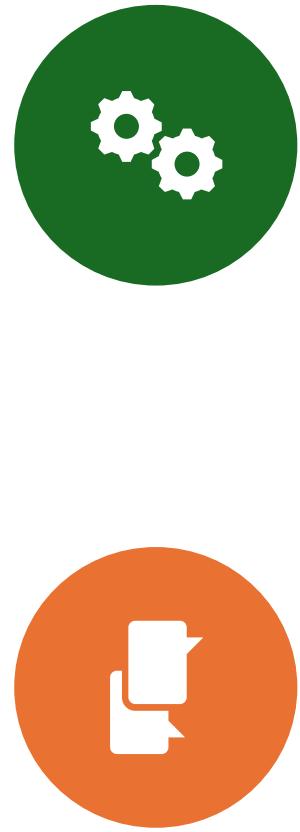


# Storytelling With Data: Turning Insights into Impact

-Translate findings into decisions that matter

Parvathy Rajeev, IBM

# Why Storytelling with Data



Gre  
d

Data alone doesn't drive action — stories do

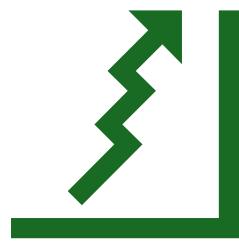
90% of executives say data storytelling is key to decision-making

Parvathy Rajeev, IBM

# The Real-World Problem



Too many dashboards, not enough decisions



Business stakeholders get lost in charts

The challenge  
make ins

Parvathy Rajeev, IBM

# What is Data Storytelling?



A structured approach to communicate data

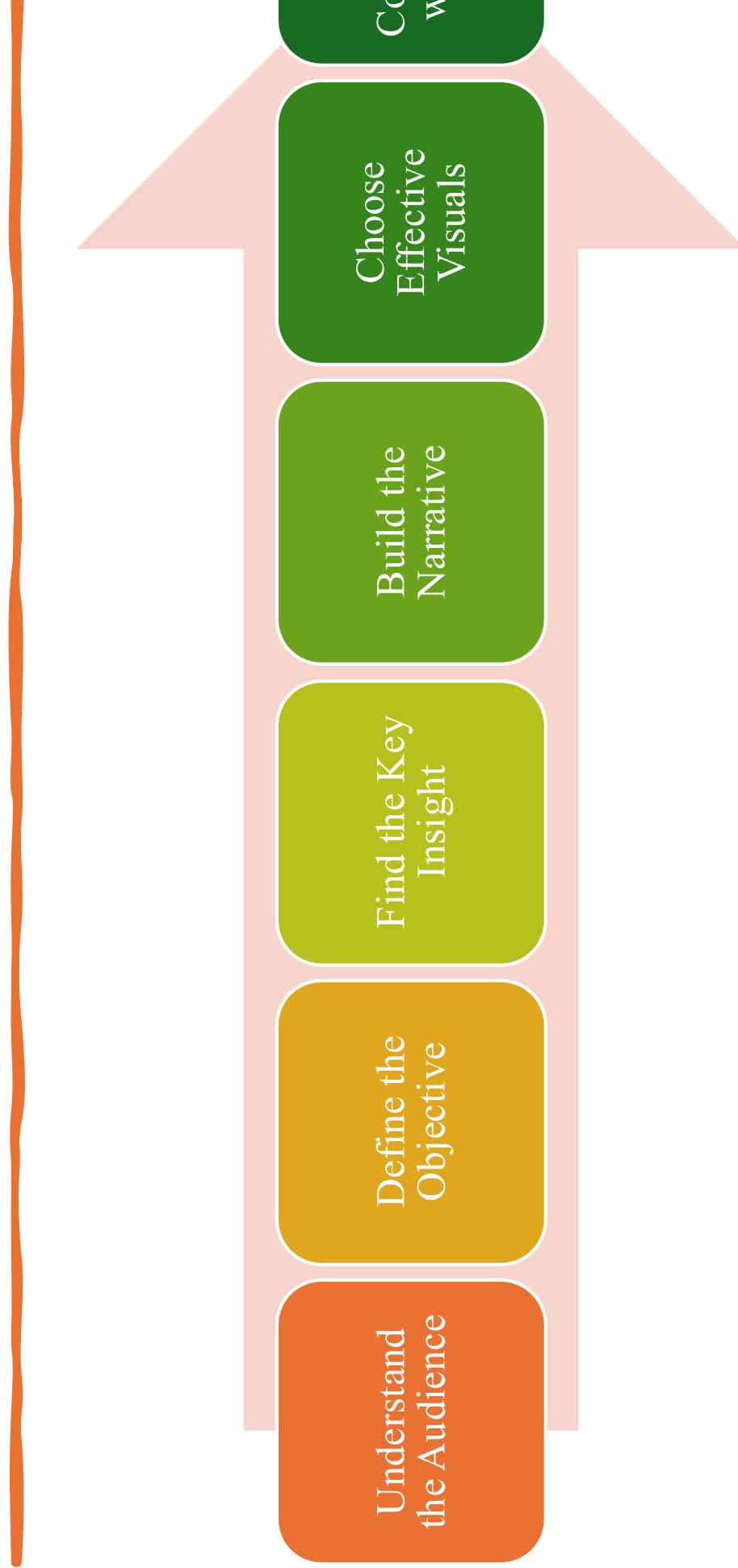
Combines:

