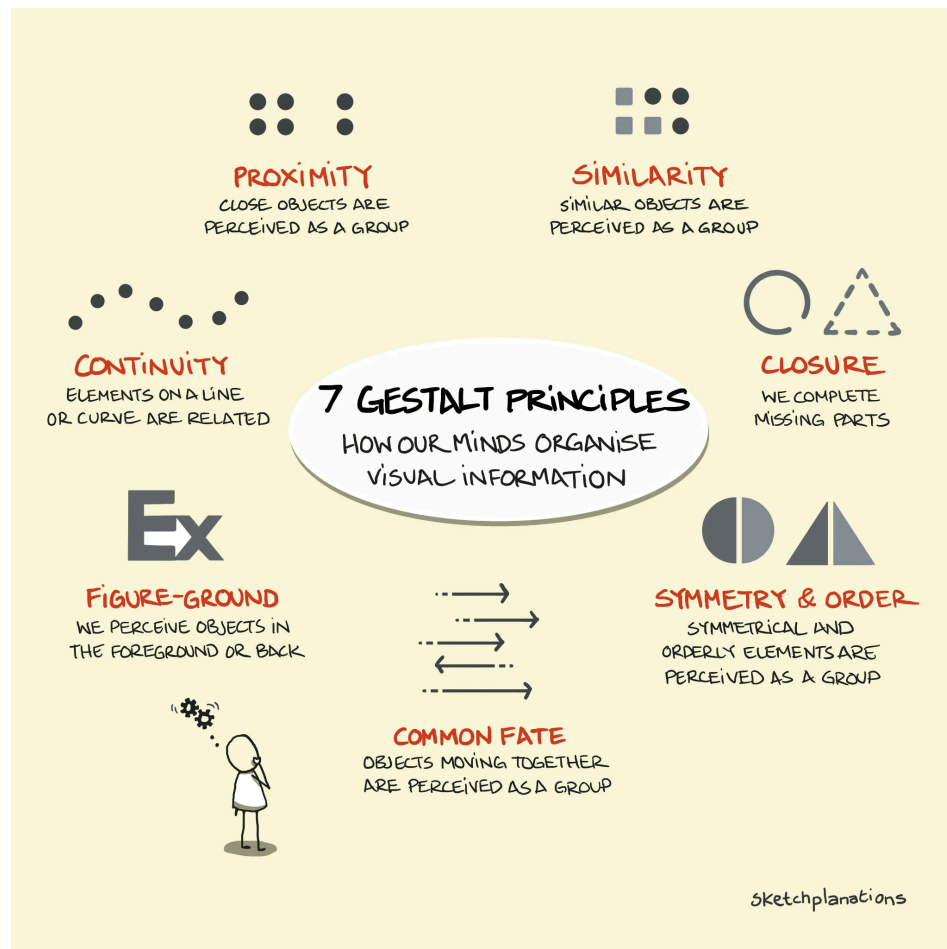


# Storytelling with Data

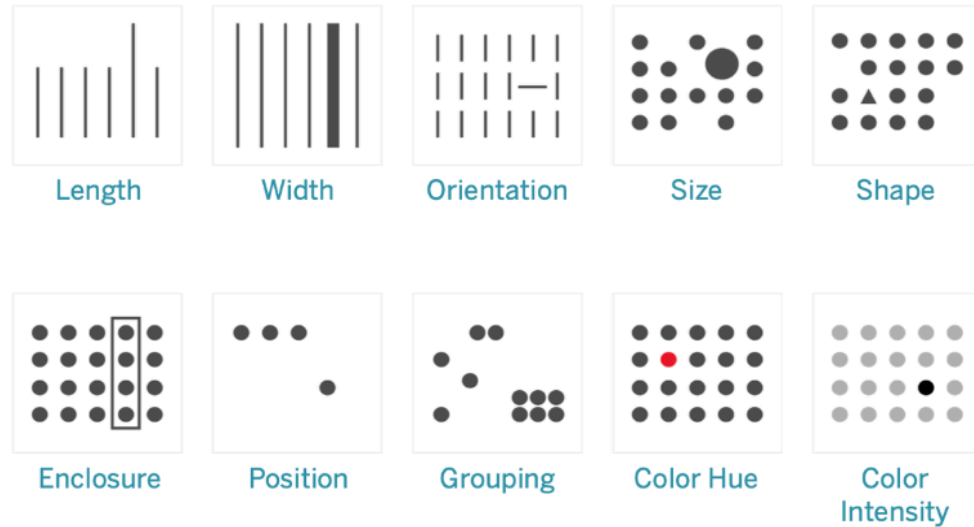
## Takeaways

- Audience-oriented visuals.
  - Possibly, no need for extensive number crunching for non-technical potential customers.
- Use the “Gestalt Principles of Visual Perception” to help people absorb your visuals.



- Better data presentation = concise and simple & eliminating unnecessary info.
  - e.g. frequent legends, striking border colors, and popping visual colors could make it unbearable for the audience.

- Highlight important elements. Stating these “preattentive attributes” clearly and early on helps the audience remember them later.



- Help people understand why a new approach works by clearly stating its benefits.
  - People are stubborn!
- As always context is key.
  - Explain the context of your visuals (this goes for all data visualization and analysis).
- Tell a story
  - Capture your audience’s attention with a story. A story helps observers care about the desired outcome, call to action, need to change, or any other goal that the data supports. Every story has a beginning, middle, and end.

## Sources

