FTDS // DATA STORYTELLING

Hacktiv8 DS Curriculum Team

Phase 0 Learning Materials

Data storytelling is a methodology for communicating information, tailored to a specific audience, with a compelling narrative.

Data storytelling is about communicating your insights effectively, giving your data a voice.

HACKTIV8

What makes up a good data story?

Data, Narrative, and Visuals.

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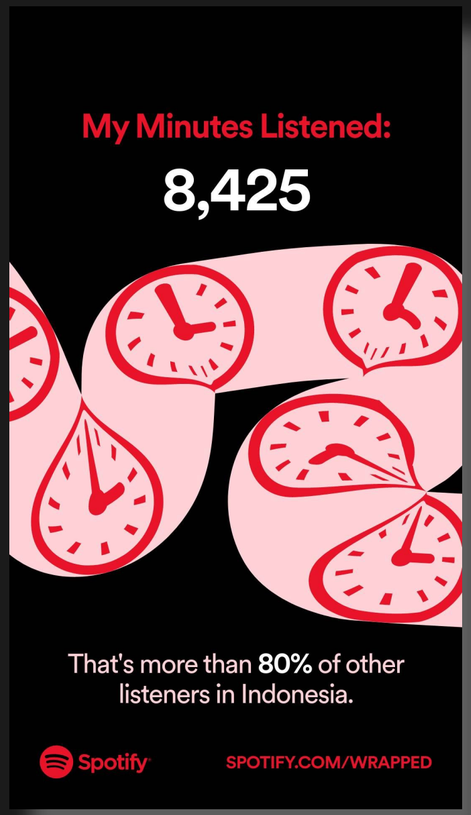
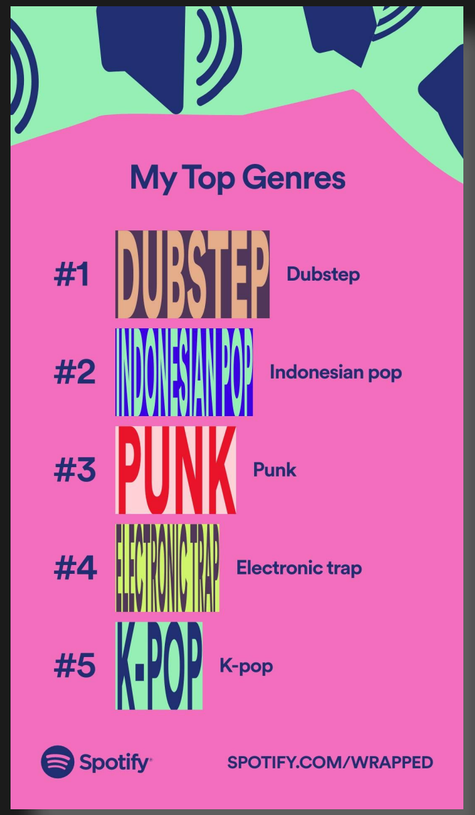
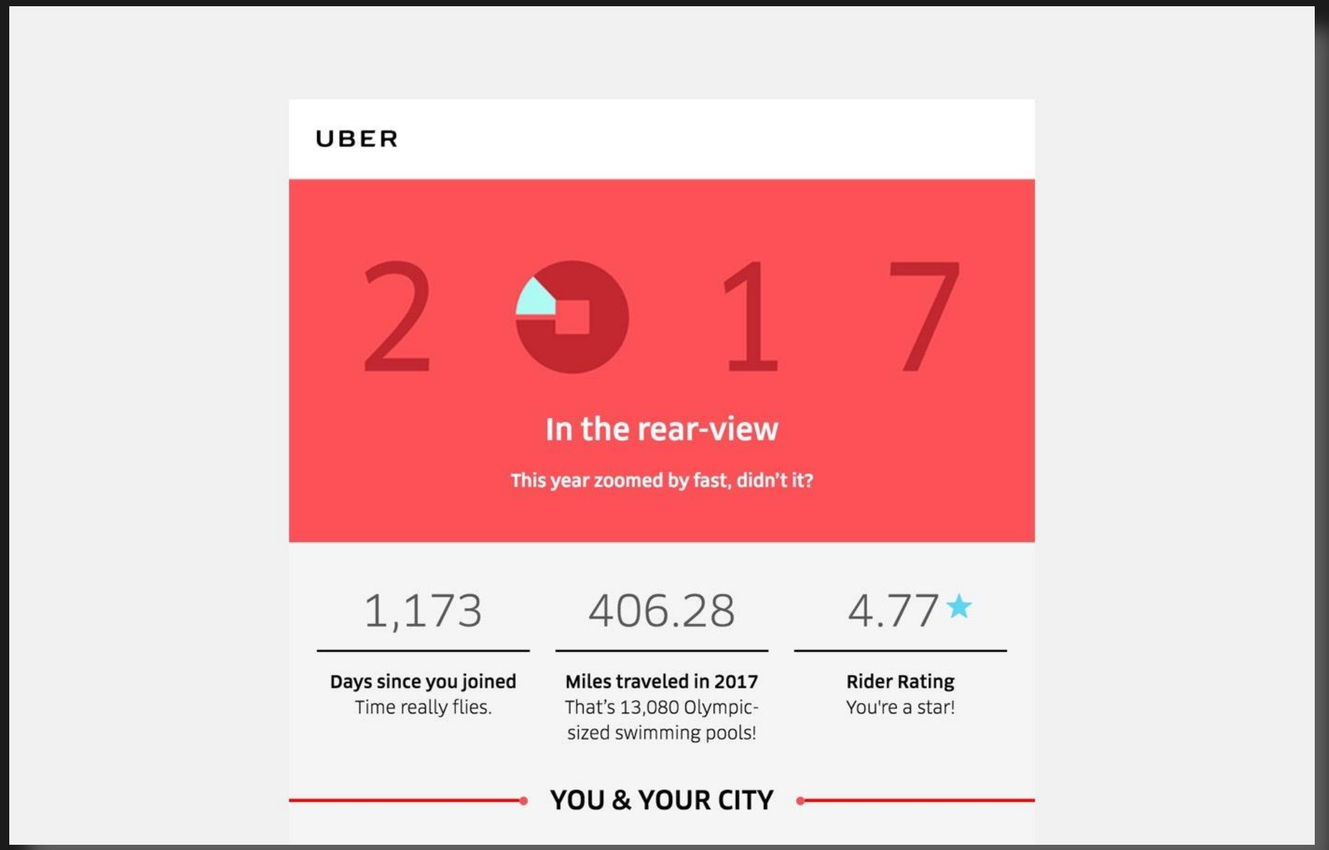
What makes up a good data story?





