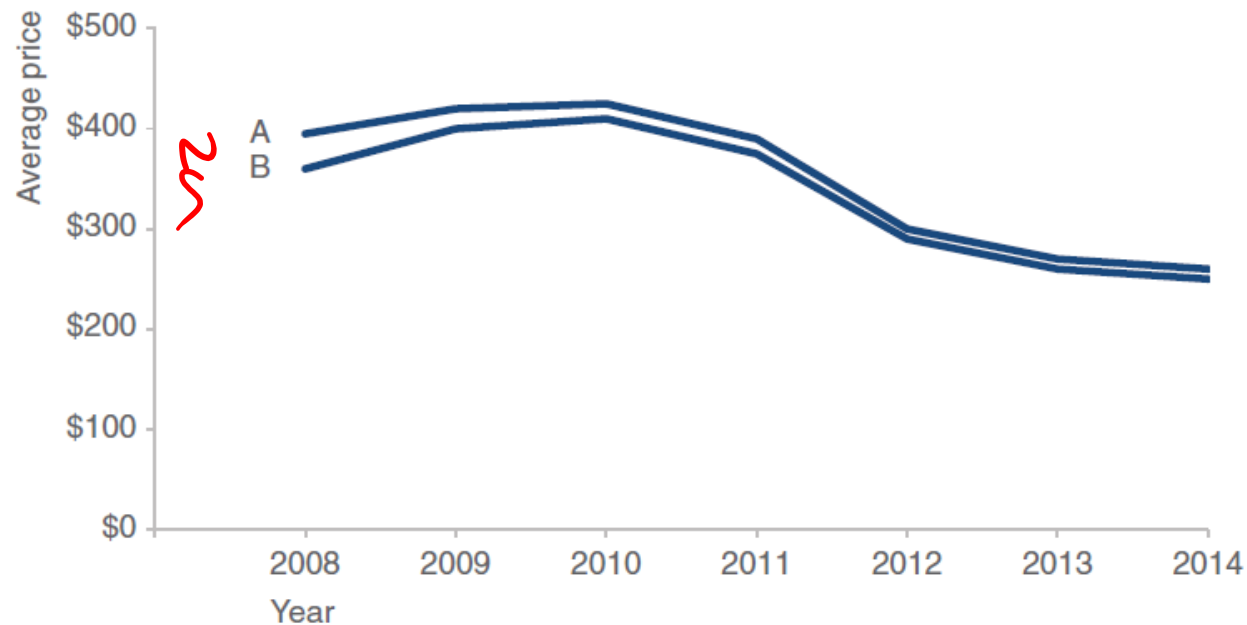
Retail price over time



## Lesson 6: tell a story

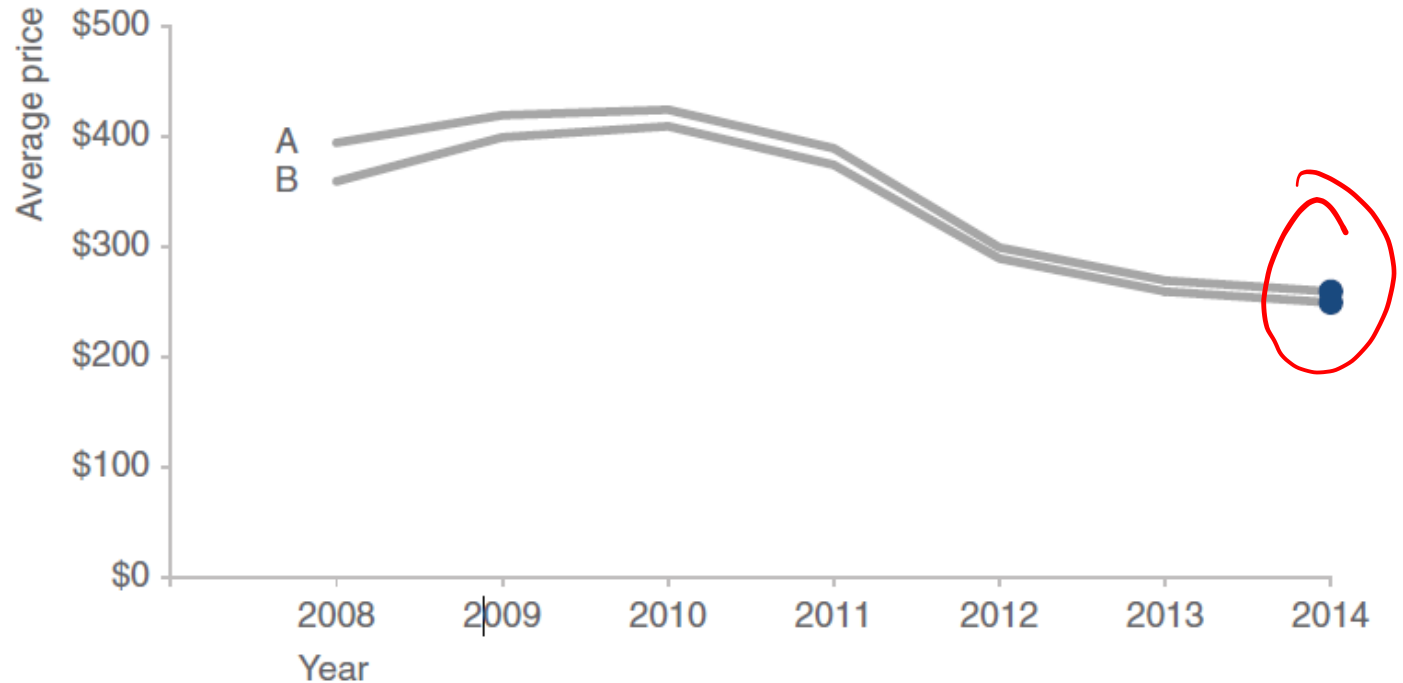
They have been priced similarly over time, with B consistently slightly lower than A

