DATA STORYTELLING

Current Situation or Context

Conflict or Problem

Aha Moment or Climax
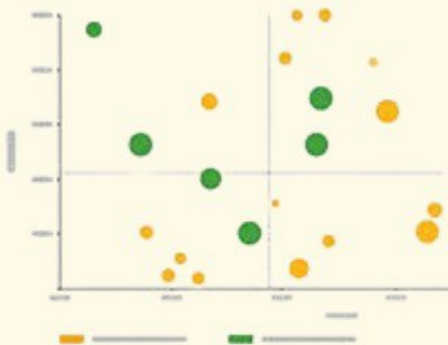
Solution or Recomendation

Audience's knowledge is enhanced and likelihood to act is increased
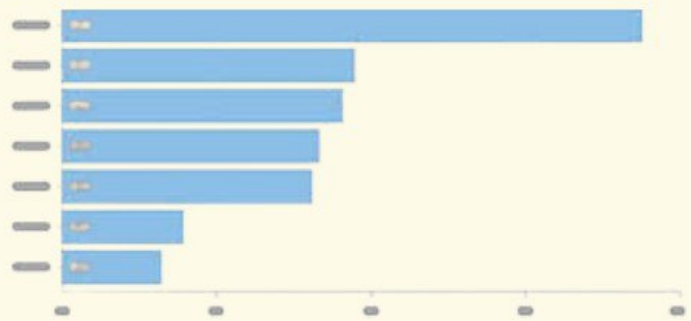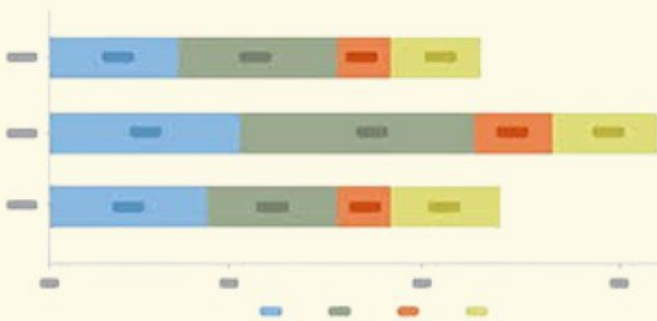
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FIRST EXAMPLE

Pie Sales

1. Context

Pie sales
have been
consistently low
over the past
few months

2. Climax

80% of customers like Apple and Strawberry Rhubarb flavours and they sold more on Saturdays.

3. Conclusion

I recommend that
more pies with Apple
and Strawberry Rhubarb
flavours are prepared on
Saturdays.

3. Conclusion(cont'd)

I also recommend that the bakery offers free samples of the other flavours with the least quantity to customers. Customers will be willing to purchase whatever you sample if the flavours are delicious and this will increase sales.

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SECOND EXAMPLE

Customer Retention

1. Context

Churning Customers

2. Climax

Our survey shows that 70% of customers are churning because their connections are dropping too often.

3. Conclusion

I recommend that
the company invests
in the latest fibre optic cables.
Fibre optic cables are less
susceptible to interference.