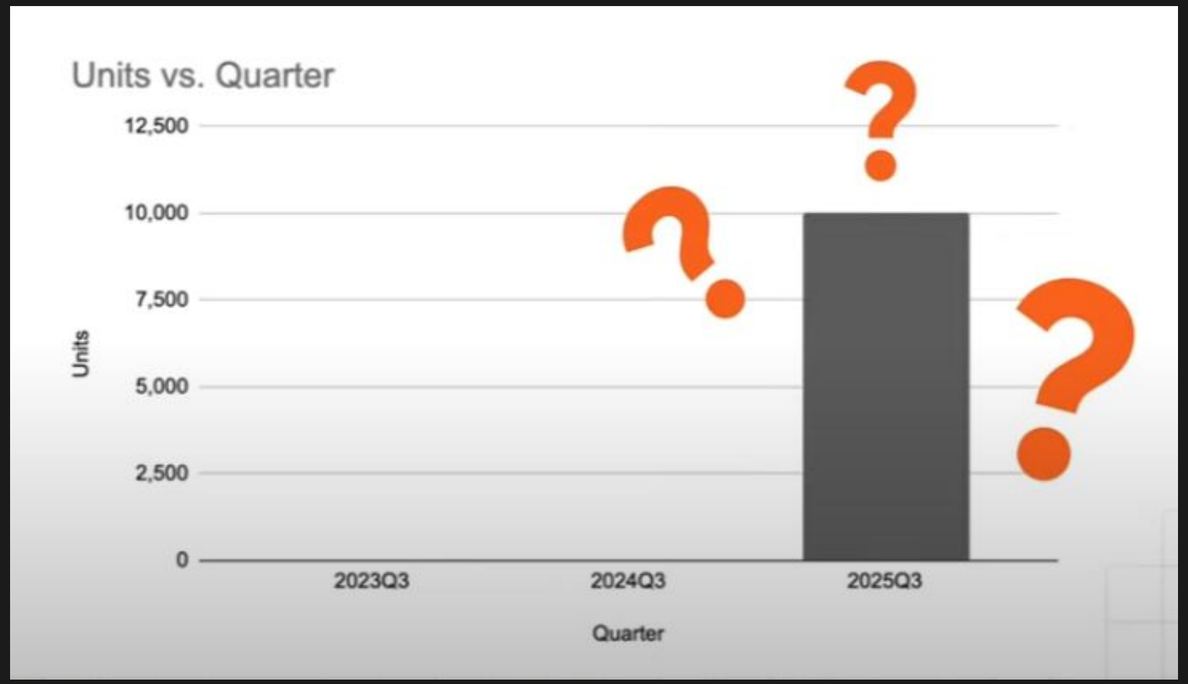
What makes up a good data story?

