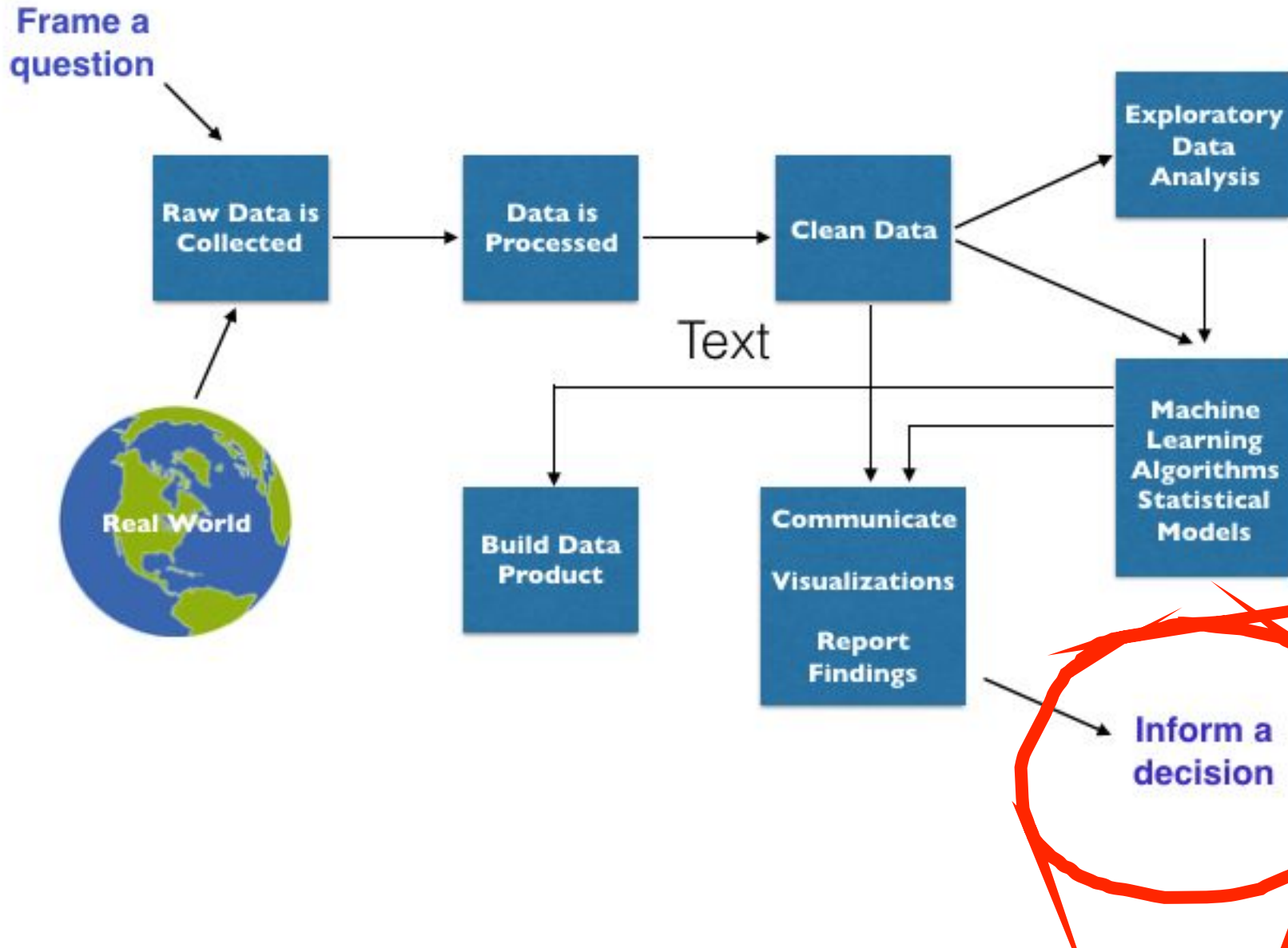# Analytics Jumpstart

Presentation + Storytelling

Nashville Software School

The Data Science Process

Stories will stick with your listener more effectively than statistics will.
## *Consider an analysis of features that were common to prize winning art in China.*

We could display the data in tabular form:

	Feature	Count
0	cow	46
1	female	35
2	sunshine	34
3	people group	30
4	window	29
5	military	28
6	fruit	20
7	daily life	18
8	landscape	14
9	red	11

NASHVILLE SOFTWARE SCHOOL

Or create a visualization:

