

TELLING YOUR DATA STORY

Leveraging the 3Vs of Data Storytelling for Data Management



Scott Taylor
The Data Whisperer

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Scott Taylor
The Data Whisperer

MY MISSION

**New ways
to talk
about what
you already
know**

MetaMeta Consulting

Talk about Talking About Data

Data Evangelism As-a-Service

The WHY not the HOW



Scott Taylor
The Data Whisperer



nielsen
.....

dun & bradstreet
WPP • KANTAR

Content Creator

"So funny and so true"

"HYSTERICAL"

"The Jim Henson of Data"

"I'M DYING!"

"Scott has outdone himself AGAIN"

THE DATA PUPPETS



Scott Taylor
The Data Whisperer

Benefits of Master Data

9 videos

The Tortured Data Department
(Taylor's Version)

dataIQ 100

THE MOST INFLUENTIAL PEOPLE IN DATA

WHO'S WHO IN DATA MANAGEMENT

onalytica

DATAVERSITY

TOP 10 BLOGGER

Top 10 Thought Leader

thinkers 360

cdo

CHIEF DATA OFFICER MAGAZINE

LEADING DATA CONSULTANTS

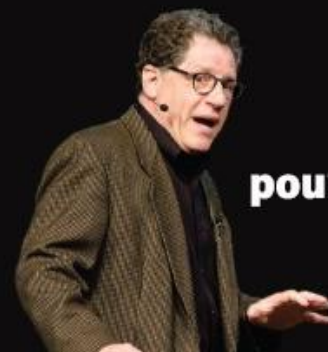
TELLING YOUR DATA STORY



*Data Storytelling
for Data Management*

99% BUZZWORD
FREE!

RACONTER VOS DONNÉES



*Histoires de données
pour la gestion des données*

99% SANS MOTS
À LA MODE!

When you talk about data

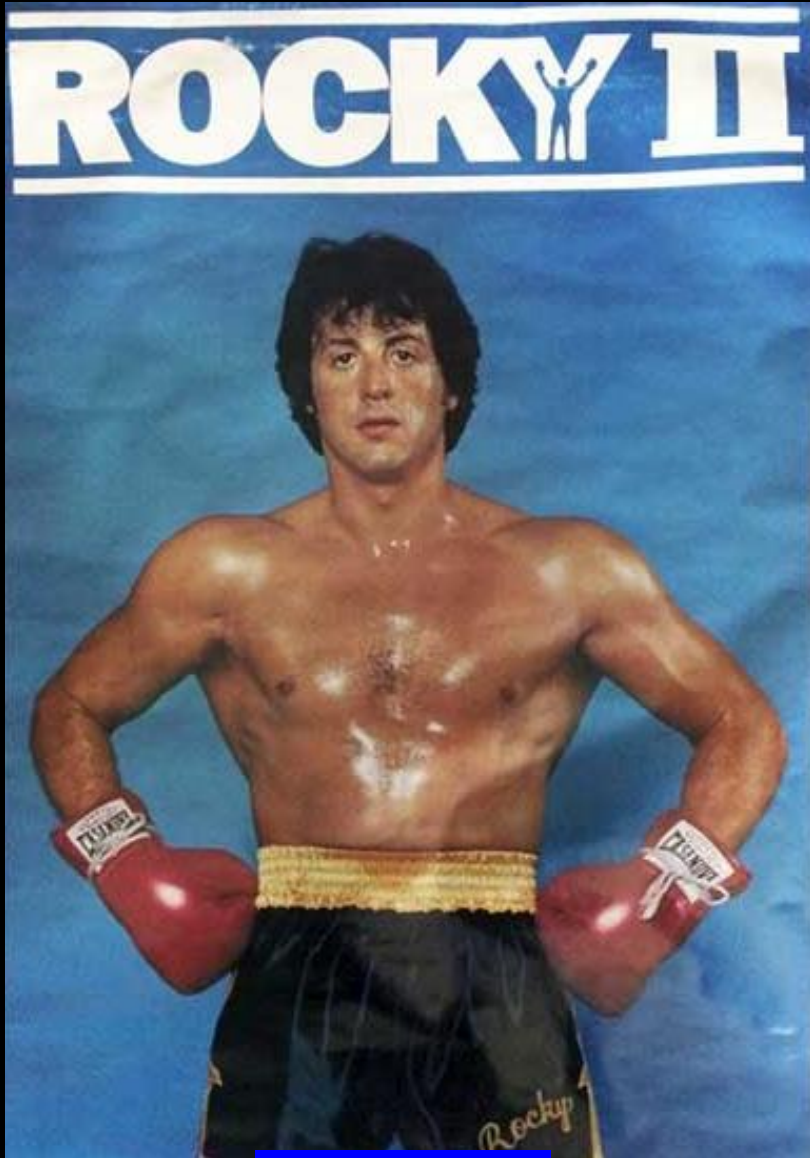
Do your business partners ask...