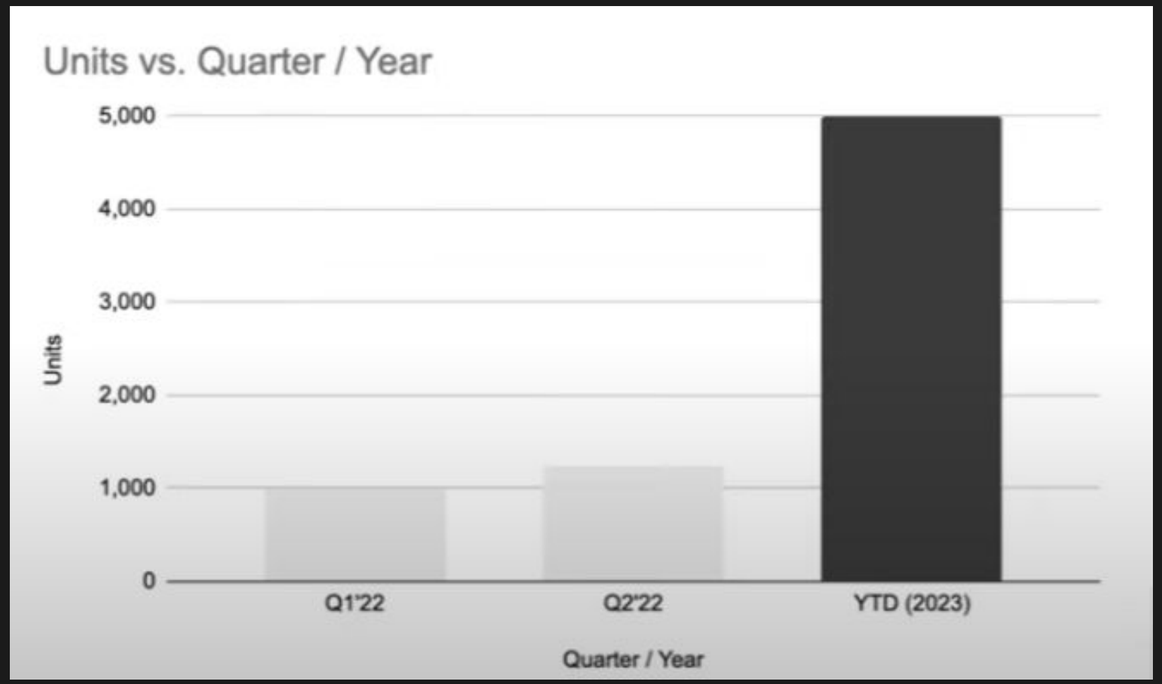


How to make a good chart?

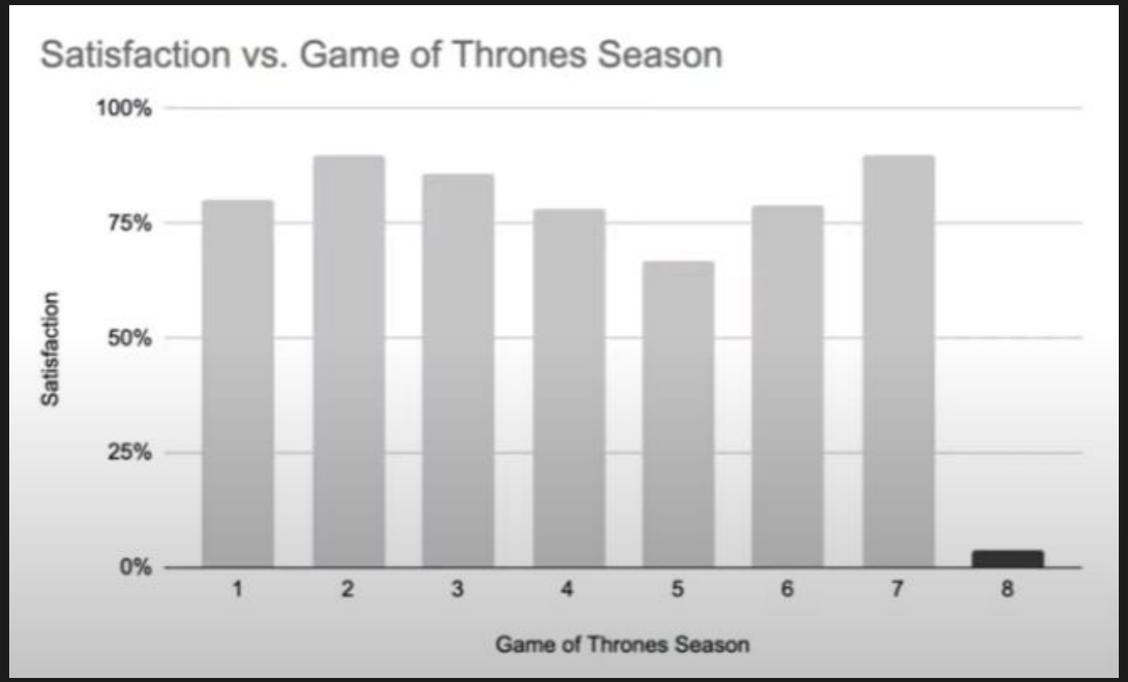
1. Never Present a Single Number in Chart
2. Highlight 1 Interesting Points
3. Make Your Colors
4. Use Consistent Formatting
5. Use Appropriate Chart Types

