STORY TELLING WITH DATA

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.

1 Analytics
TBD

2 METRIC & KPI
TBD

3 LAG & LEAD METRIC
TBD

4 4 Components
TBD

5 4.1/ Business Context
TBD

6 4.2/ Stakeholders
TBD

7 4.3/ Reporting Period
TBD

8 4.4/ Story with Data
TBD

9 Data Manipulation
TBD

METRIC & KPI

Metric and KPI's are the language of Business

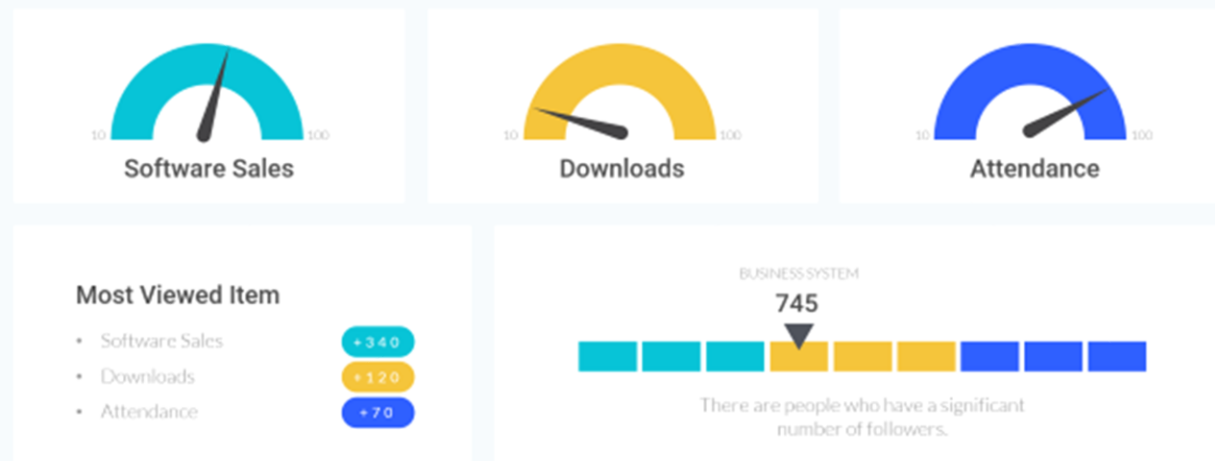| METRIC	**VS**	KPI
Measure the performance of different functions of a business		Measure the progress of the most important objectives of the business
Usually have an industry benchmark		Usually set by the company based on the objectives(s)
Driven by a tactic, an individual, and/or a small group in a team		Driven by multiple strategies and metrics (sometimes cross-team) in a company

4.4/ Story with Data

Placing your charts can make the difference in getting your story right or getting your stake holders to act
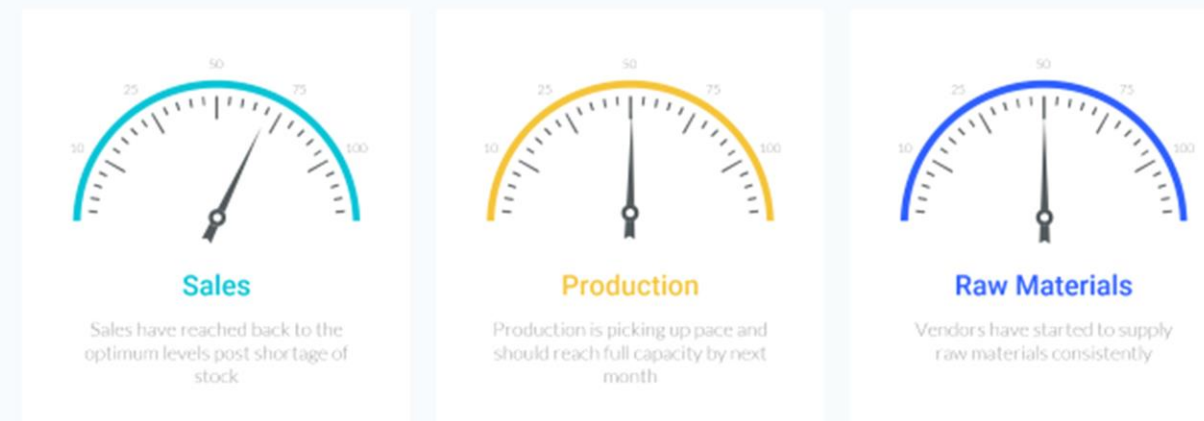

Z Format

Z format is the most common guide to help you place charts in a way that tells a story

Software Sales

Downloads

Attendance

Most Viewed Item
- Software Sales +340
- Downloads +120
- Attendance +70

BUSINESS SYSTEM
745

There are people who have a significant number of followers.

LEFT TO RIGHT

Use this templates when you want to inform about the metrics

Sales

Sales have reached back to the optimum levels post shortage of stock

Production

Production is picking up pace and should reach full capacity by next month

Raw Materials

Vendors have started to supply raw materials consistently

TOP DOWN

Used when you want some action to be a taken by the stakeholder

3 Steps Approach
1/ Show Problem with a compelling outcome you plan to achieve
2/ Back with evidence or solution you propose to achieve the same
3/ Call to action or Budget request

3/ Budget for Retention

$200,000

1/ Attrition has doubled

Assumptions
Write the assumptions used to create this view

2/ Prioritized Candidates

Solution
Show evidence of the solution working or steps on how you plan to achieve the same.

Call to Action
Points on what you will require by when. If not done, then let them know the impact

Z with KPI Example

When you want to put emphasis on a certain metrics, a KPI card is the best

Develop ▲ 256.90

Develop ▼ 89.14

Develop ▲ 459.10

Develop ▼ 110.58

2.71%

Downloads

There are people who have a significant number of followers.

Develop

LEFT TO RIGHT

BAR Charts are easiest to read and always work the magic to communicate the story

2.45%
NASDAQ ▲

1.28%
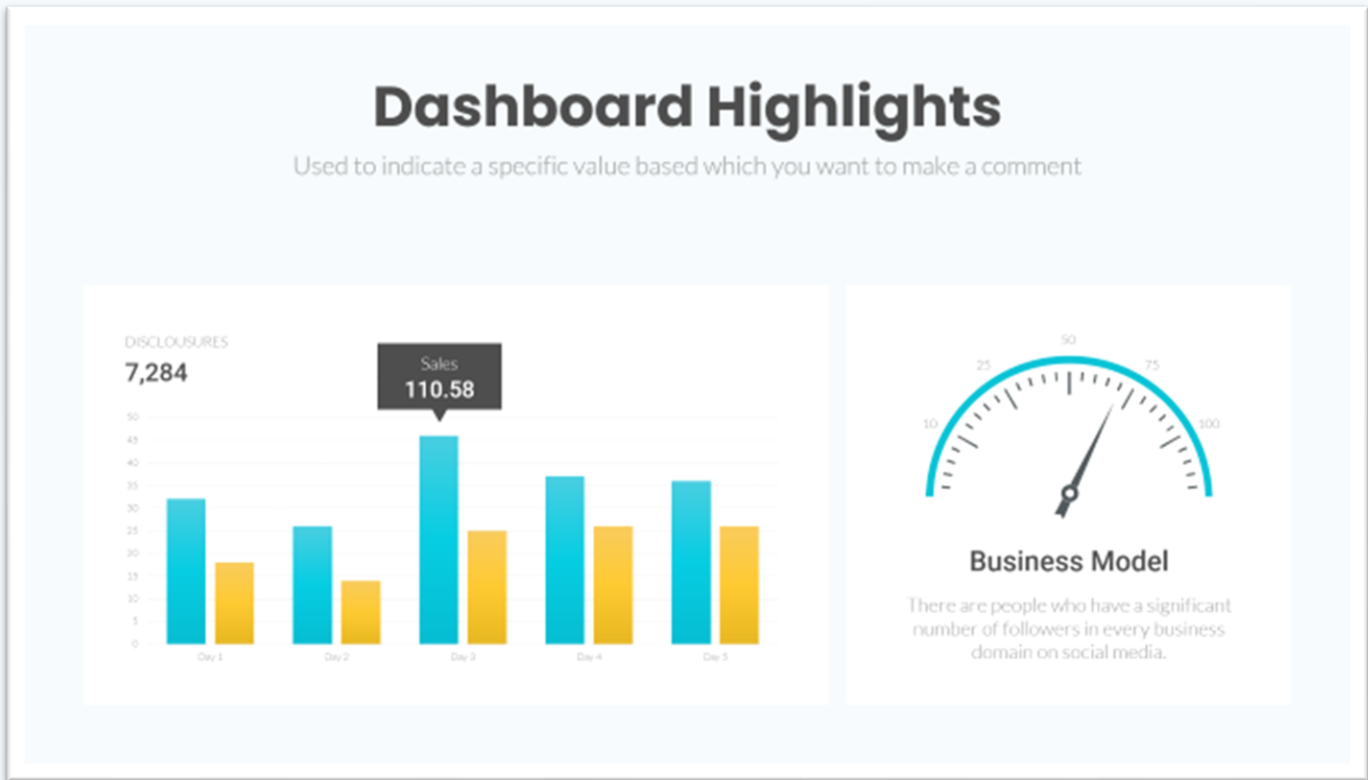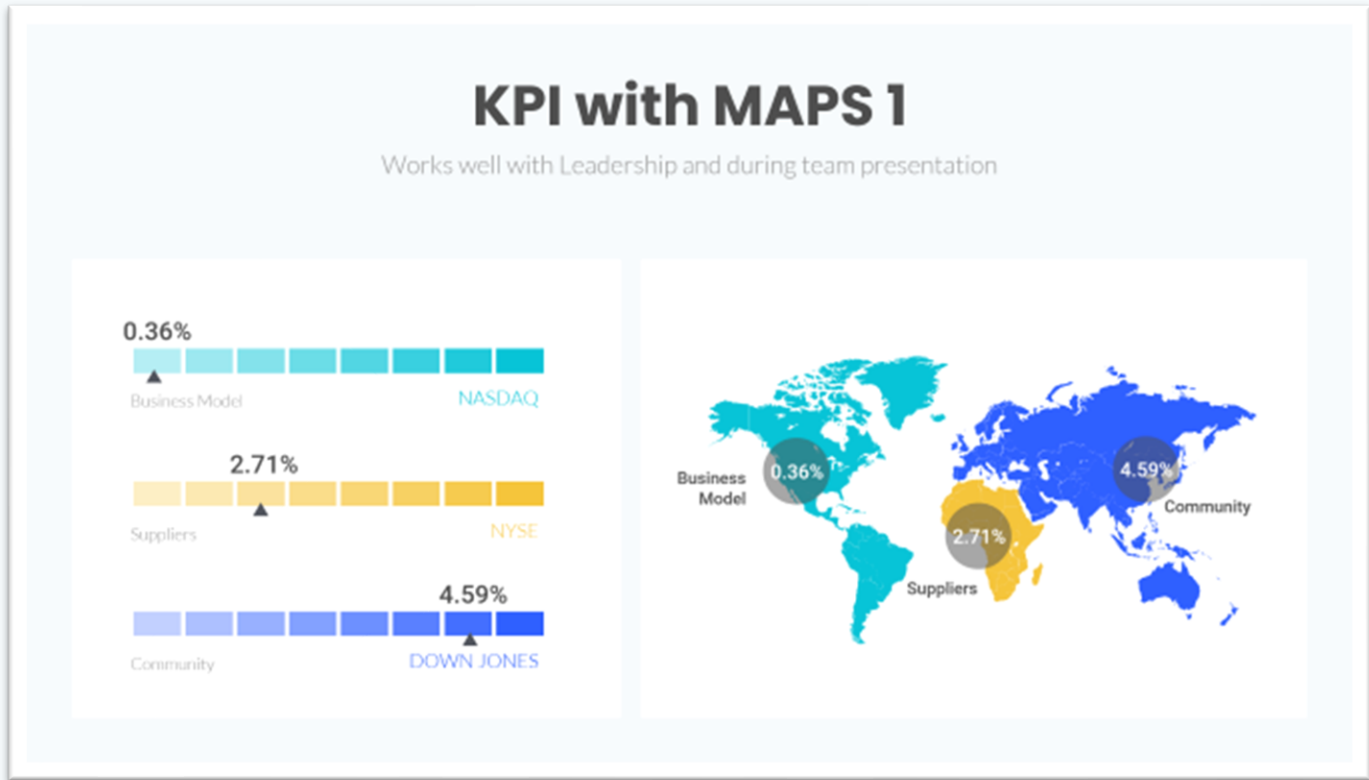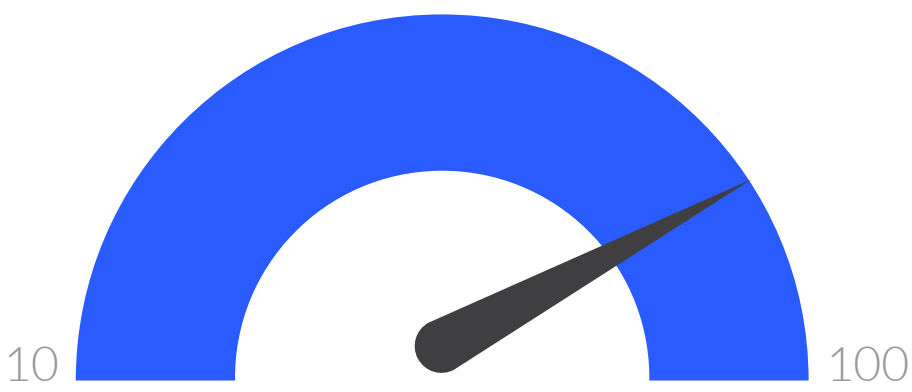NYSE ▼