- Data
- Visuals
- Narrative

Purpose: Drive decision making

Parvathy Rajeev, IBM

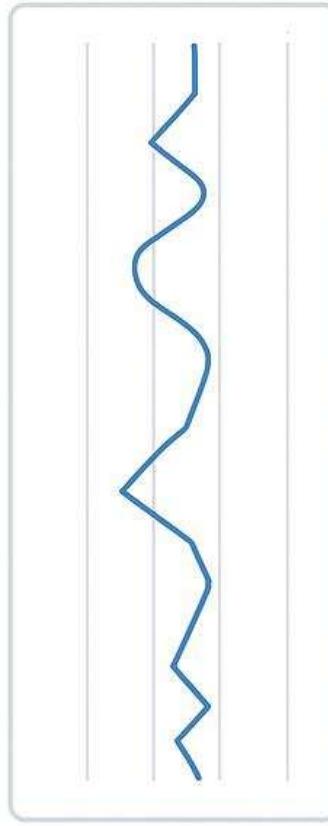
# The Data Storytelling Process



Parvathy Rajeev, IBM

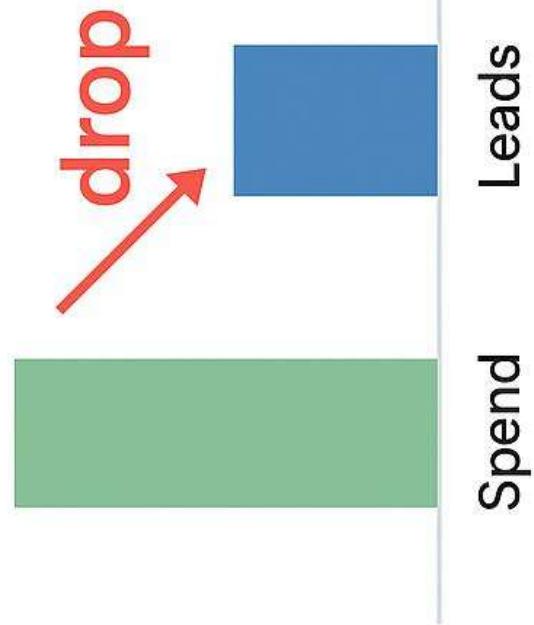
# Campaign Performance

What most people show...