Never Present a Single Number in Chart

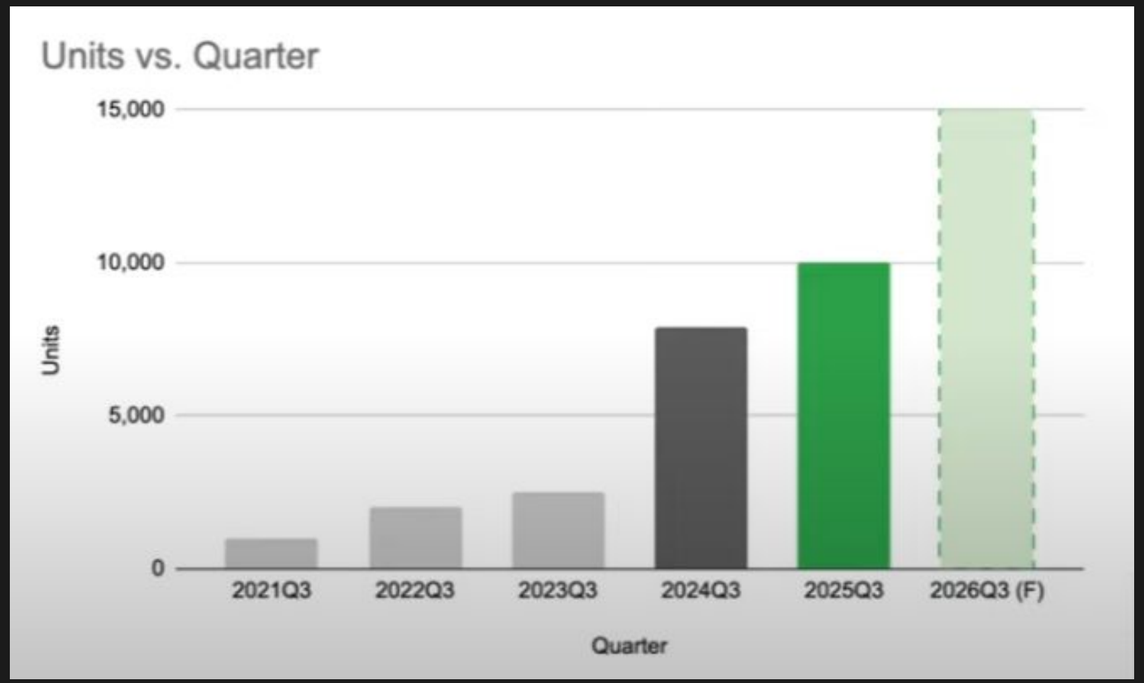




Highlight 1 Interesting Points



Make Your Colors



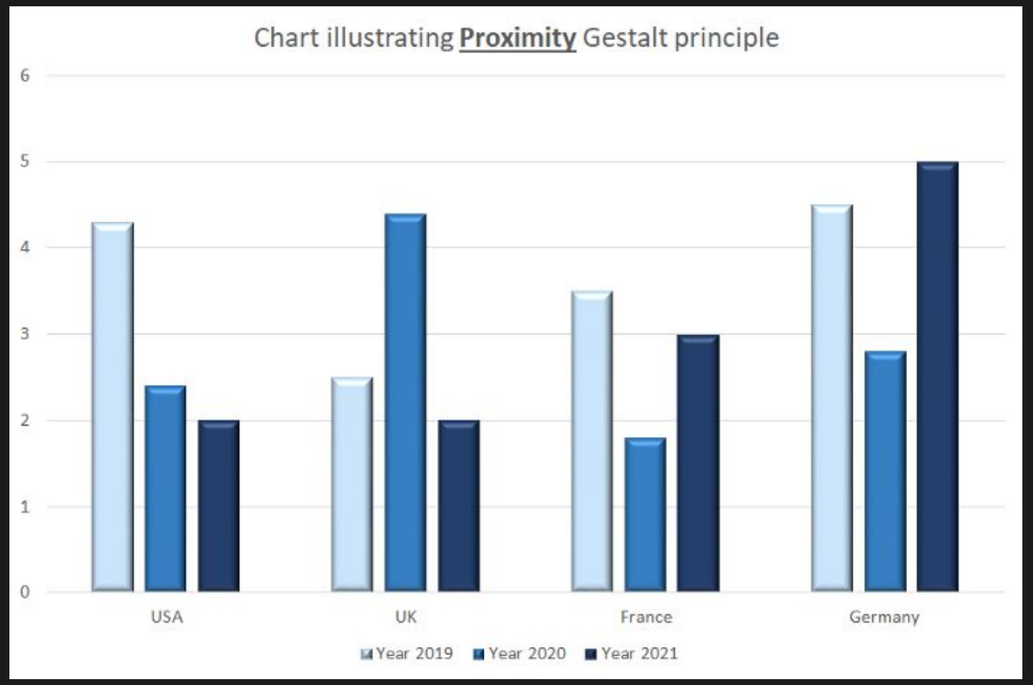
Use Consistent Formatting

	Sales by user segment			
Product	**TOTAL**	Gen Z	Boomer	MKBHD alone
iPhone	**122,000**	100,000	12,000	10,000
iPad	**86,220**	78,920	123,000	7,000
MacBook Pro	**44,491**	39,291	200	5,000
Apple Watch	**53,331**	49,281	50	50,000
iDogeCoin	**1,401**	400	1	1,000