2.04%
DOW JONES ▲

TOP DOWN & Z Combo

Used to show funnel with key metrics on the left-hand side

60% **Desire**
To get your company's name out there, you need to make sure.

7% **Desire**
To get your company's name out there, you need to make sure.

45% **Desire**
To get your company's name out there, you need to make sure.

60% **Desire**
To get your company's name out there, you need to make sure.

Downloads ▼ 110.58

Develop ▼ 89.14

Production ▲ 459.10

Sales ▼ 110.58

4.4/ Others

These formats also work best with a certain audience
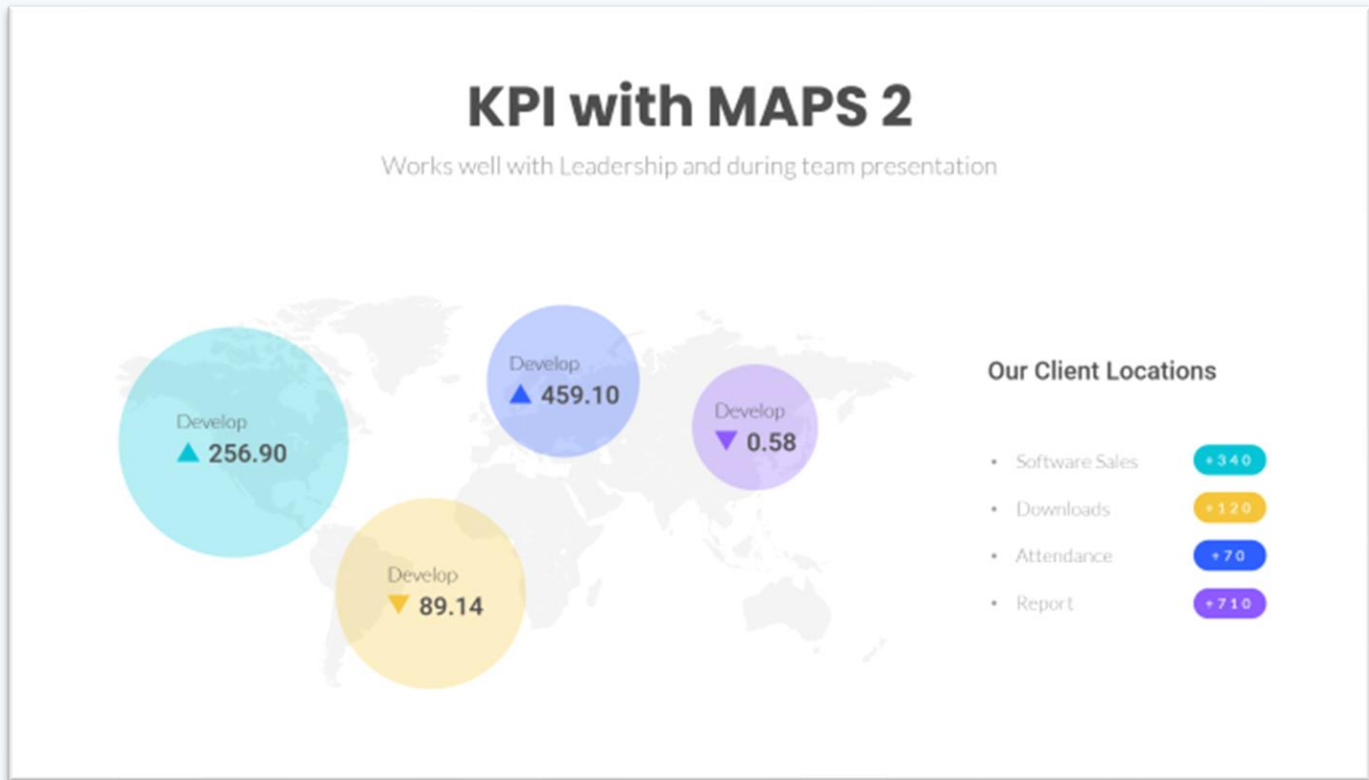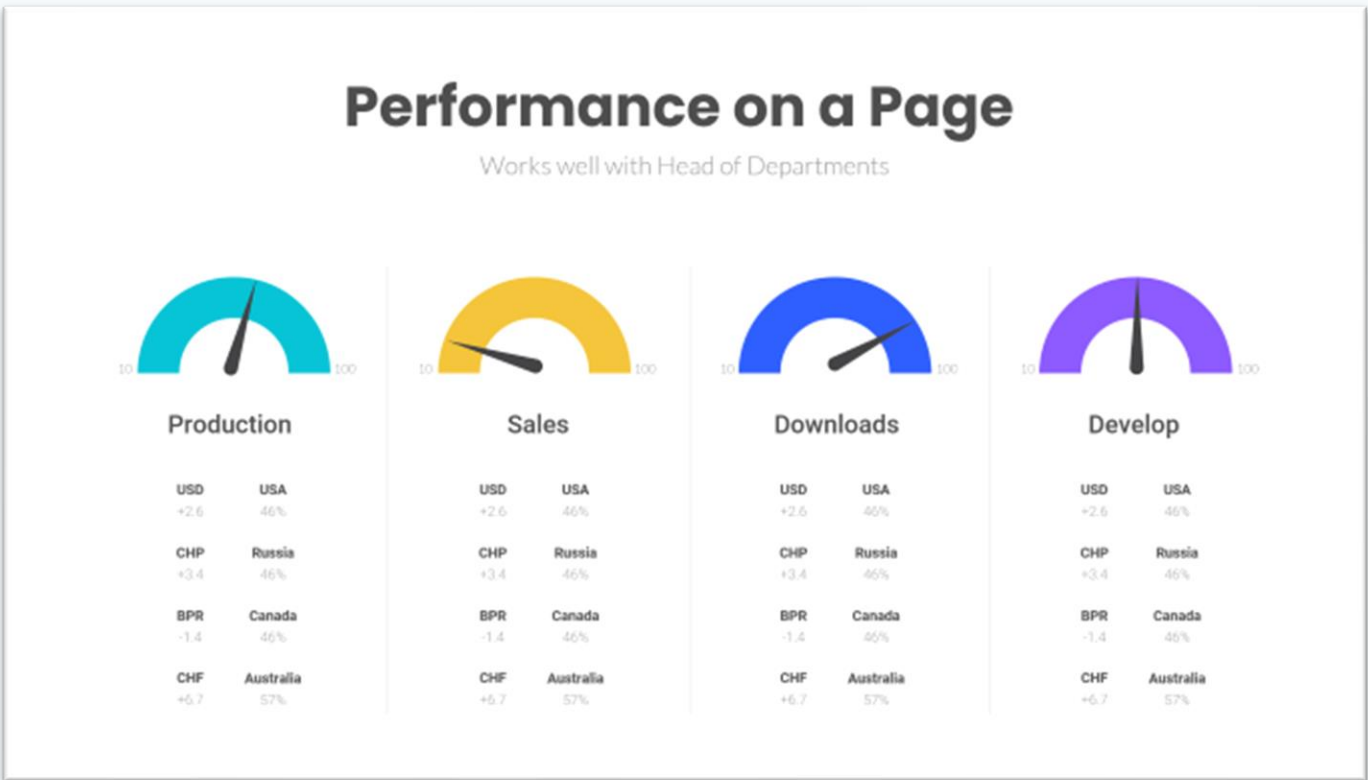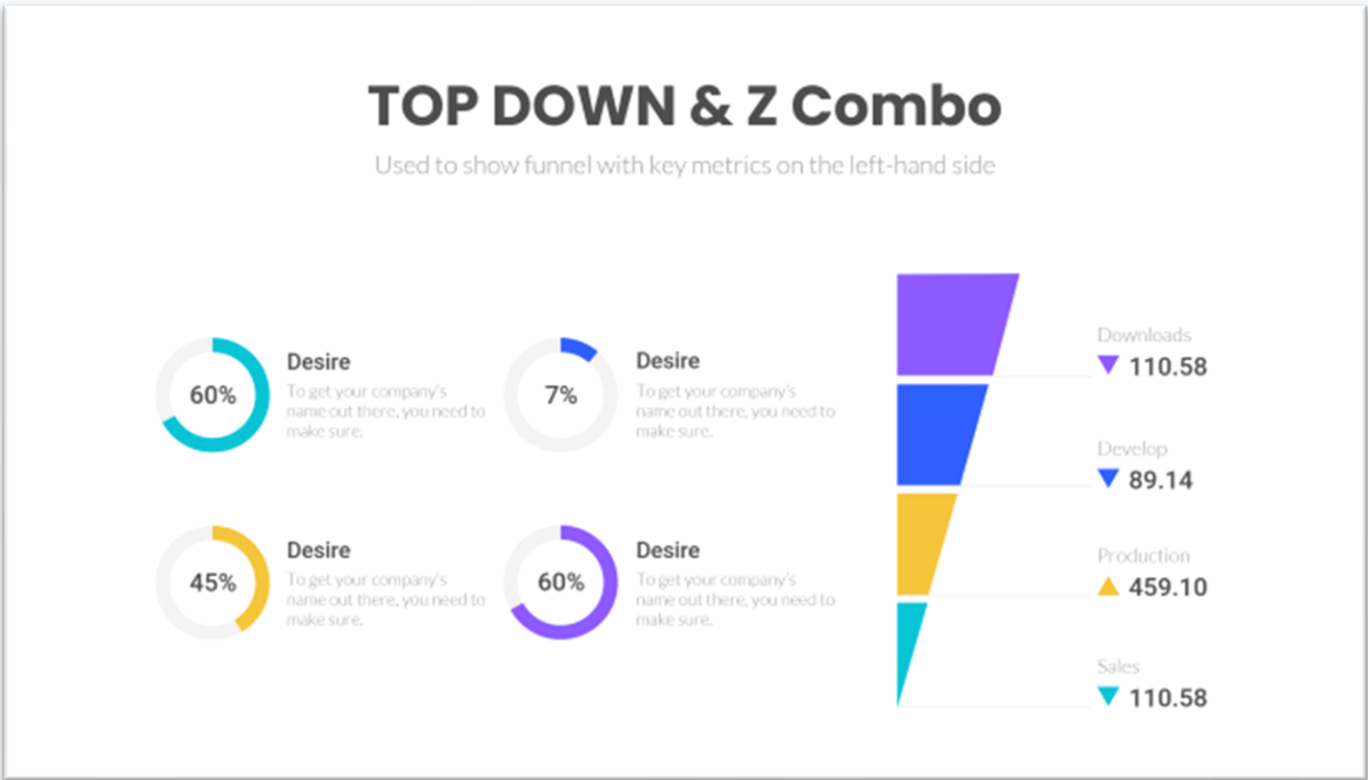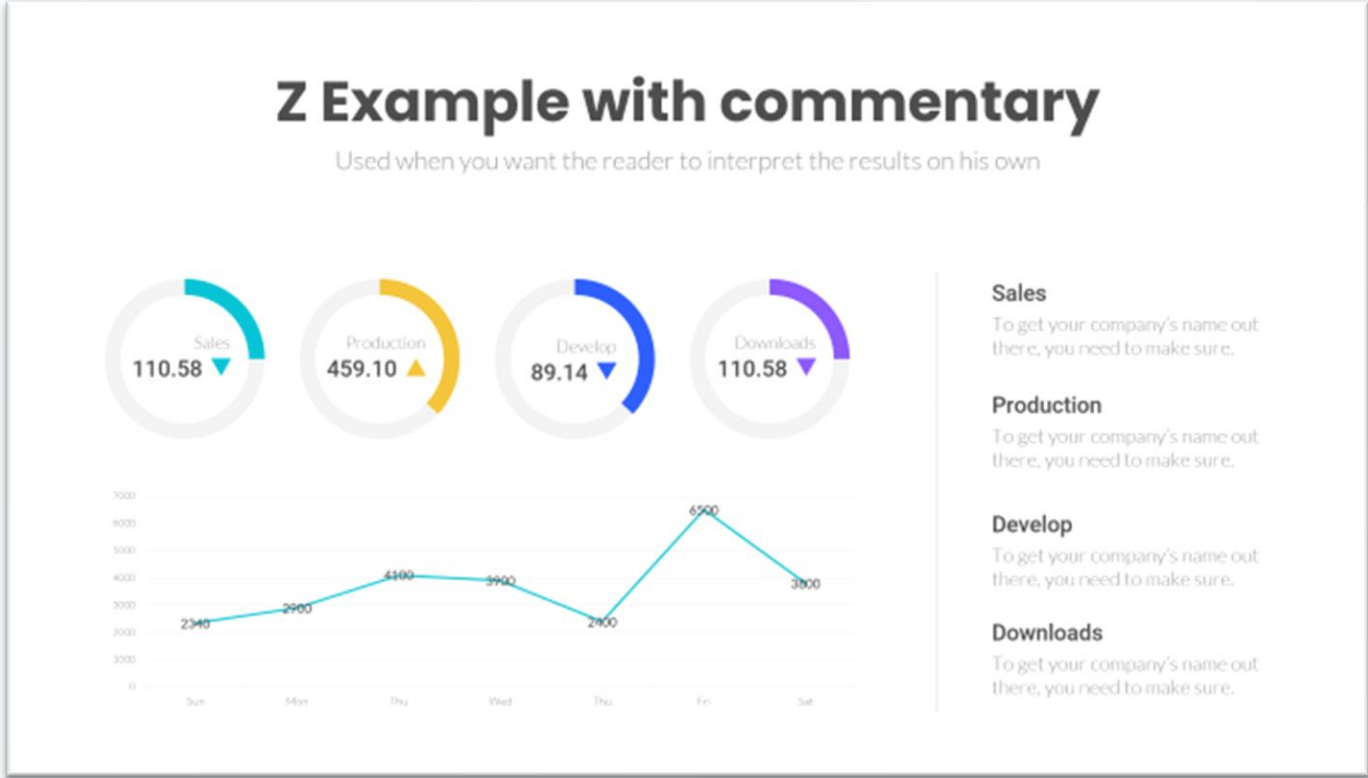
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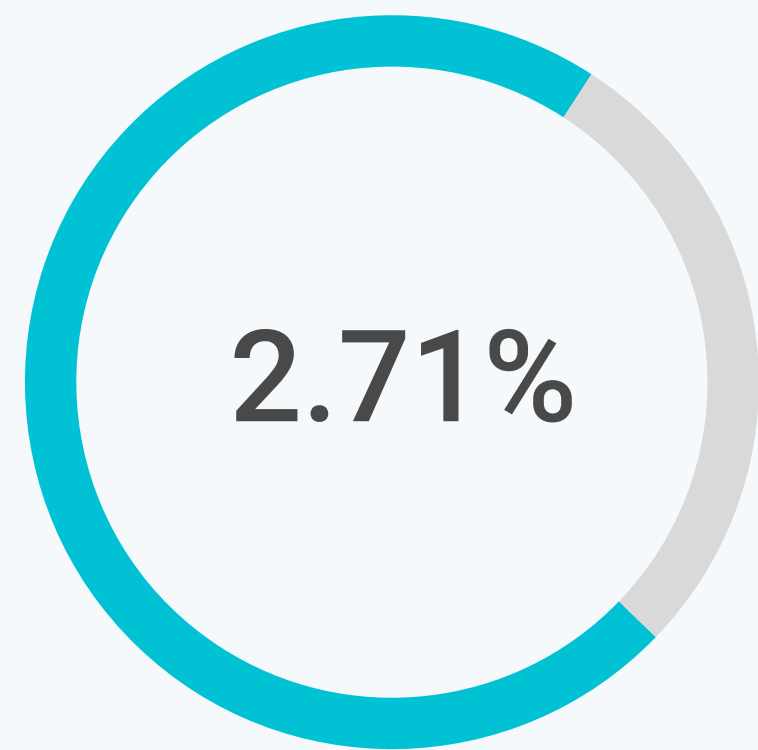
Develop
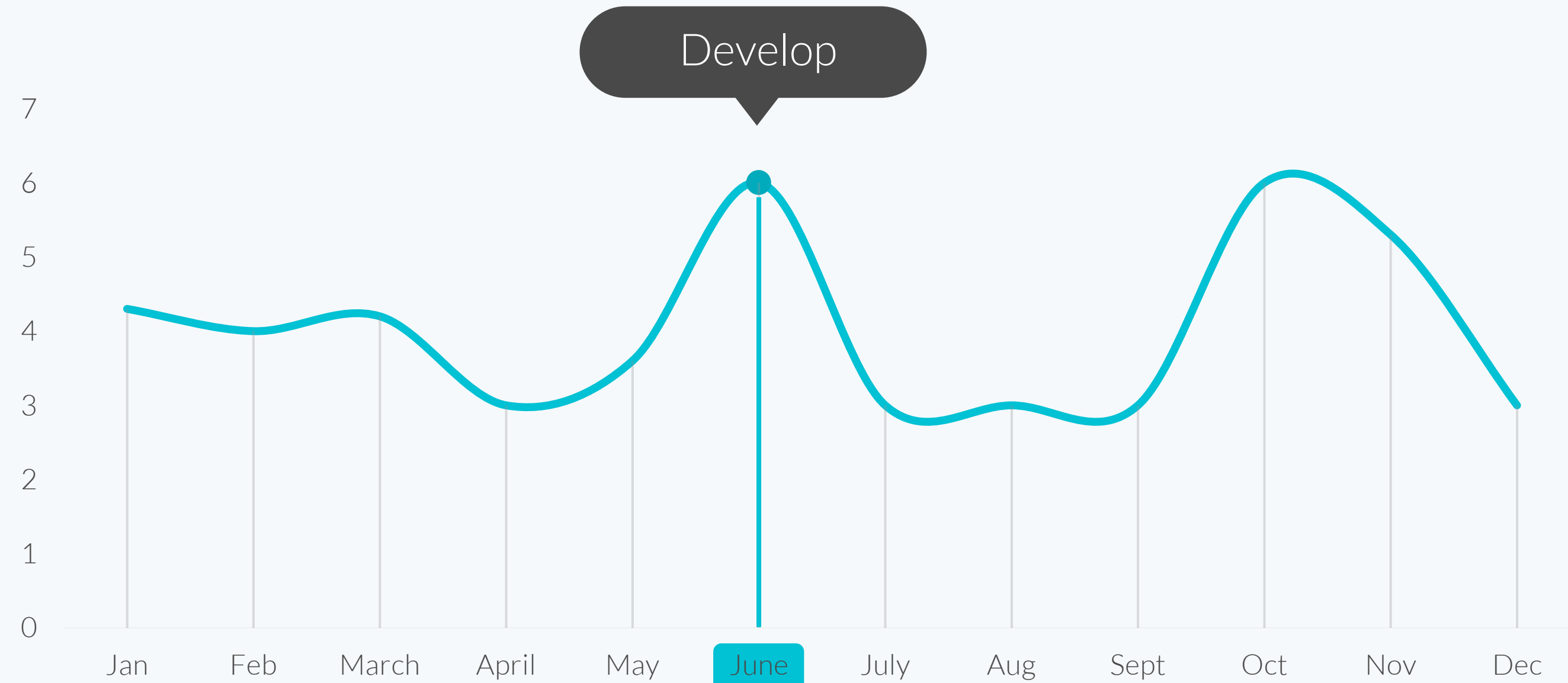▲ 256.90
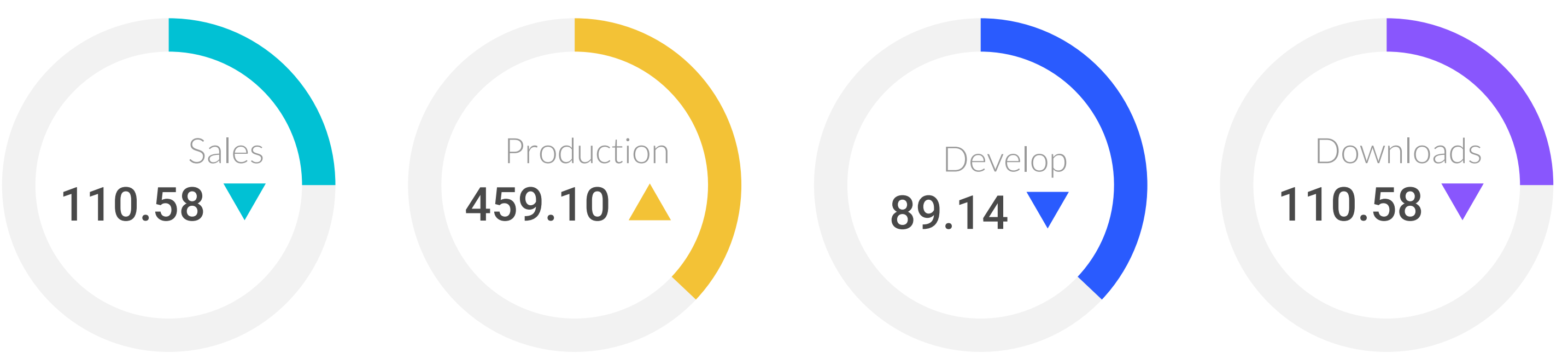
Develop
▼ 89.14