Retail price over time



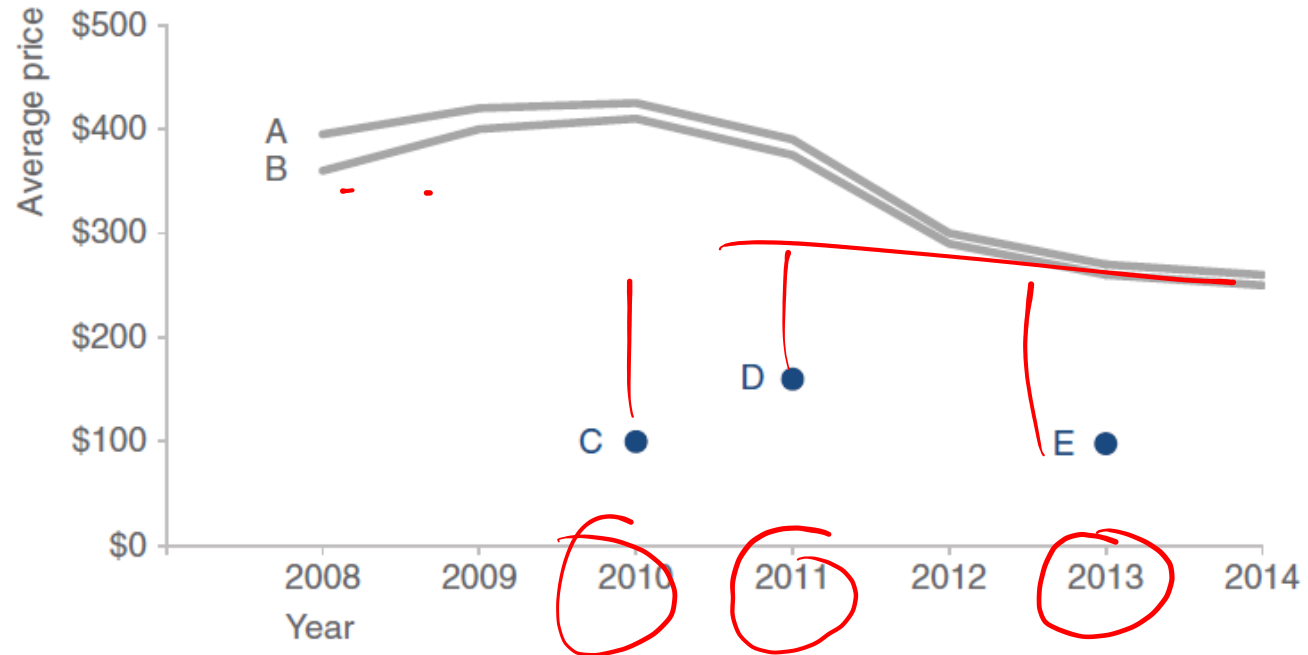
In 2014, Products A and B were priced at \$260 and \$250, respectively