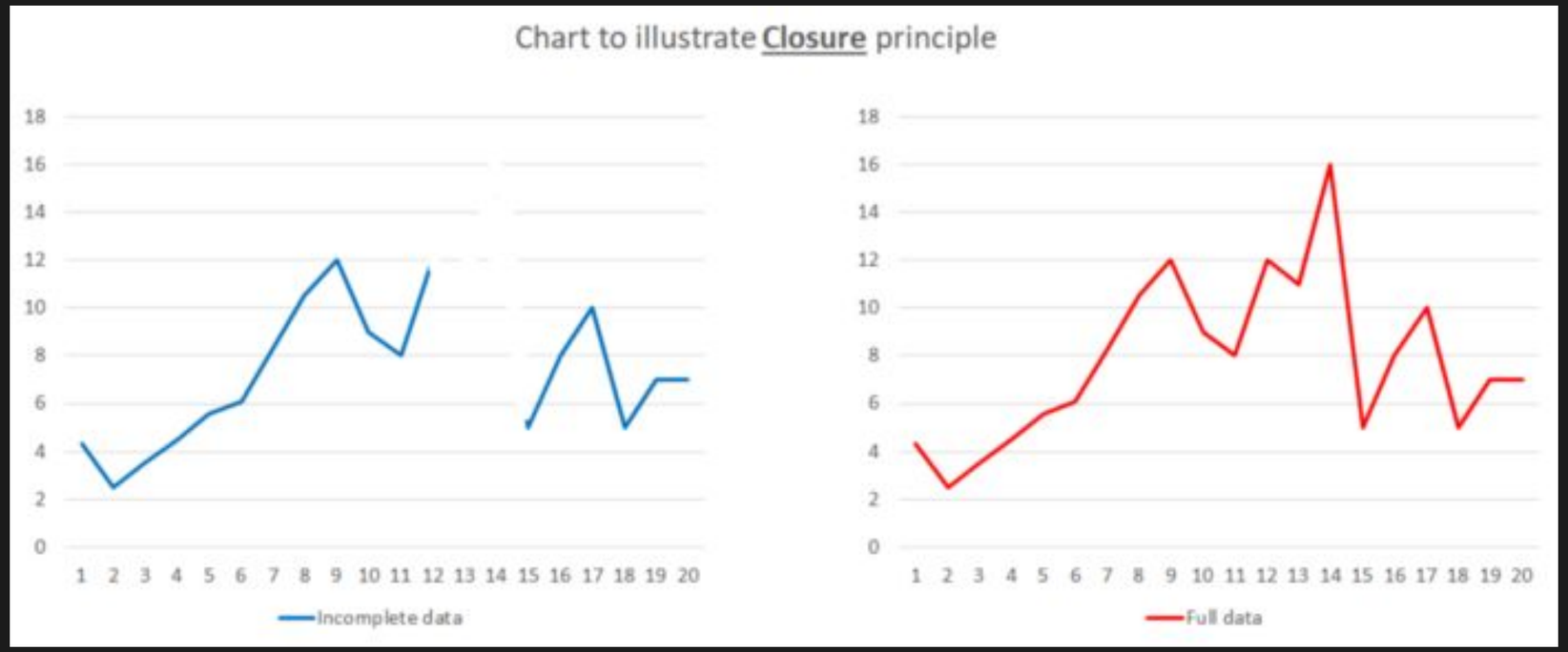
	Satisfaction by user segment			
Product	**AVERAGE**	MKBHD alone	Gen Z	Boomer
iDogeCoin	**60.0%**	90%	50%	40%
MacBook Pro	**67.7%**	89%	60%	54%
Apple Watch	**66.0%**	96%	100%	2%
iPhone	**47.3%**	50%	80%	12%
iPad	**70.0%**	100%	90%	20%

1. Law of Proximity
2. Law of Closure
3. Law of Similarity
4. Law of Enclosure
5. Law of Continuity
6. Law of Figure and Ground
7. Law of Focal Point