Develop
▲ 459.10

Develop
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2.71%

Downloads

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Develop

					June						
Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec

Z Example with commentary

Used when you want the reader to interpret the results on his own

Sales
110.58 ▼

Production
459.10 ▲

Develop
89.14 ▼

Downloads
110.58 ▼

Sales

To get your company's name out there, you need to make sure.
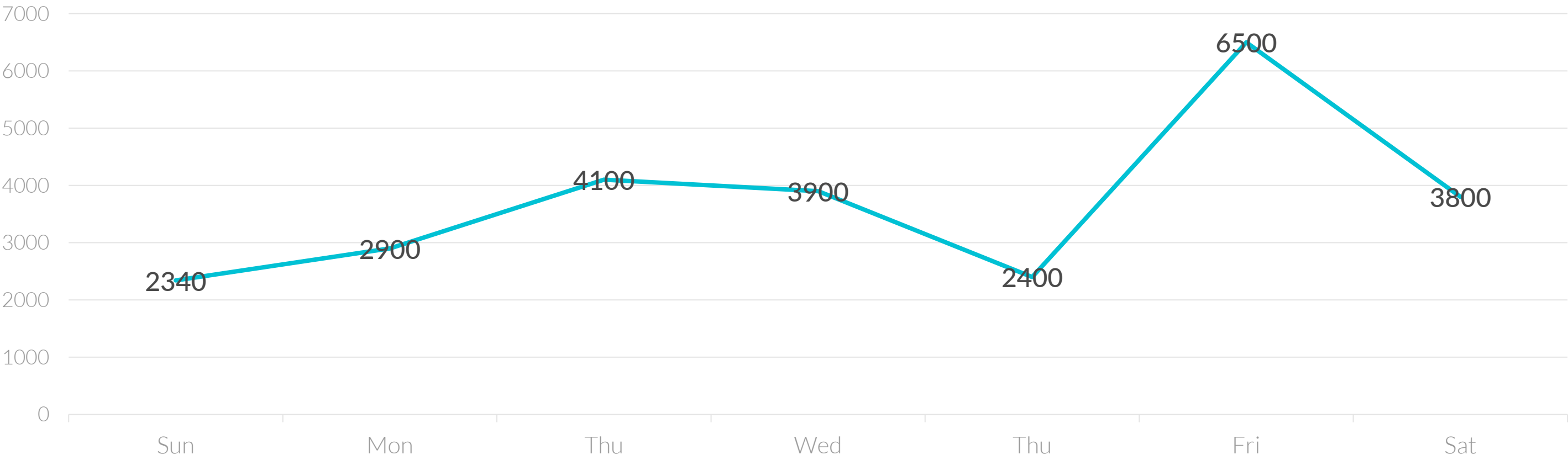
Production

To get your company's name out there, you need to make sure.