Retail price over time



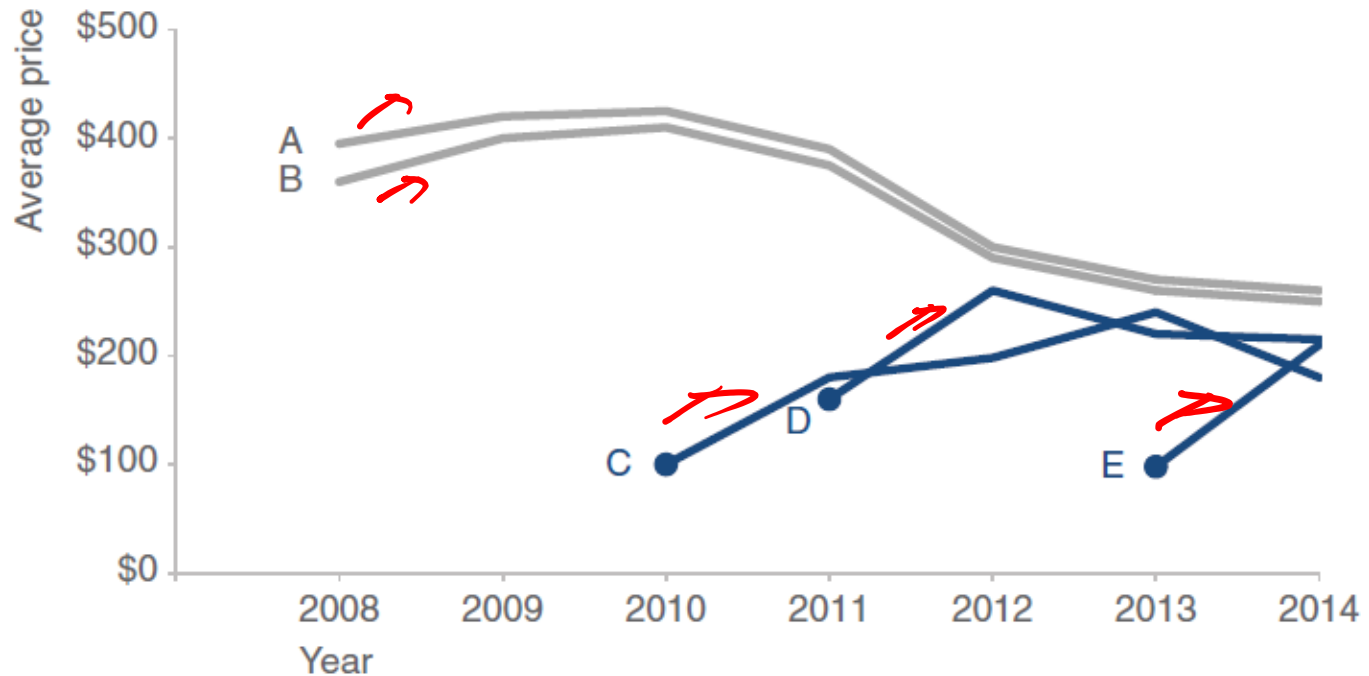
Products C, D, and E were each introduced later  
at **much lower price points...**