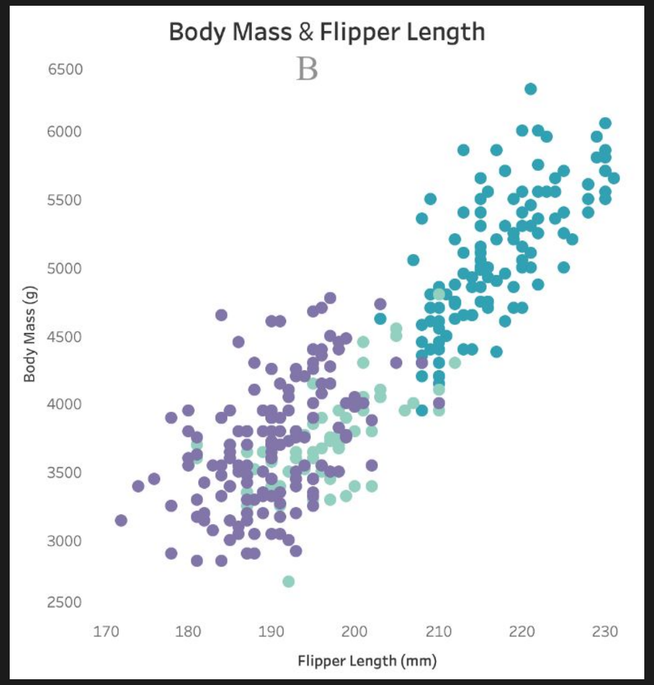
Law of Proximity



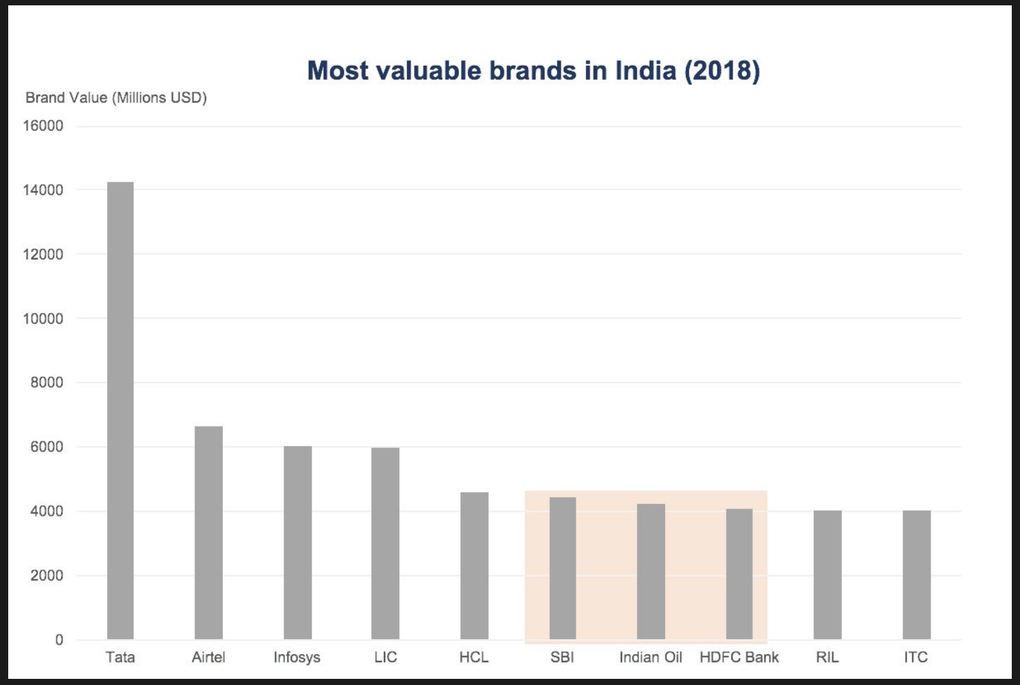
Law of Closure



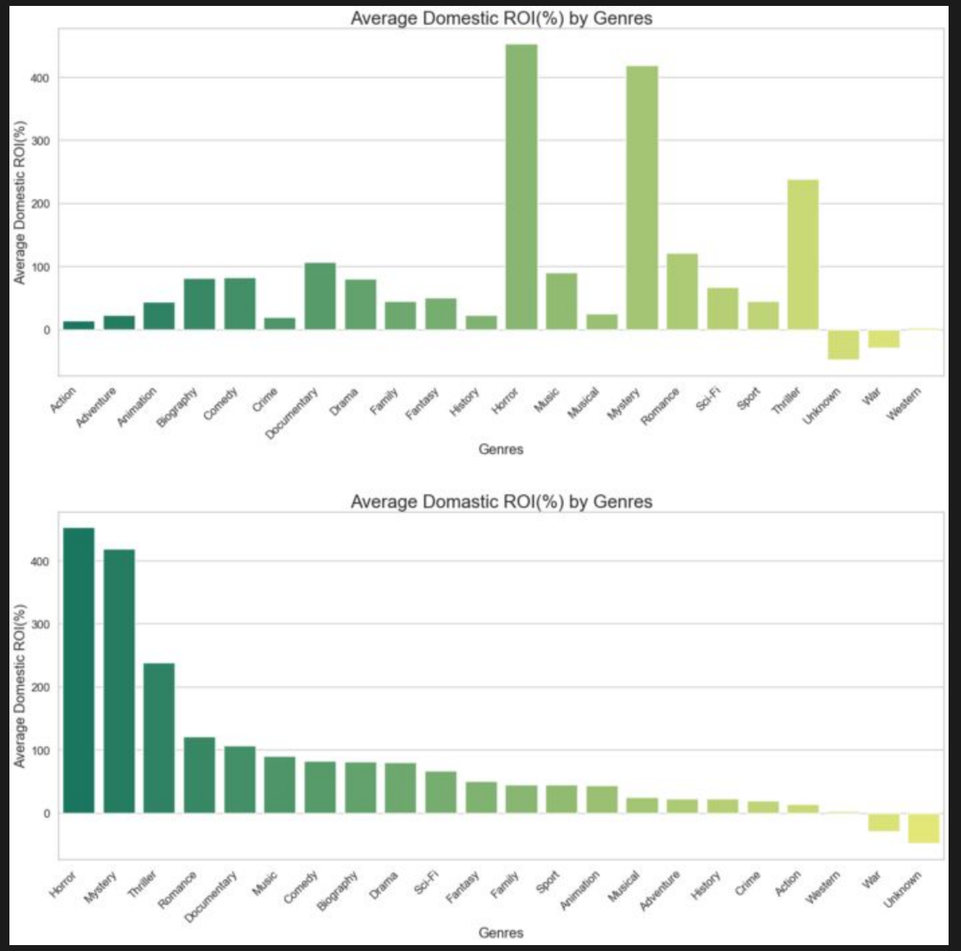
Law of Similarity



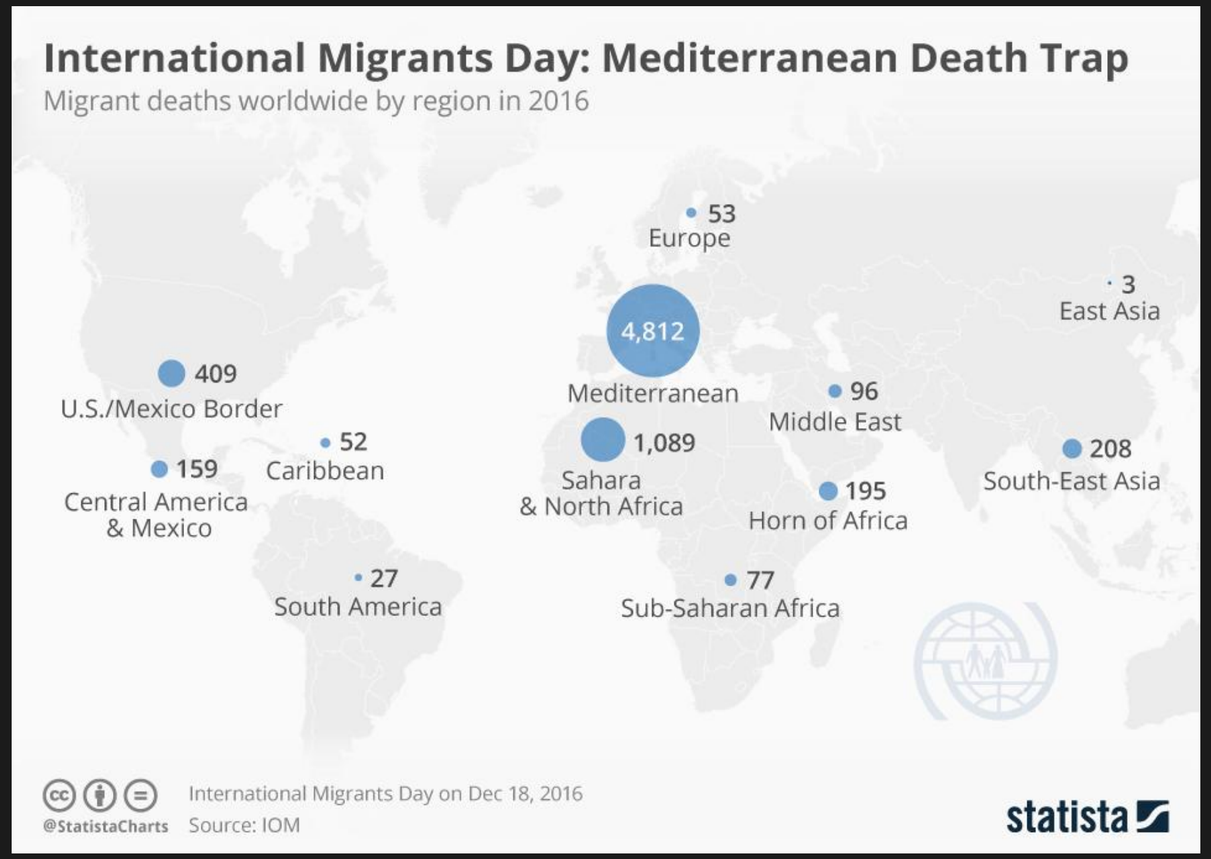
Law of Enclosure