Develop

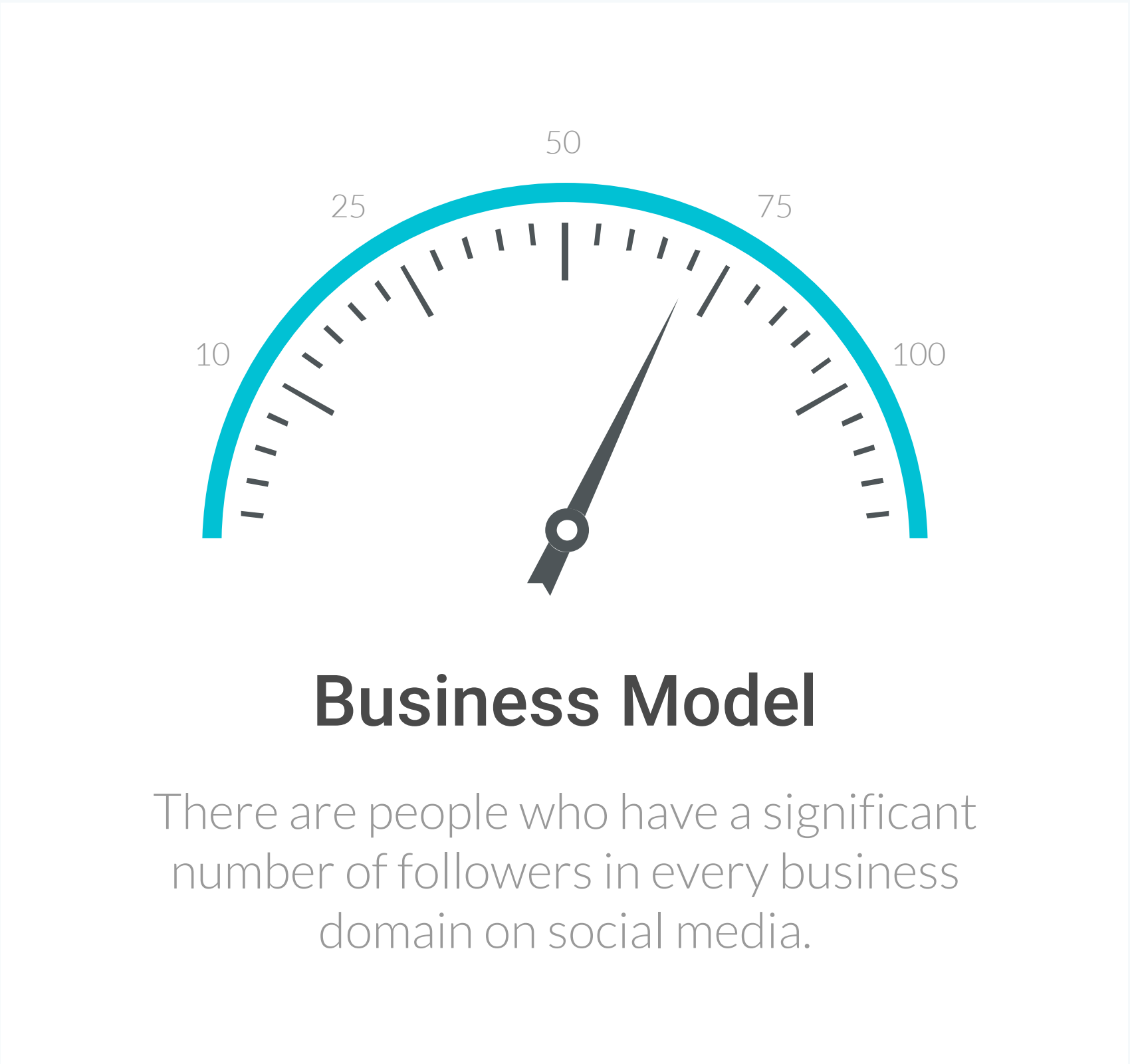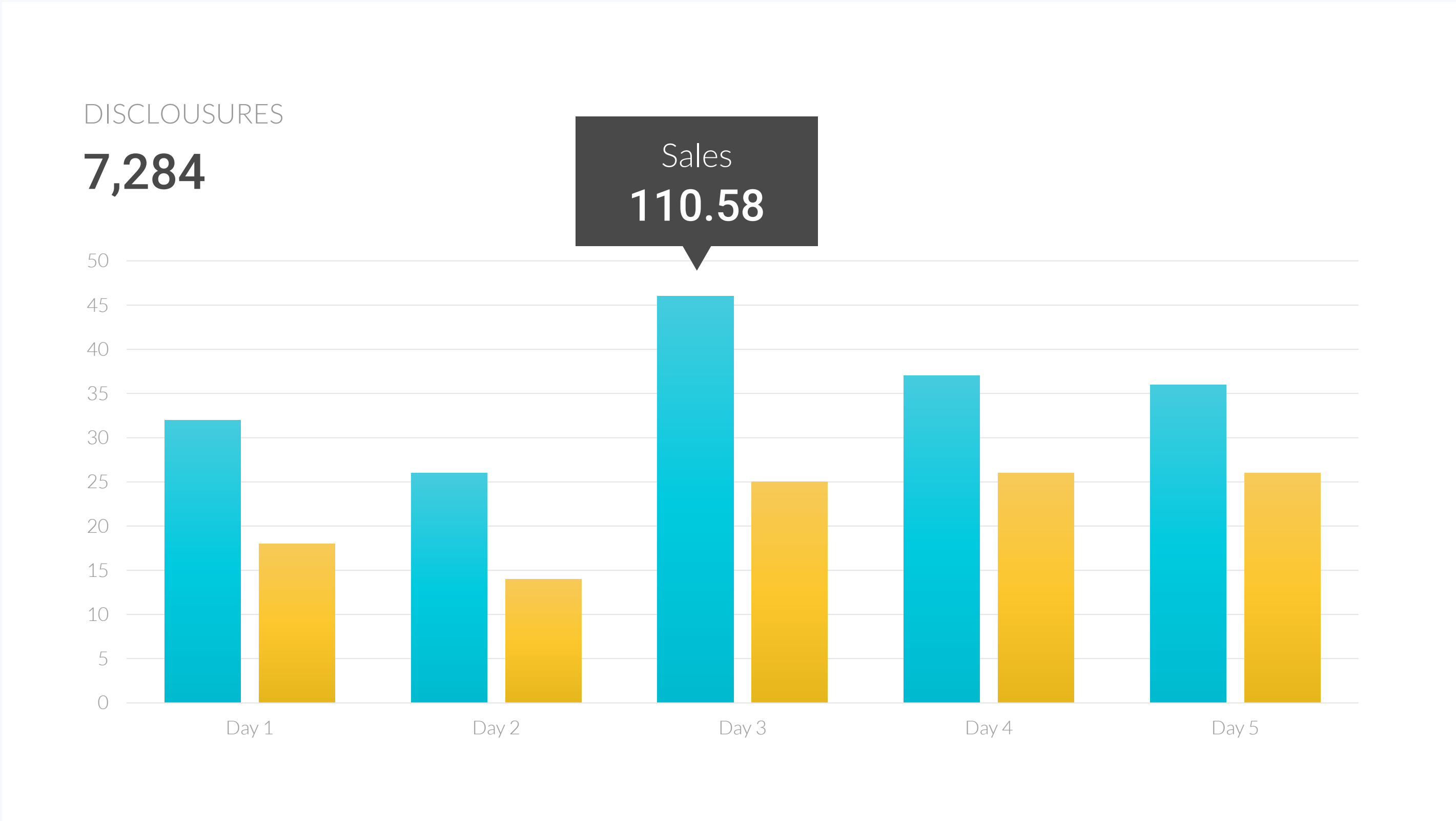To get your company's name out there, you need to make sure.

Downloads

To get your company's name out there, you need to make sure.

	Sun	Mon	Thu	Wed	Thu	Fri	Sat
Value	2340	2900	4100	3900	2400	6500	3800

Dashboard Highlights

Used to indicate a specific value based which you want to make a comment

DISCLOUSURES

7,284

Sales
110.58

50	
45	
40	
35	
30	
25	
20	
15	
10	
5	
0	

Day 1   Day 2   Day 3   Day 4   Day 5

10   25   50   75   100

Business Model

There are people who have a significant number of followers in every business domain on social media.
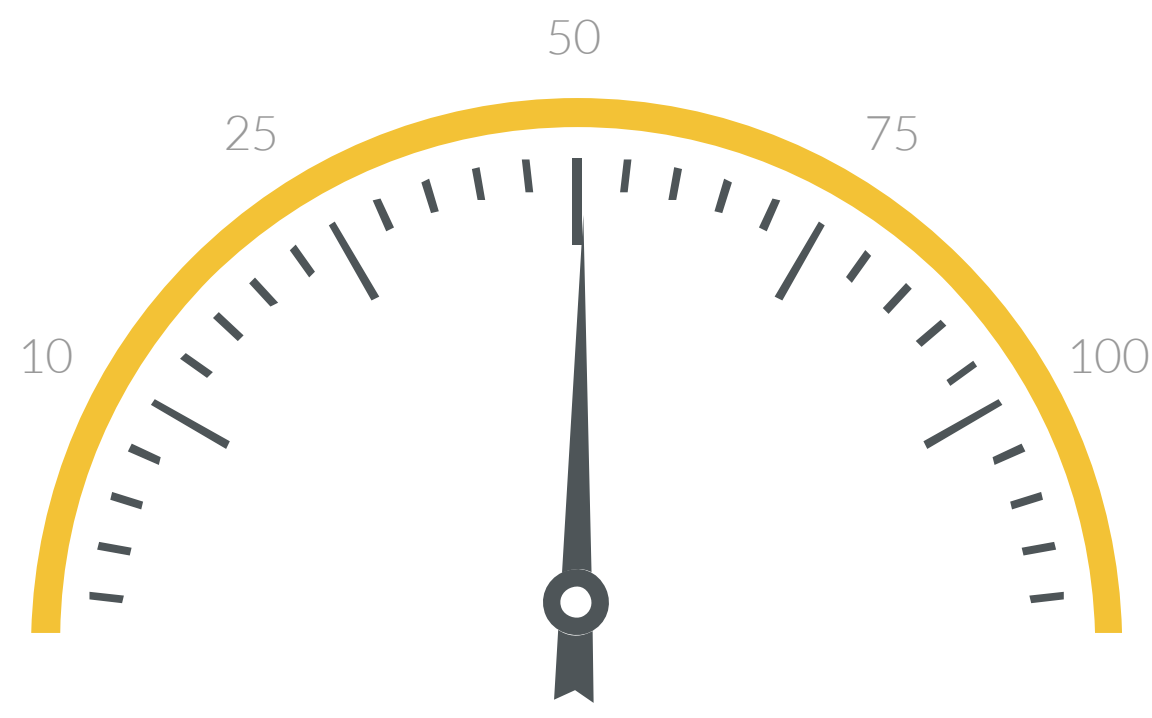
LEFT TO RIGHT