Retail price over time



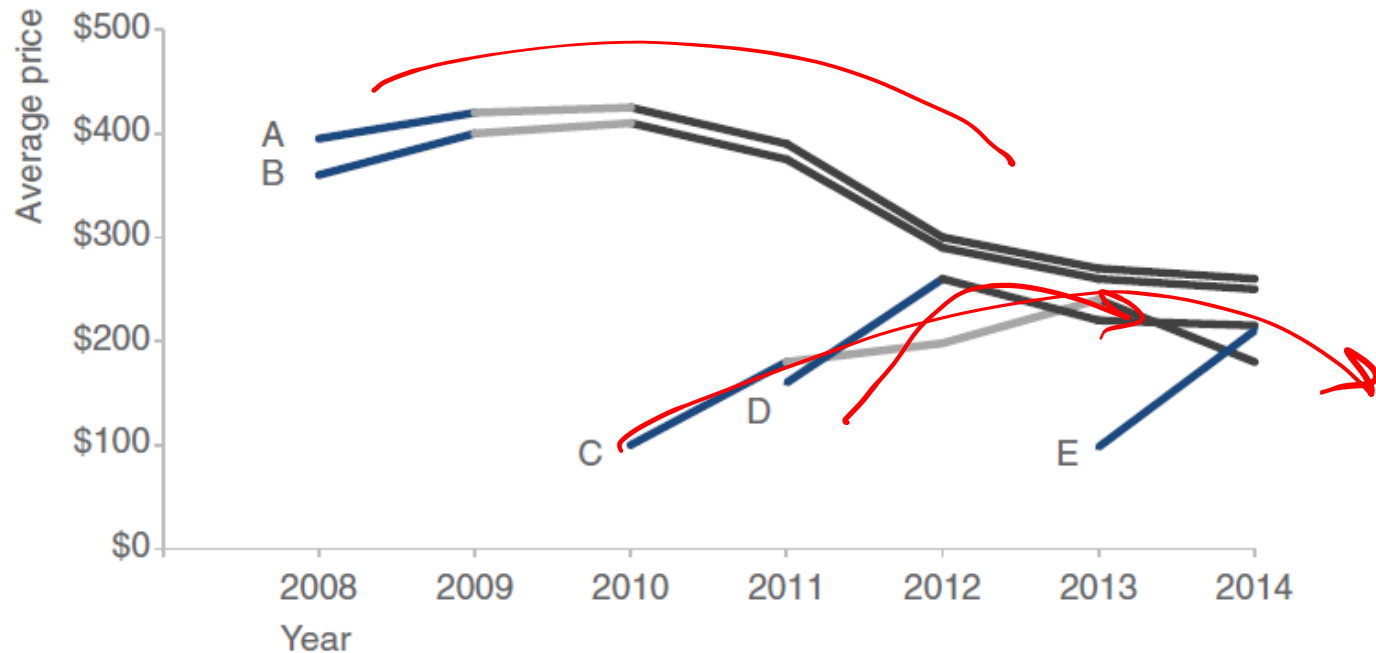
...but all have **increased in price** since their respective launches

Retail price over time



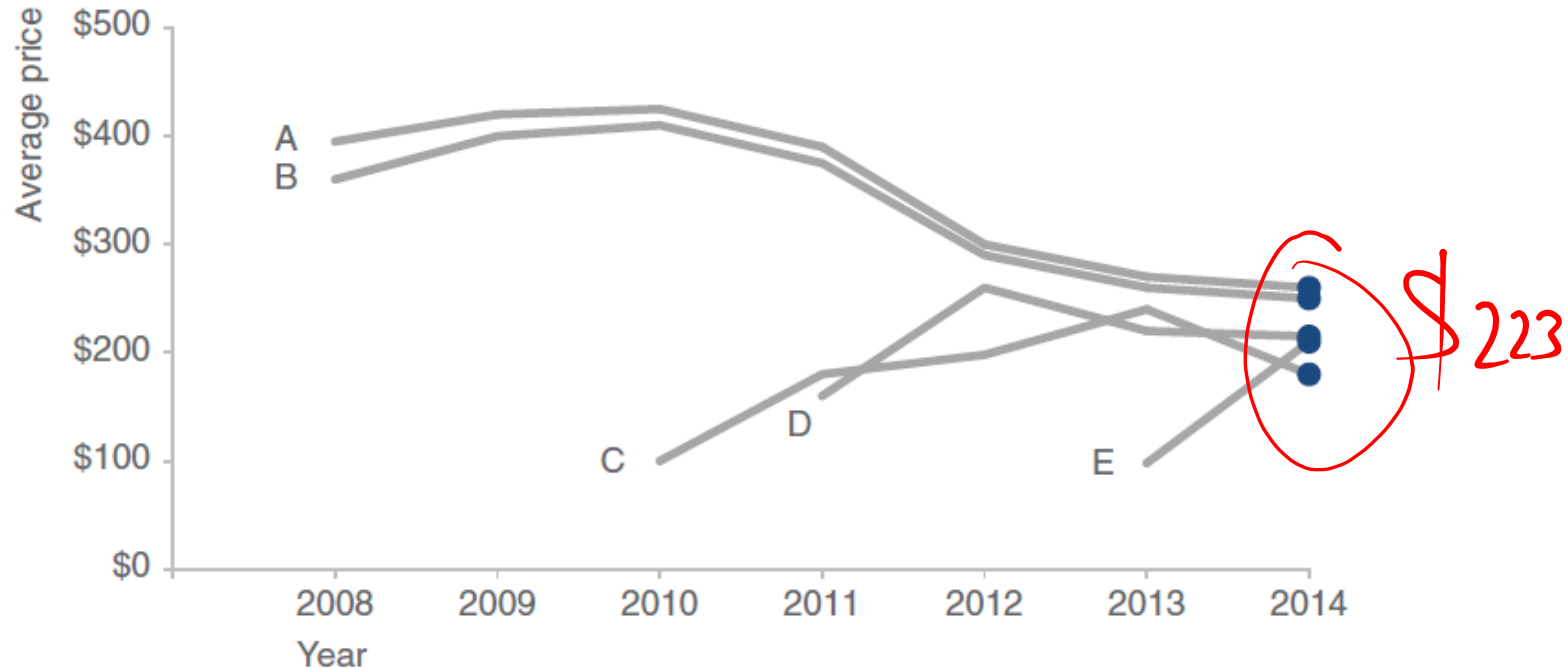
In fact, with the launch of a new product in this space, we tend to see an initial price increase, followed by a decrease over time

