

# **Course: Programming for Data Science**

**Topic : Data Storytelling**

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# **I.) DATA STORYTELLING**

## **WHAT IS DATA STORYTELLING?**

Data storytelling is the ability to effectively communicate insights from a dataset using narratives and visualizations. It can be used to put data insights into context for and inspire action from your audience.

## II.) Key Component to data storytelling :

1. **Data**: Thorough analysis of accurate, complete data serves as the foundation of your data story. Analyzing data using descriptive, diagnostic, predictive, and prescriptive analysis can enable you to understand its full picture.
2. **Narrative**: A verbal or written narrative, also called a storyline, is used to communicate insights gleaned from data, the context surrounding it, and actions you recommend and aim to inspire in your audience.
3. **Visualizations**: Visual representations of your data and narrative can be useful for communicating its story clearly and memorably. These can be charts, graphs, diagrams, pictures, or videos.

## III.) HOW TO CRAFT A COMPELLING DATA NARRATIVE

- 1.) **Character**: The players and stakeholders include customers between the ages of 14 and 23, environmentally conscious consumers, and your internal team. This doesn't need to be part of your presentation, but you should define the key players for yourself beforehand.
- 2.) **Setting** : Set the scene by explaining there's been a recent drop in sales driven by customers of all genders ages 14 to 23. Use a data visualization to show the decline across audience types and highlight the largest drop in young users.
- 3.) **Conflict** : Describe the root issue: A viral social media post highlighted your company's negative impact on the environment and caused tens of thousands of young customers to stop using your product.
- 4.) **Resolution**: Propose your solution. Based on this data, you present a long-term goal to pivot to sustainable manufacturing practices. You also center marketing and public relations efforts on making this pivot visible across all audience segments.

## **IV.) COMMUNICATING THE NEED FOR ACTION**

Data storytelling can help turn data insights into action. Without effective communication, insights can go unnoticed or unremembered by your audience; both hard and soft skills are crucial for leveraging data to its fullest potential.