Use this templates when you want to inform about the metrics
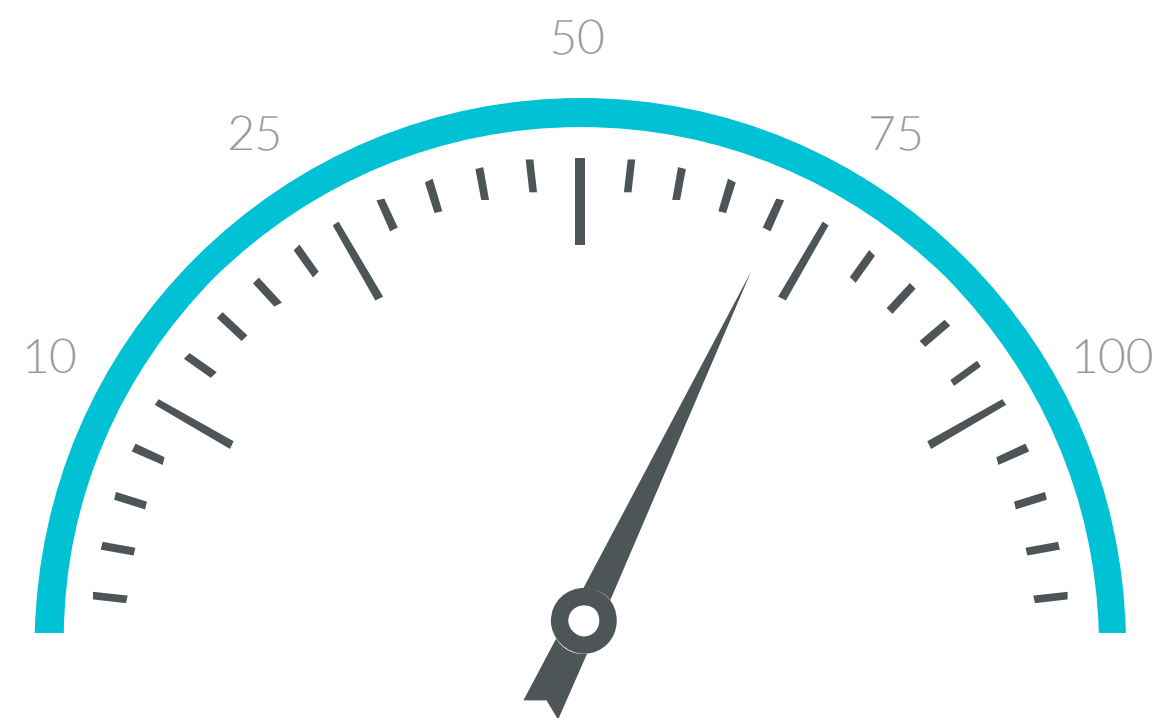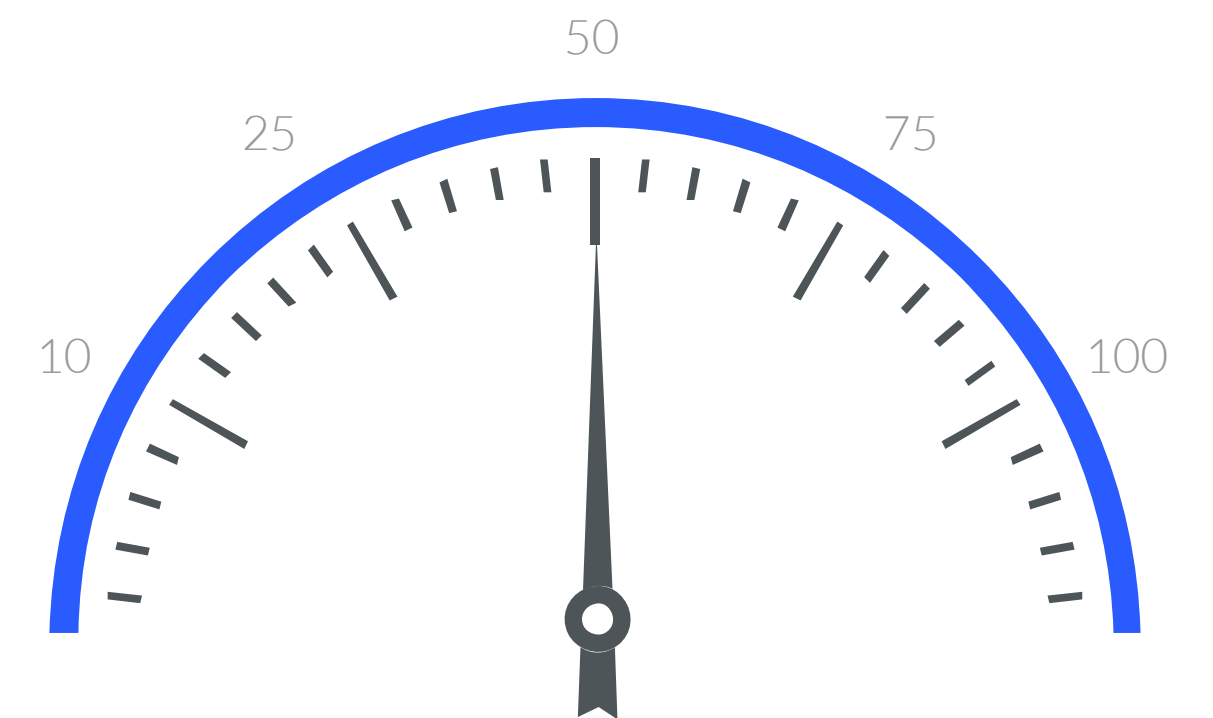
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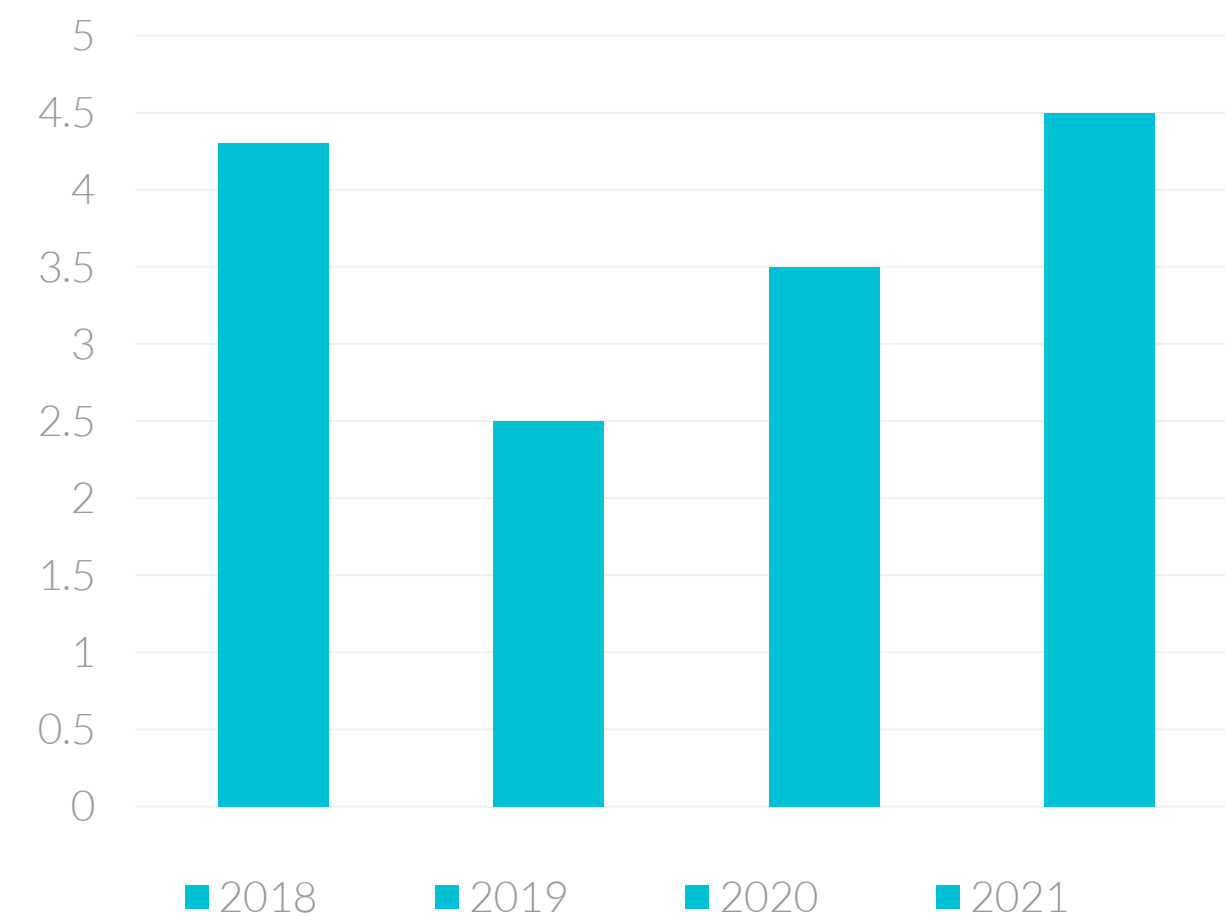Production is picking up pace and should reach full capacity by next month
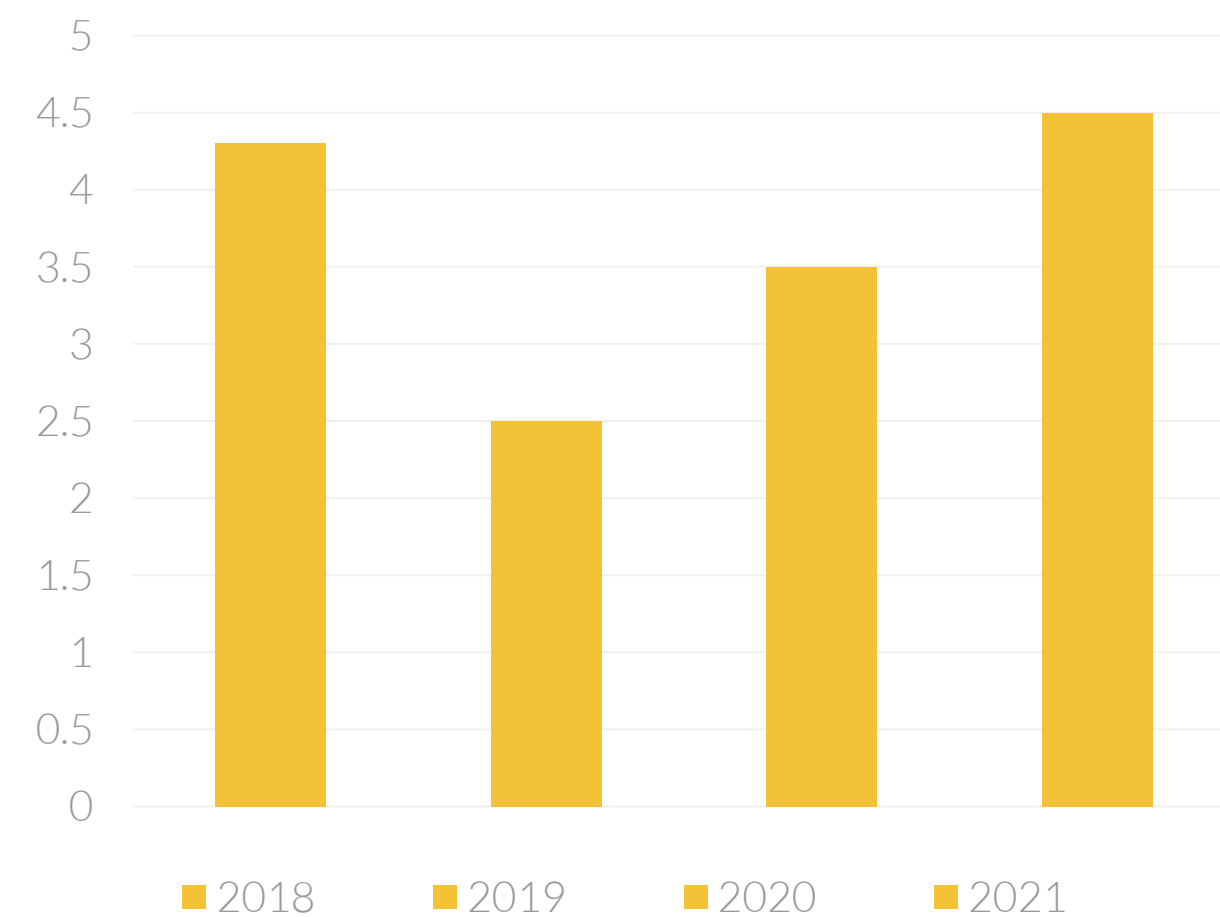
Raw Materials