Storytelling version

Higher Spend, Lower Lead  
Campaign Needs Optimization

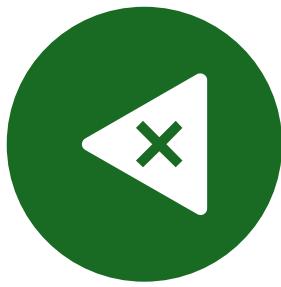


Parvathy Rajeev, IBM

# Story Structure Template

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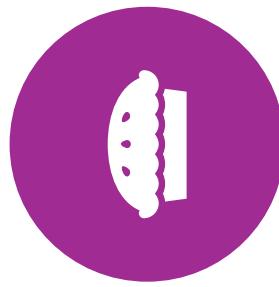
Situation: What we know



Resolution: What we  
should do



Complication: What  
changed or what



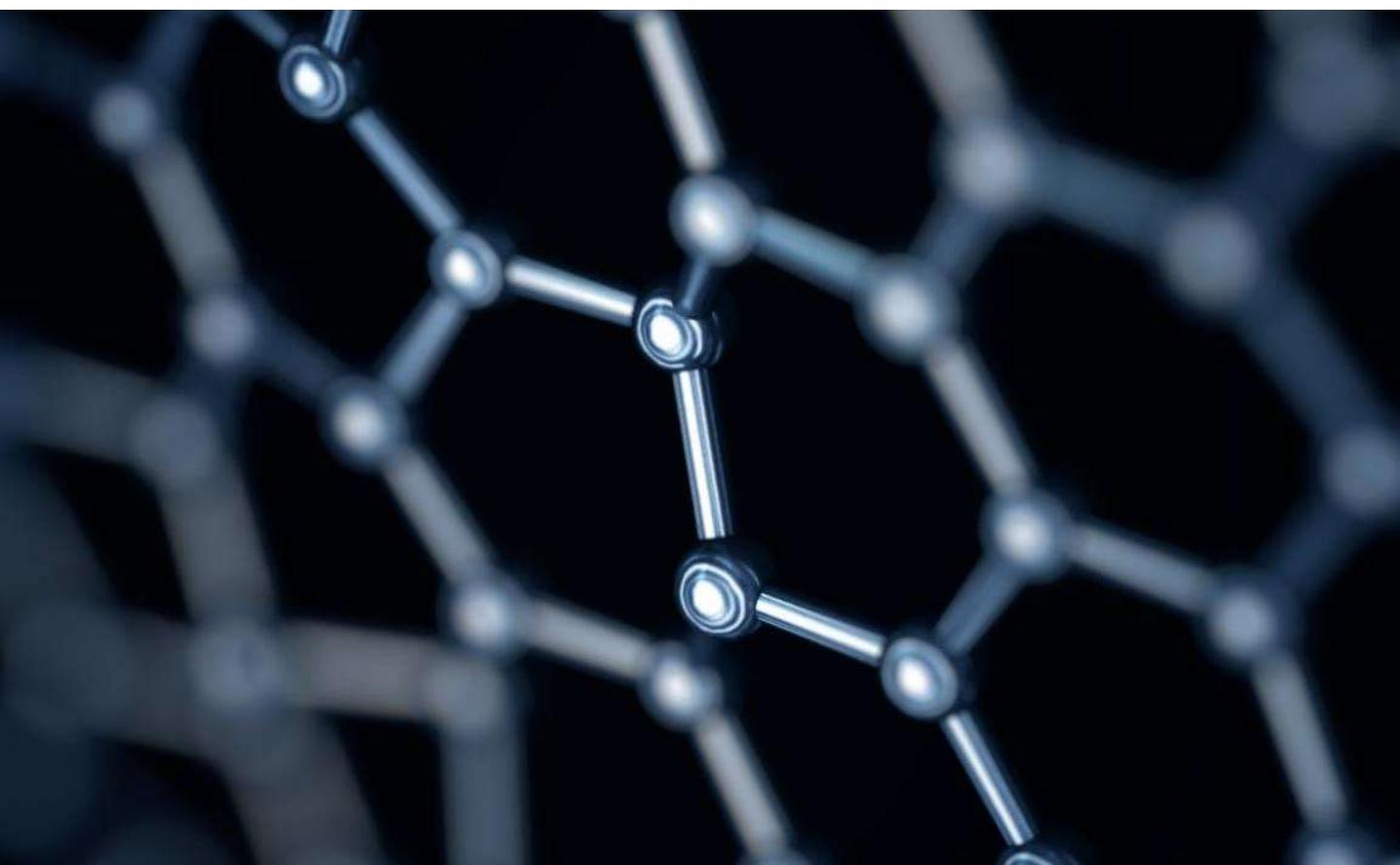
Visual: Use sim-  
(bar, line, pie, o-

# Visual Do's and Don'ts

Don't: Use 3 charts, overlap data, mix many colors.