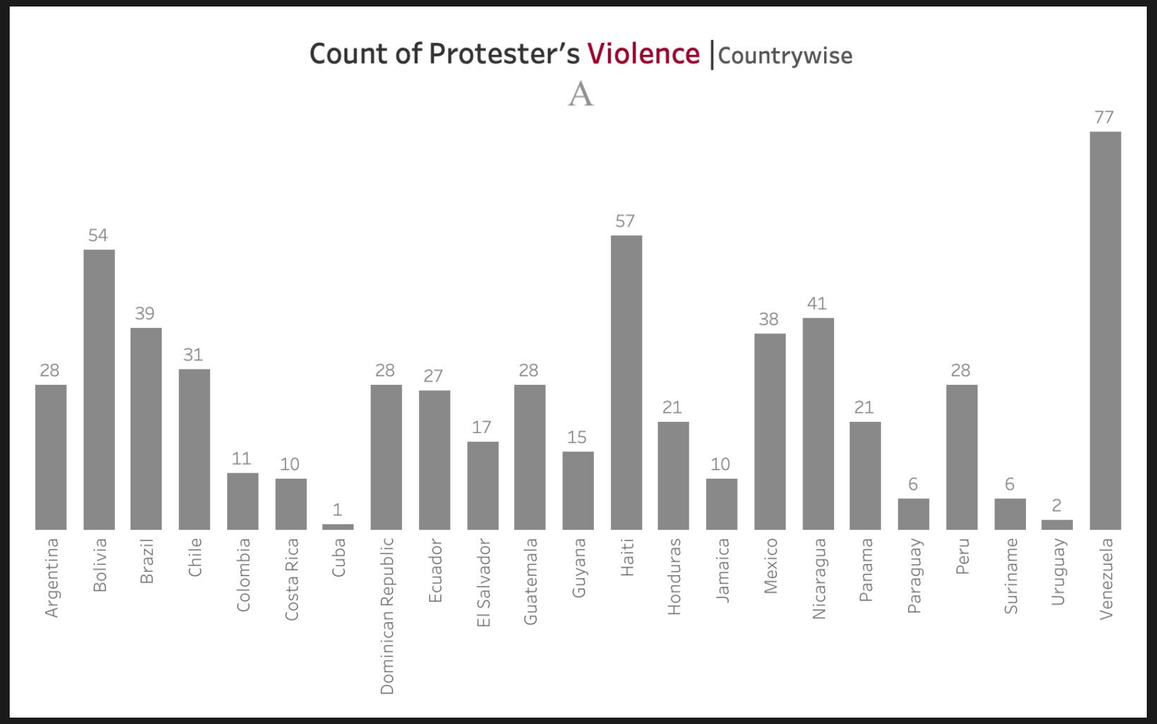
Law of Continuity

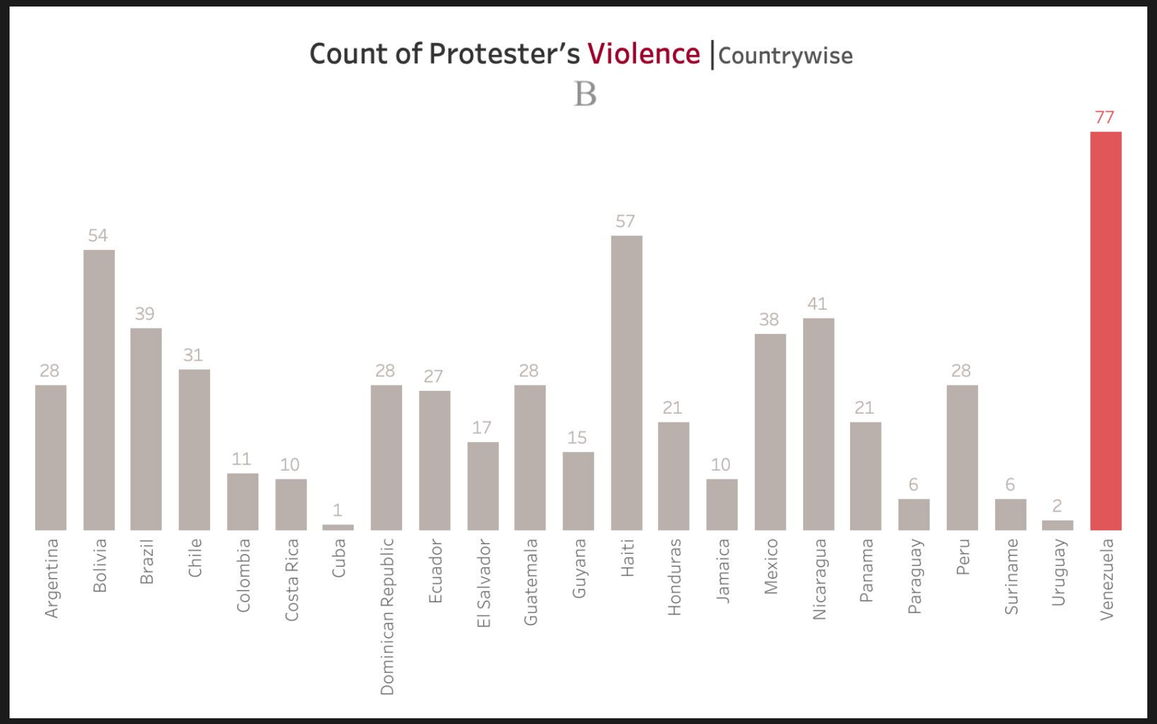


Law of Figure and Ground



Law of Focal Point





1. Setup
   The ‘before’ state of the data
2. Conflict
   How the data changes? What causing this change?
3. Resolution
   The ‘after’ state that the change leads to

Distinguish each phase of your data-driven story with separate images and descriptive titles. Highlight only the important information and leave everything else out.