

RICHARD NERO

DATA STORYTELLING

THE 6 MUST-HAVE COMPONENTS



DATA FOUNDATION

The basis of any data story is the data itself. Ensure that your data is accurate, relevant, and up-to-date. A strong data foundation lends credibility to your story and helps your audience trust the insights you're sharing.



Richard Nero



2

MAIN POINT

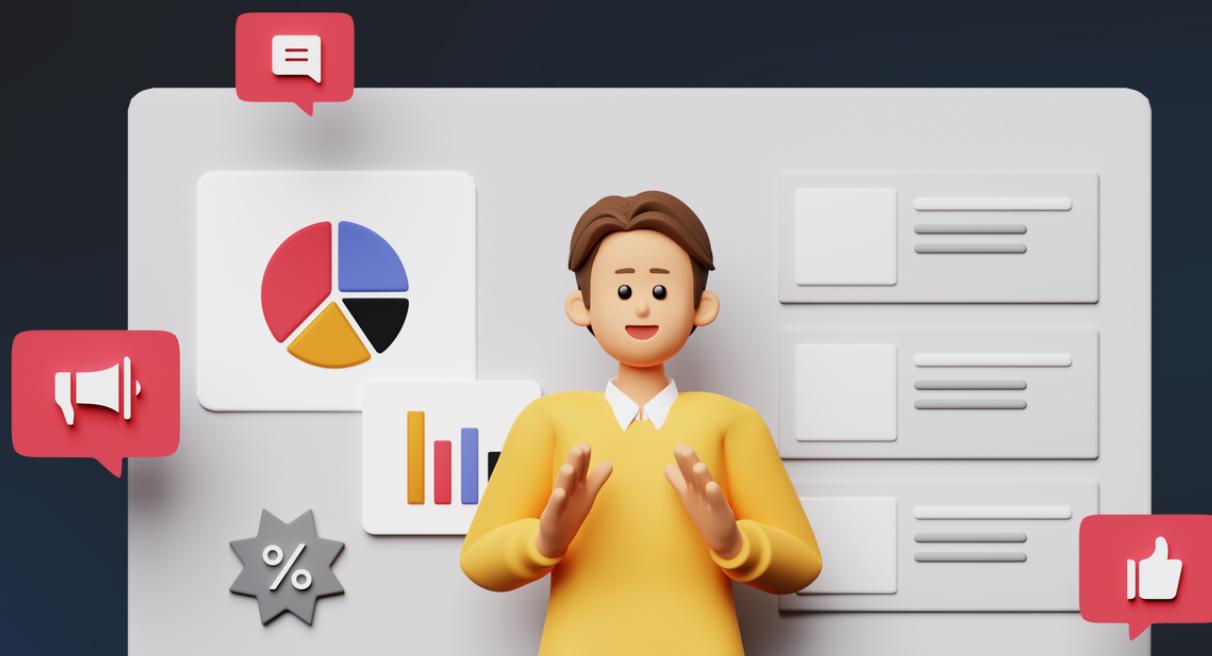
Every story has a main point or a 'moral of the story,' and so should your data story. Clearly state what you want your audience to take away from your presentation. Whether it's a call to action or an insight, make sure it's evident.



3

EXPLANATORY FOCUS

Data can be complex, but your story shouldn't be. Focus on explaining the key elements that contribute to your main point. Use simple language and analogies to make your data relatable and easy to understand.



4

LINEAR SEQUENCE

A well-structured narrative has a beginning, middle, and end. Organise your data points in a logical sequence that guides the audience through your story. Each piece of information should build upon the last, leading to your main point.



5

DRAMATIC ELEMENTS

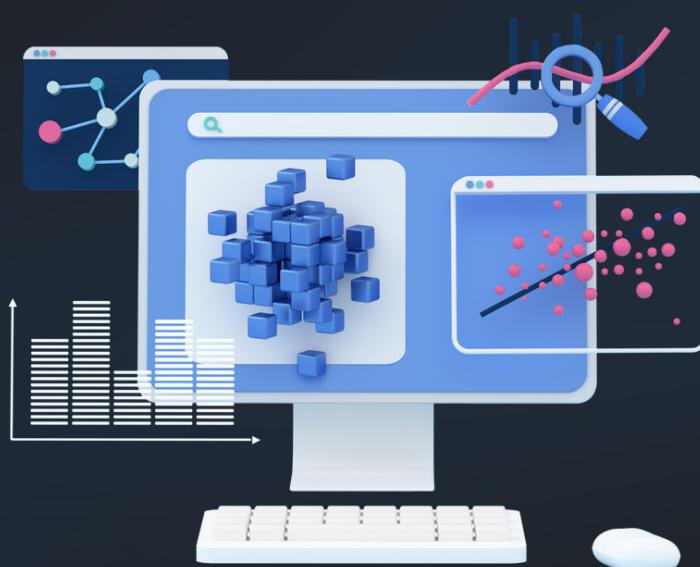
While data may not be inherently dramatic, the way you present it can be. Use elements of suspense, surprise, or urgency to keep your audience engaged. This could be revealing a shocking statistic or highlighting a sudden change in trends.



6

VISUAL ANCHORS

Visuals are not just an aside to your data story. They are integral. Use visual anchors to emphasise your points. Well-designed visuals can make complex data easily digestible and memorable.

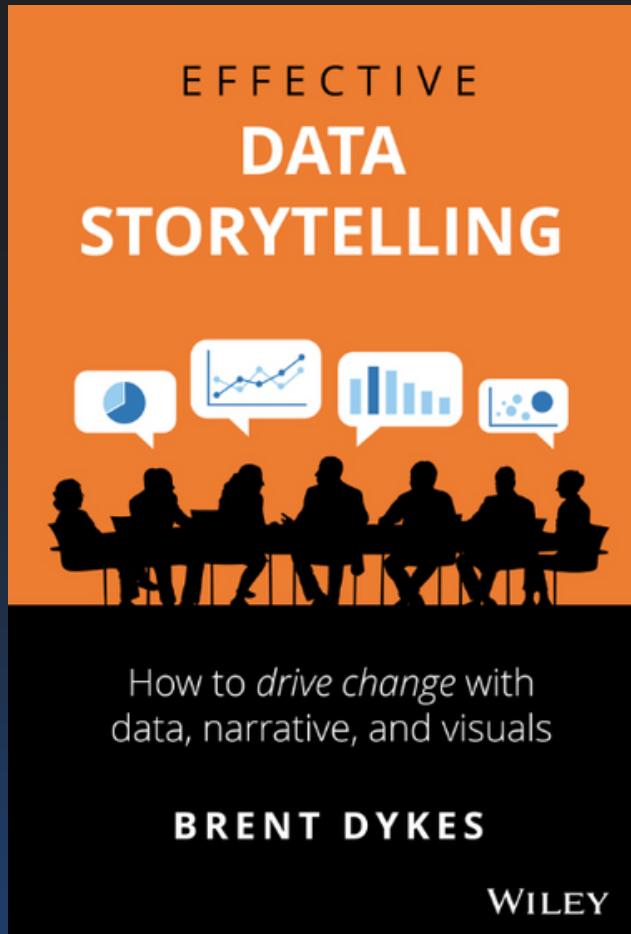




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