the importance of data storytelling and its key elements. Data storytelling is crucial for effectively communicating insights to non-technical stakeholders and influencing decision-making. Here are the main points you covered:

* **Data Storytelling Definition**: It's a method of sharing insights through a compelling narrative and visualizations, making data more memorable and actionable.
* **Three-Minute Story**: Focus on the core message you would convey if you only had three minutes.
* **Big Idea**: Articulate your story's unique point of view in one sentence.
* **Key Elements**: Effective data stories contain data, narrative, and visuals, making them insightful, explanatory, and concise.
* **Actionable Insights**: Ensure your story drives action by including only accurate and reliable data.
* **Compelling Narrative**: Build a narrative around one central insight, tailored to your audience's needs and background.

For example, if you were explaining customer churn, you might say:

**"Imagine losing 20% of your customers every year. By analyzing churn data, we found that customers who frequently contact support are 50% more likely to leave. Addressing their issues promptly could reduce churn by 15%."**

This approach helps stakeholders understand the significance of the data and the actions needed.

The goal of the next lesson is to teach how to turn complex technical findings into engaging stories that can be easily understood by people without a technical background, ensuring that the key messages are effectively communicated and actionable decisions can be made.

You learned about the importance of tailoring your data storytelling to different audience personas to make your presentations impactful. Here's a recap of the key points:

* **Identifying Personas**: You learned to define audience personas by describing their interests and technical knowledge. This helps in selecting tailored findings to convey key insights effectively.
* **Selecting the Right Data**: You discovered that selecting the "right data" means including only the necessary contextual insights to support your main point without overloading your report with information. This ensures clarity and relevance in your storytelling.
* **Tailoring Presentations**: Different stakeholders, such as executives, technical supervisors, and external customers, have varied interests and levels of technical knowledge. You learned to adjust your message and data presentation accordingly.
* **Convincing Skeptics**: You learned the importance of being prepared with additional data and insights to convince skeptical audiences.

Example:

*# Example of tailoring data for a non-technical audience*

*# Showing overall cost and general metrics*

overall\_cost = 50000

predicted\_increase\_customers = 1500

risk\_of\_failure = 0.1

print(f"Overall Cost: ${overall\_cost}")

print(f"Predicted Increase in Customers: {predicted\_increase\_customers}")

print(f"Risk of Failure: {risk\_of\_failure \* 100}%")

Now, you're ready to identify personas and tailor your data presentations effectively!

The goal of the next lesson is to learn how to select and present the most relevant data metrics and visualizations for different audiences.

McCandless method

1. Intoduce visualzation by name

* Graph headline
* Clear and obvius
* Y vs X technique

1. Anticipate audience’s question

* Where is data come from/source
* Why do we focus on this characterictic especially
* Focus on story not decoding graph

1. State insight
2. Help the audience relate

* Importance
* Action items