Do: Use clear titles, show trends, use color to emphasize

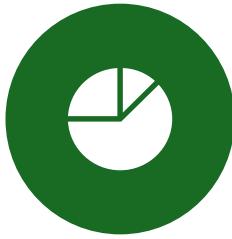
Parvathy Rajeev, IBM



# Types of Visuals to Master



Bar & column charts  
(comparison)



Line charts (trend)



Pie charts  
(distribution)

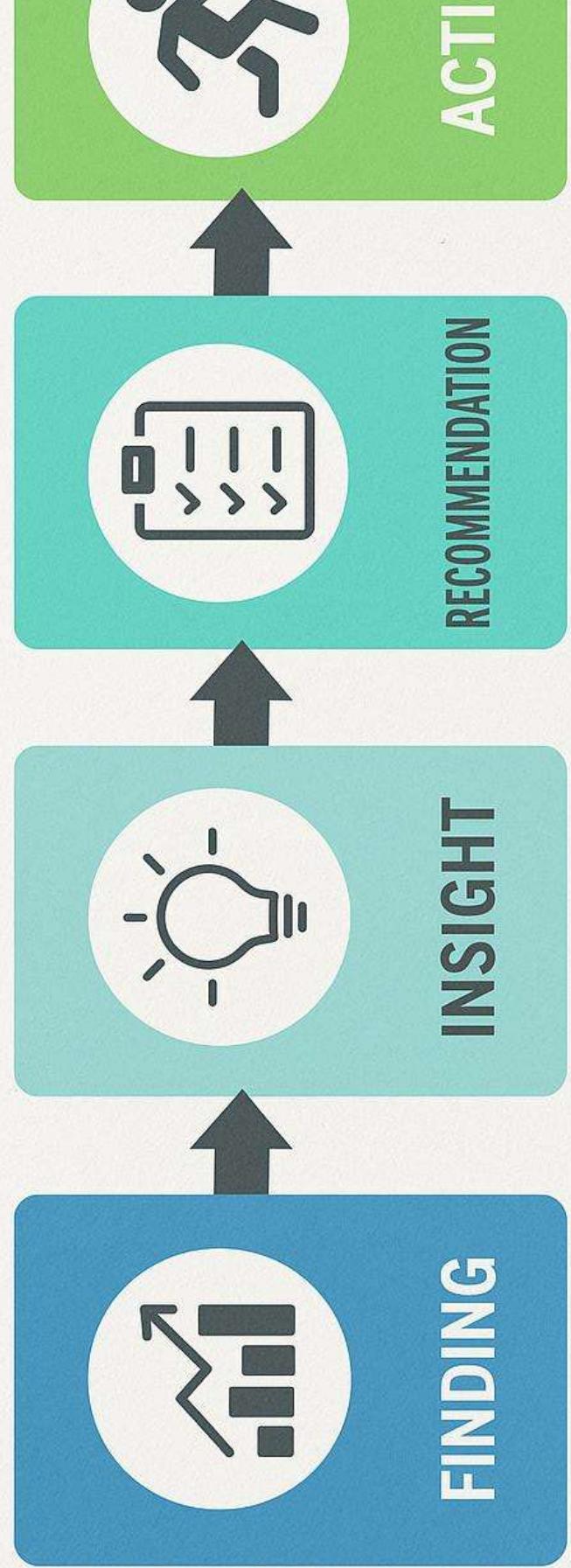


Scatter plots  
(relationships)

Histograms

Parvathy Rajeev, IBM

# FROM FINDING TO ACTION



Parvathy Rajeev, IBM

# Tools for Storytelling



Excel



PowerPoint



+ tableau



Canva

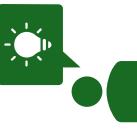
Flourish A red five-pointed starburst icon positioned above the 'F' in "Flourish".



seaborn

Parvathy Rajeev, IBM

# Skills Needed in Job Market



Communication      Critical Thinking

Business Acumen

Basic Data Analysis  
(Excel, SQL)