Retail price over time



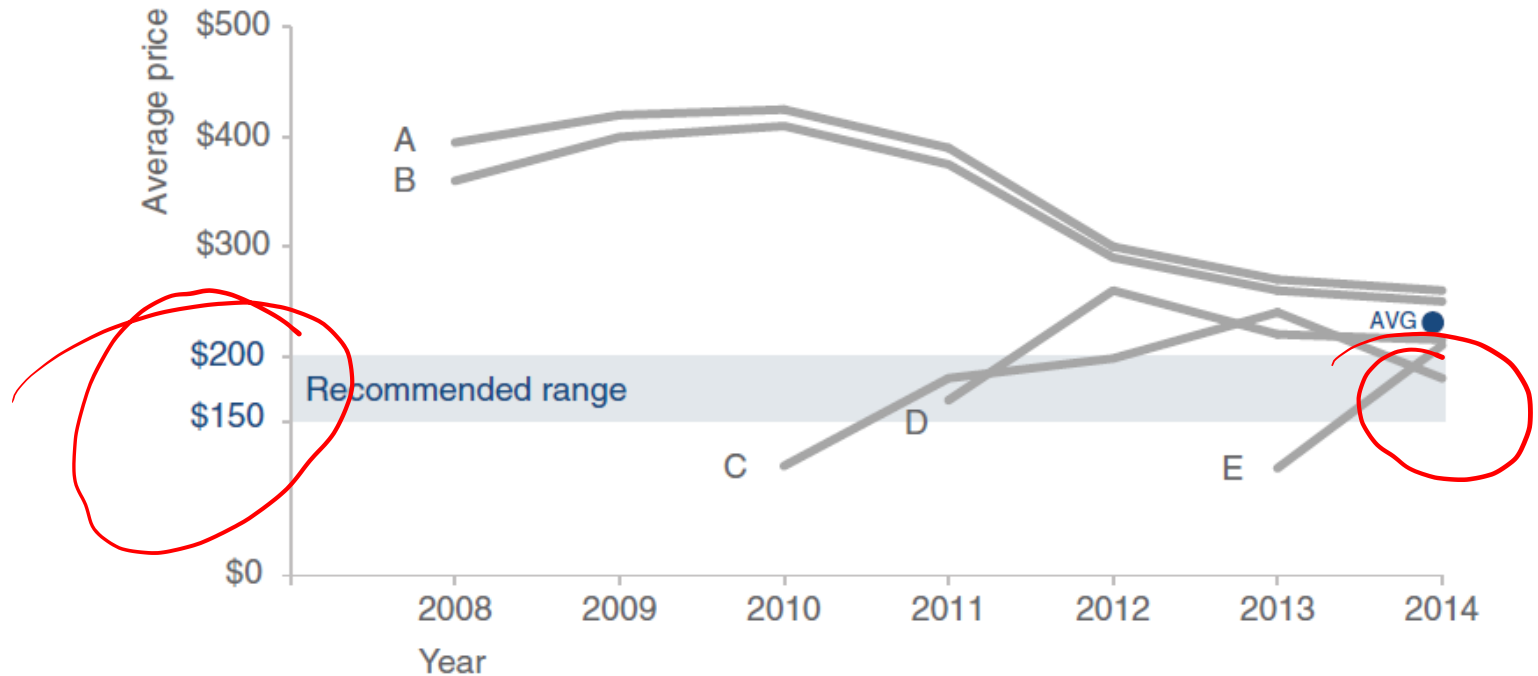
As of 2014, retail prices have converged, with an **average retail price of \$223**, ranging from a low of \$180 (C) to a high of \$260 (A)

Retail price over time



To be competitive, we recommend introducing our product *below the \$223 average price point* in the **\$150–\$200 range**

Retail price over time





*#LifeKoKaroLift*

# Thank You!

Connect me: <https://www.linkedin.com/in/dr-darshan-ingale-corporate-trainer/>