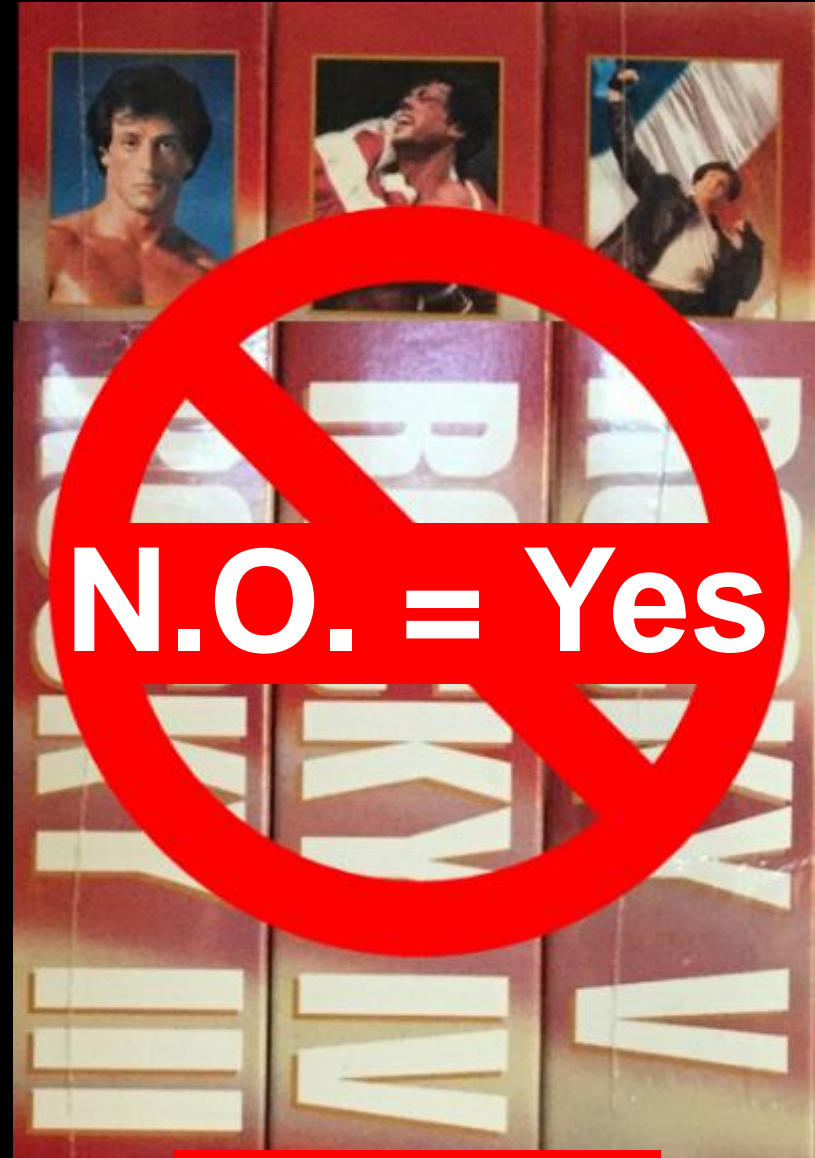
*Why'd you have to
go and make things
so complicated?*

Avril Lavigne
Canadian Philosopher

D8-er Boi



SQL



N.O. = Yes

NoSQL

WARNING

Don't Leave Your Data
Alone with I.T.



Can be SCARY!

MY PERSONAL
DATA PHILOSOPHY



Truth
before
Meaning

The Data Journey - Truth *before* Meaning

Determining Truth

Data Management

- **Data Governance**
- **Data Quality**
- **Data Stewardship**
- **Master Data**
- **Reference Data**
- **MDM/RDM/PIM/RIM/DAM**