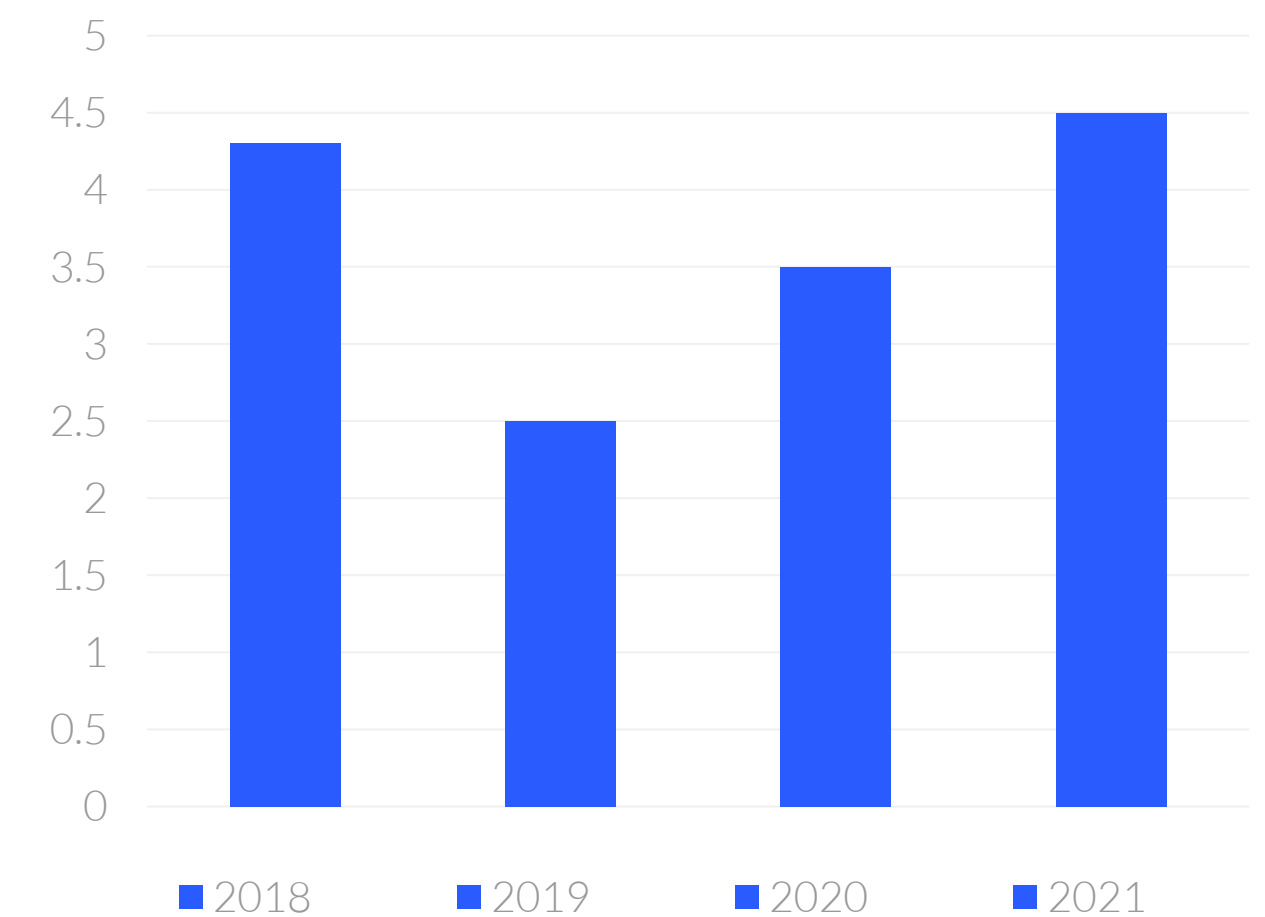Vendors have started to supply raw materials consistently

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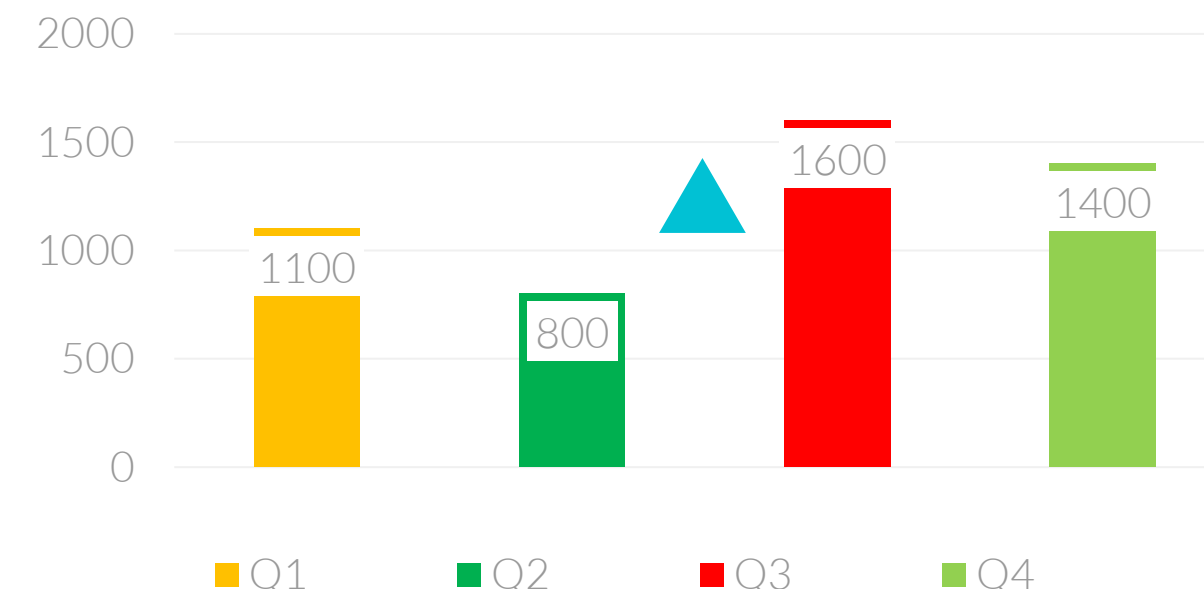**1.28%**

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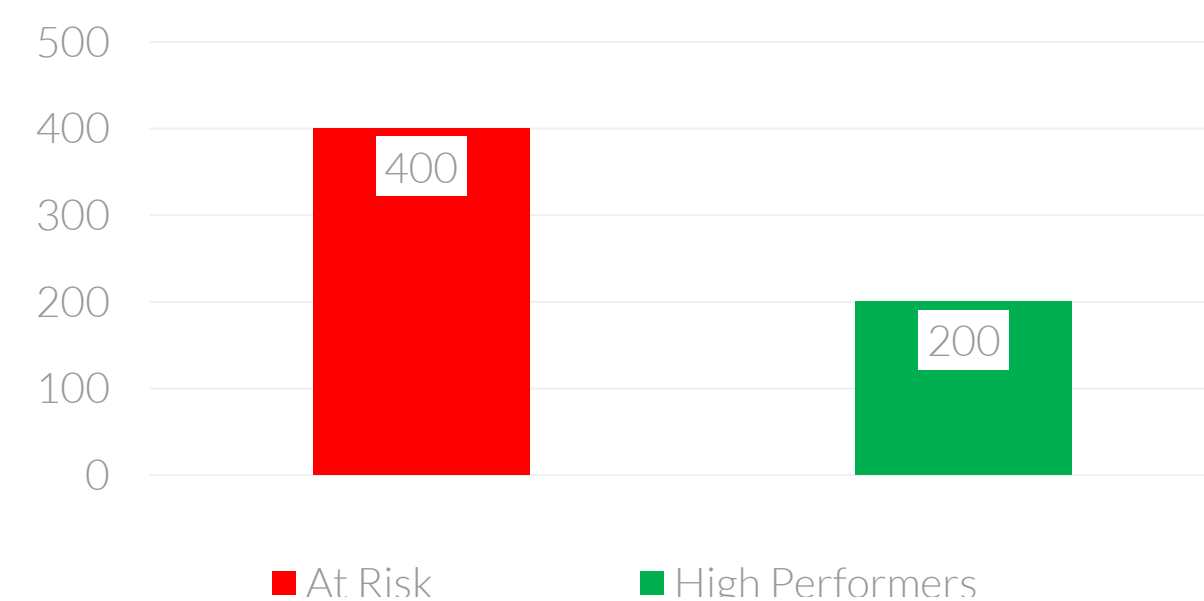## 3 Steps Approach