Data V

Parvathy Rajeev, IBM

# Job Opportunities



Data Analyst



Business Analyst



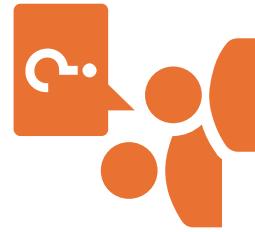
Product Analyst



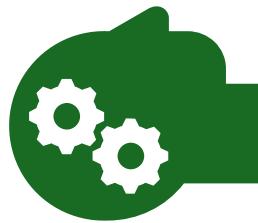
Marketing Analyst

Parvathy Rajeev, IBM  
Strategy/Consulting roles

# Career Tip: Telling Better Stories Sets You Apart



Show the \*why\*, not just  
the \*what\*



Practice telling insights in  
plain English

Be the bridge between  
and decision

Parvathy Rajeev, IBM

## E-Commerce Sales (Last 6 Months)

Month	Marketing Spend (₹)	Website Visits	Orders Placed	Conversion Rate (%)
January	50,000	12,000	1,200	4.80%
February	70,000	15,000	1,400	5.10%
March	90,000	18,000	9,3%	5.60%
April	1,0,000	16,000	8,3%	5.40%
May	50,000	15,000	6,5%	5.20%
June	1,40,000	52,000	6,5%	5.20%



WHAT'S  
YOUR  
STORY

Parvathy Rajeev, IBM



**SAMPLE DATA STORY**

## Marketing Spend ≠ Sales

**Insight**  
The fun  
–but no  
issues b  
• Poor  
• Clunk  
• Misali  
• Recom  
• Cond  
• Analys  
• Run A  
strateg  
• Consis  
conve  
perso

**Situation**  
Over the last six months, the company increased marketing spend significantly – from ₹ 50,000 in January to ₹ 1,40,000 in June. This was intended to drive website traffic and boost sales.

**Complication**  
While website visits increased steadily (from 12,000 to 22,500), conversion rates steadily declined from 10% in January to 6.5% in June. Despite higher spend and traffic, orders plateaued and revenue stagnated (peaking at ₹ 5,60,000 in April but falling afterward).



Parvathy Rajeev, IBM

# Using Generative AI to Supercharge Data Storytelling

## Insight Generation

- “Ask AI: What’s the key trend in this table?”
- Tools: ChatGPT, Claude, Gemini

## Headline Drafting

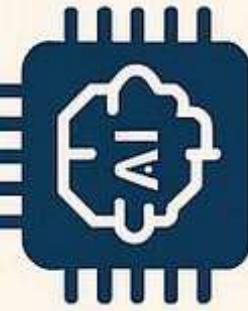
- “Summarize this dashboard in 1 sentence.”
- Helps you craft the ‘takeaway’ slide quickly.

## Narrative Enhancement

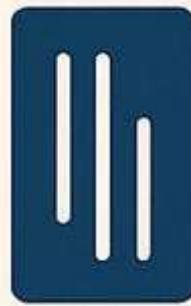
- “Write a business story using this chart.”
- Improves communication speed and quality.

## Slide Copy Generation

- “Turn these bullet points into a confident pitch.”
- Great for non-native English speakers or time-constrained analysts.



AI



Glide Copy

# Common Mistakes

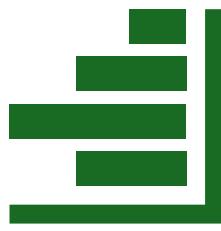
Showng too much data

Ignoring audience needs

No clear tak

Parvathy Rajeev, IBM

# Recap



Storytelling = Data +  
Narrative + Visuals

Helps make data  
memorable and actionable

Crucial for gm  
careers

Parvathy Rajeev, IBM

# Resources to Learn More

- Books: Storytelling with Data (Cole Nussbaumer), Good Charts
- Courses: Coursera, Udemy, LinkedIn Learning
- Practice: Kaggle, Makeover Monday

Parvathy Rajeev, IBM

**Thank You**  
For Your Attention!

Any Questions



Parvathy Rajeev, IBM