Deriving Meaning

Business Intelligence

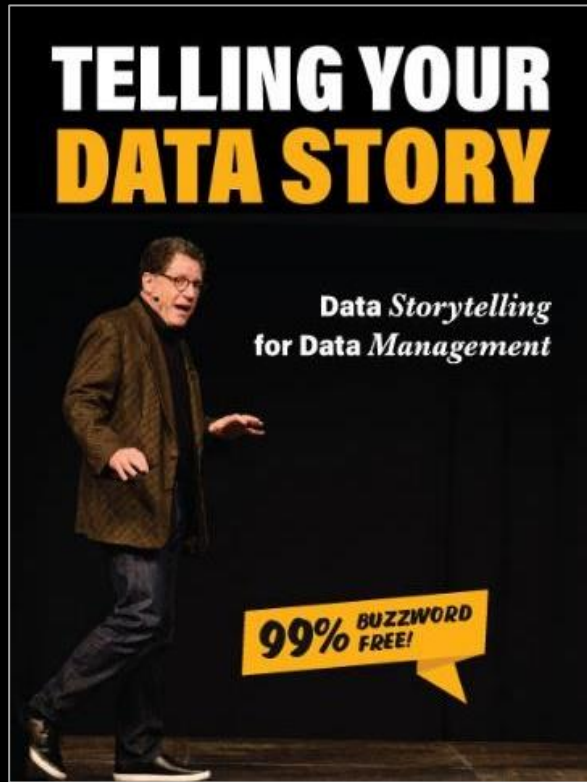
- **Analytics**
- **Data Science**
- **Data Literacy**
- **Visualization**
- **Artificial Intelligence**
- **Machine Learning**

Where data STARTS

Where data ENDS UP

Two Types of Data Storytelling

Determining Truth



Stories ABOUT data

Deriving Meaning



Stories WITH data

**You can't have your
pudding**

**If you don't eat
your meat**



- Pink Floyd

**You won't be
able to do the
Whizzy Bang Stuff**



- Caroline Carruthers

**If this is your
Data Management**



**Then expect this from
Business Intelligence**



The Truth about Data Management

The success of

- **Every digitally transformative customer-facing initiative**
- **Every as-a-service offering**
- **Every foray into e-commerce**
- **Every enterprise software implementation**
- **Every Generative AI product**

**Is inextricably linked to the successful output of
DATA MANAGEMENT efforts**

The Golden Rule of Data

**Do unto your data as you
would have it do unto you**

GI
Data
Management

ERP
CRM
FinTech
LLM
BI
AI

GO
Business
Intelligence

The Truth about Data Management

**“Good decisions
made on bad data,
are just bad decisions
you don’t know about yet”**



Scott Taylor
The Data Whisperer

MEANING • TRUTH

FEATURES • INSTANCES

ATTRIBUTES • ENTITIES

SILOS • FOUNDATION

VERTICALS • HORIZONTAL

COLUMNS • ROWS

- **Generative Artificial Intelligence**
 - Training Corpus - AI Governance
- **COVID E-commerce**
 - We need a foundation
 - Record MDM inquiries
- **Data Science**
 - Munging & Wrangling
 - Andrew Ng – *More Data-Centric*
- **Big Data**
 - “Little Data”
 - Third V - Variety will kill you
- **Enterprise Systems – ERP/CRM**
 - Harmonize Legacy Data
 - Silos & Domain Masters
- **General Ledger**
 - Chart of accounts

**From
GenAI**

to

GenLedger

Same Story!

THE ESSENCE OF
YOUR BUSINESS



FINDING YOUR DATA STORY

Every Company Wants to

Provide ***Value***

to your ***Relationships***

through your ***Brands***

at ***Scale***

PROVIDE VALUE...

Grow
Improve
Protect

Scale

- **Hardware**
- **Software**
- **Data**

Relationships Brands

- Customer
 - Vendor
 - Partner
 - Prospect
 - Consumer
 - Citizen
 - Patient
- Product
 - Offering
 - Service
 - Location
 - Banner
 - Ingredient
 - Material

UMMM...HOW'S
YOUR DATA?



Leverage the 3Vs of Data Storytelling

- **Vocabulary**
Words you use
- **Voice**
The way you talk
- **Vision**
Why it's important

Leverage the 3Vs of Data Storytelling

- **Vocabulary** • Words you use

- Establish an Accessible **Vocabulary**

- The Terminology is Important
- Skip the Legacy Lexicon
- Speak the Language of YOUR Business



VOCABULARY TIP:
START WITH YOUR
EXISTING BUSINESS
GLOSSARY

Leverage the 3Vs of Data Storytelling

- **Voice** • **The way you talk**

- Harmonize to a Common **Voice**

- Get Your Story Straight
- Internal “Marketing” Programs
- Reflect Your Brand Positioning and Category