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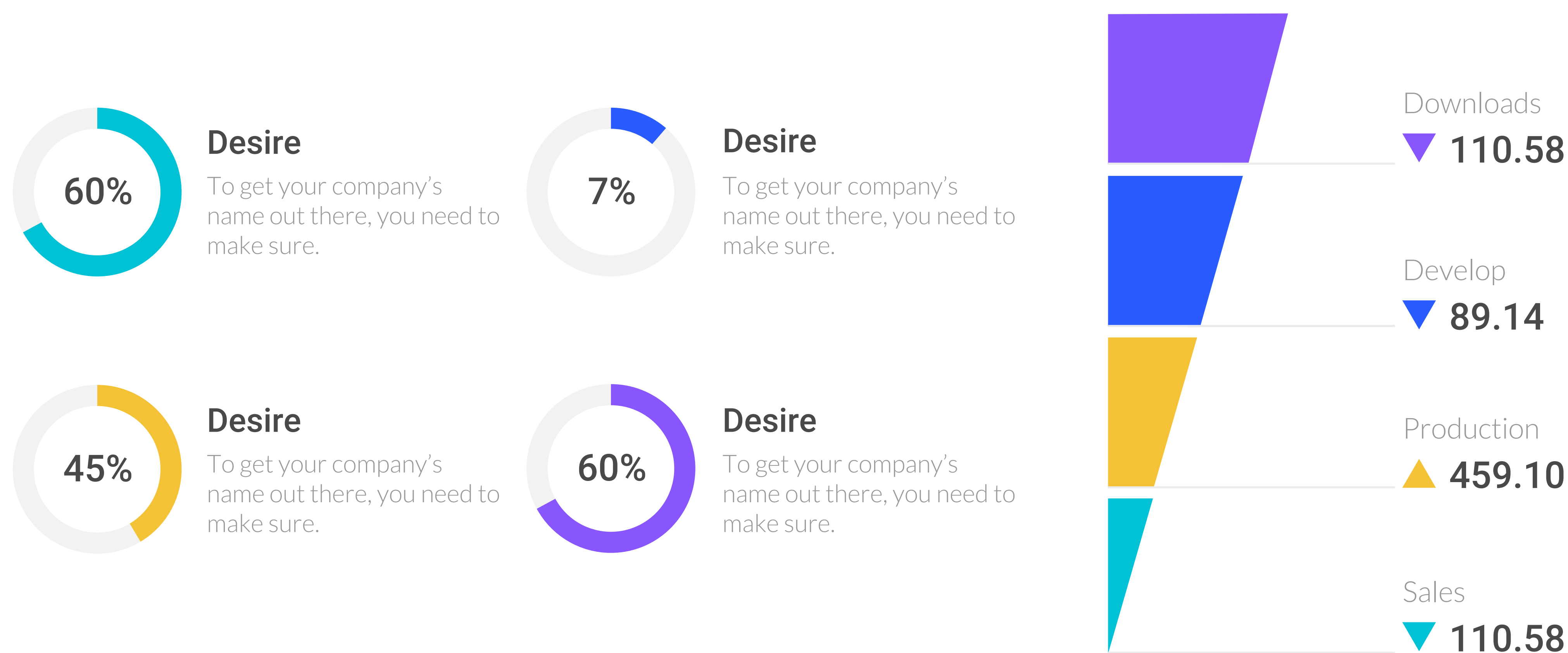
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Downloads
▼ 110.58

Develop
▼ 89.14

Production
▲ 459.10

Sales
▼ 110.58

Performance on a Page

Works well with Head of Departments

Production

USD +2.6	**USA** 46%
CHP +3.4	**Russia** 46%
BPR -1.4	**Canada** 46%
CHF +6.7	**Australia** 57%

Sales

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Downloads

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Develop

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KPI with MAPS 1

Works well with Leadership and during team presentation
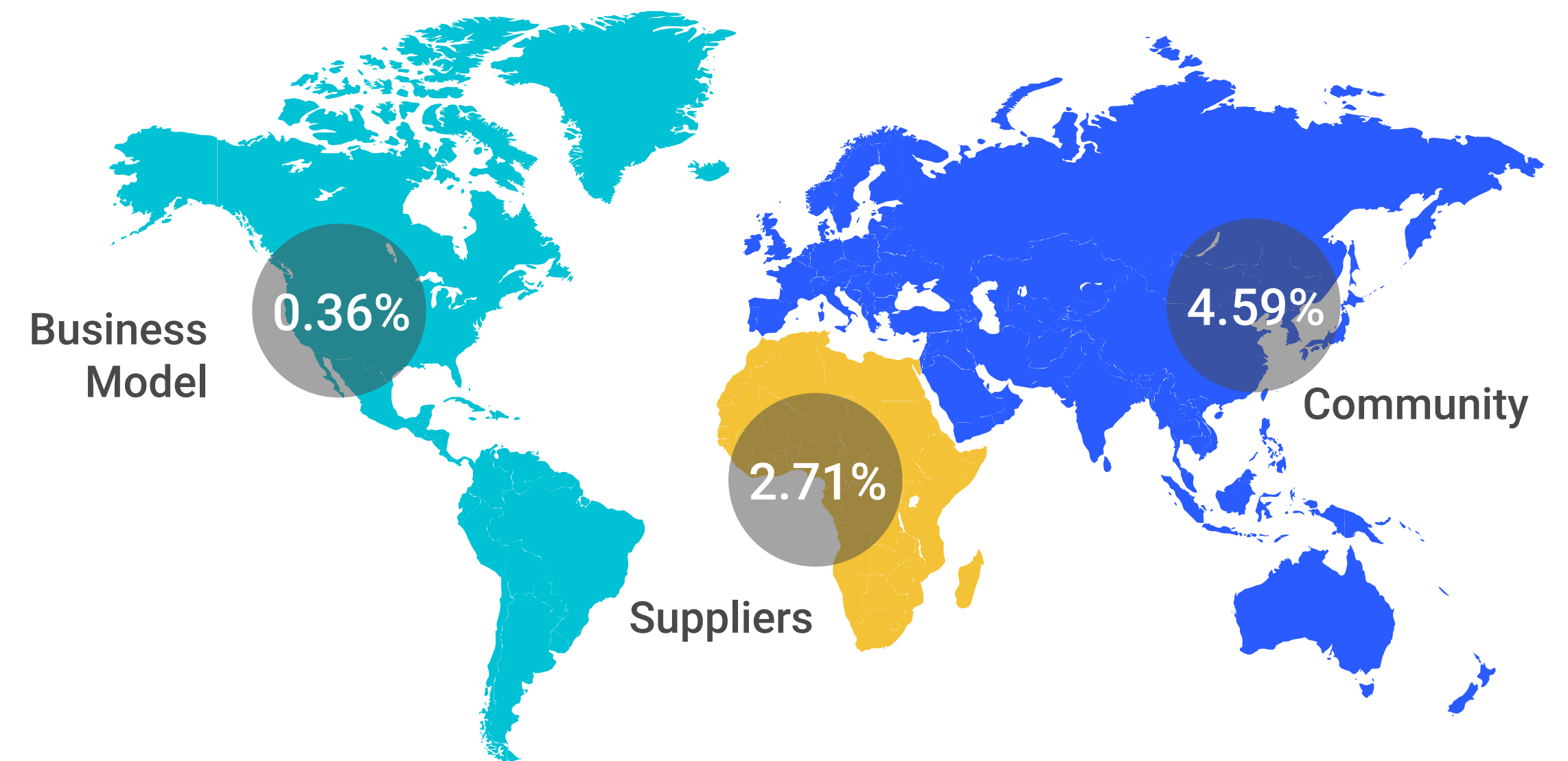
KPI with MAPS 2

Works well with Leadership and during team presentation

Develop
▲ 459.10

Develop
▲ 256.90

Develop
▼ 0.58

Develop
▼ 89.14
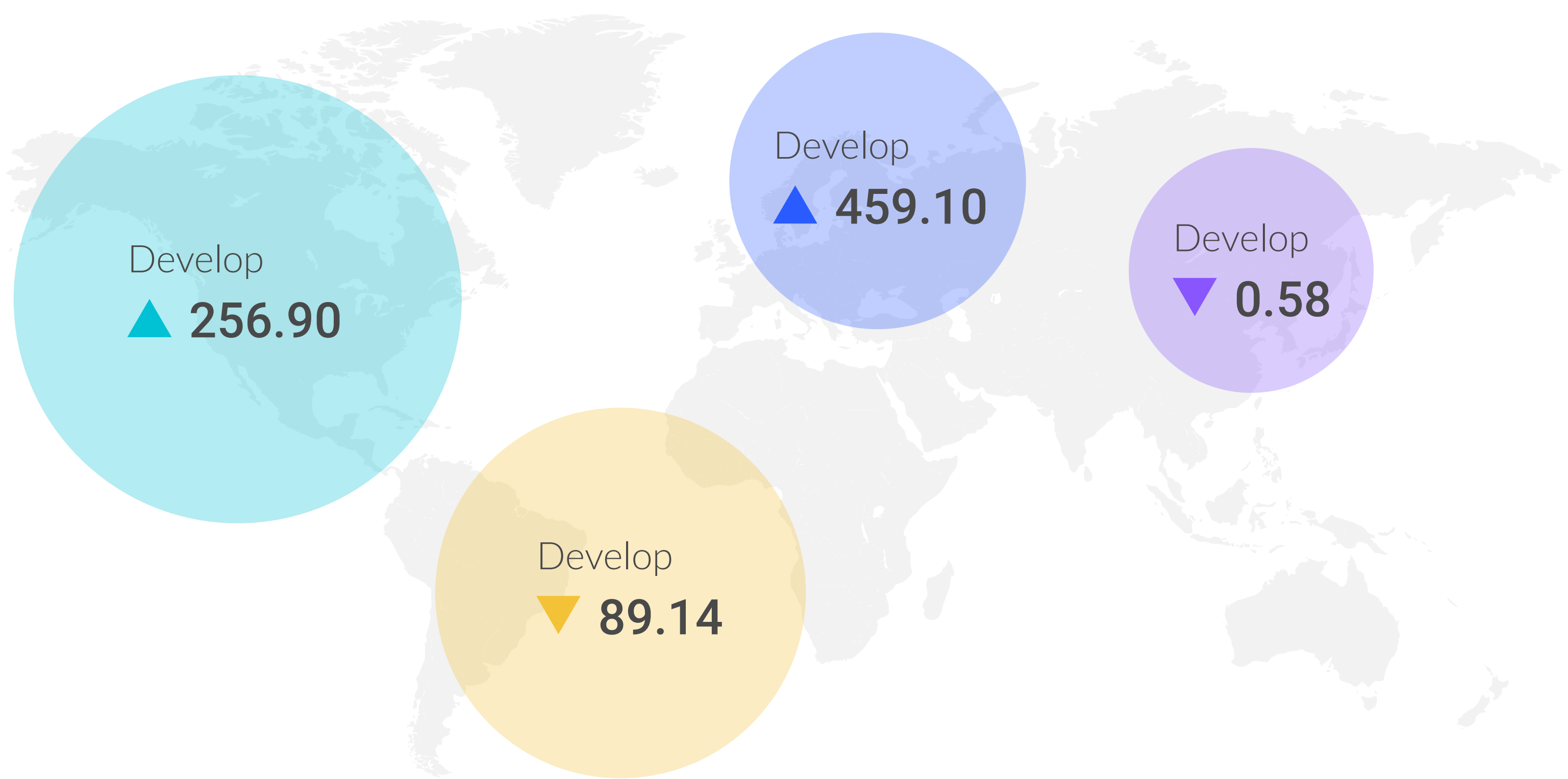
Our Client Locations

- Software Sales   + 3 4 0
- Downloads   + 1 2 0
- Attendance   + 7 0
- Report   + 7 1 0