VOICE TIP:
SEEK OUT OTHER
STORYTELLERS IN
YOUR ORGANIZATION

- Marketing
- Sales
- Communications

Leverage the 3Vs of Data Storytelling

• **Vision** • **Why it's important**

- Illuminate the Business **Vision**

- Enable Strategic Intentions

- Major Initiatives

- Brands

- Relationships

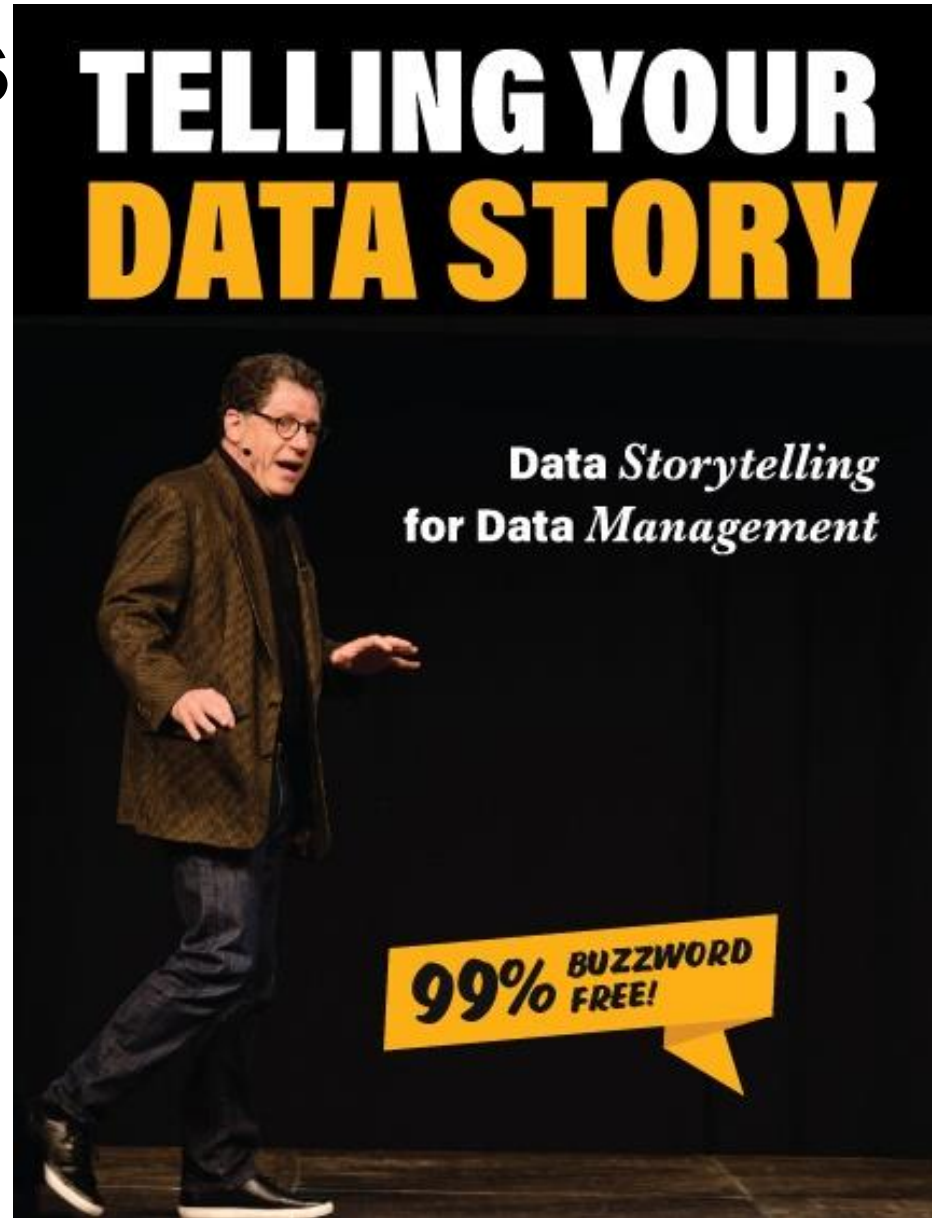


VISION TIP:
WHAT DO YOUR
LEADERS SAY?

- Annual Report
- Strategy Statement
- Company Meetings
- Investor Calls & Presentations

Example Stories

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Living Happily Ever After

- **Every Enterprise has a Data Story**
 - Value to your RELATIONSHIPS
 - Through your BRAND
 - At SCALE
- **Two Types of Data Storytelling**
 - ABOUT Data
 - Data Management
 - Determining Truth
 - WITH Data
 - Business Intelligence
 - Deriving Meaning
- **Balance the HOW with the WHY**
- **Leverage the 3Vs of Data Storytelling**
 - Establish an Accessible Vocabulary
 - Harmonize to a Common Voice
 - Illuminate the Business Vision
- **An Effective Narrative Captures the Hearts and Minds of your Business**
 - Unify and Motivate YOUR Team!
 - Stories can work *faster* than processes!!
- **Truth before Meaning**

Last Page in the Book

Hardware comes and goes,

Software comes and goes,

Data remains.



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