Predominant Feature in Prize-Winning Chinese Artworks
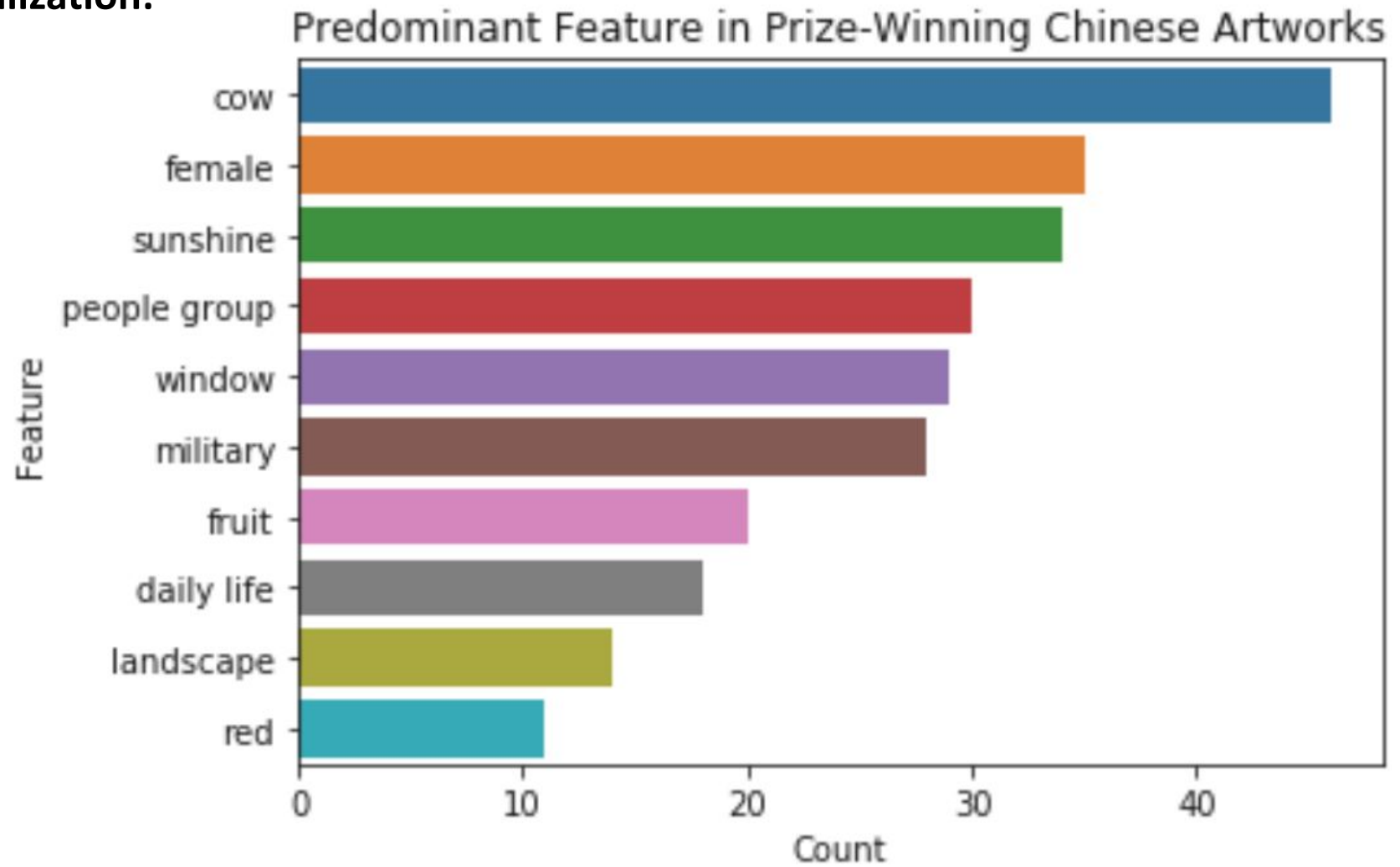
But storytelling makes more of an impact:

https://youtu.be/w9w08-NPivM

Some things to keep in mind when creating your presentation

- **Why should/does your listener care?**

- **What is compelling about your findings?**

- **What narrative should accompany your findings?**

- **What visualization is appropriate to the insights you want to communicate?**

More examples and inspiration:

Hans Rosling is a classic example of effective data storytelling. Here is his TED Talk along with some others.

https://bigdata-madesimple.com/best-ted-videos-on-data-visualization/

There are many ways to think about your data and the story it tells. Here are a few.

https://bi-notes.com/examples-data-storytelling-analytics/

Think like a designer when creating effective visualizations

- Highlight the important stuff

- Keep it clean

- Make it approachable

Highlight the important stuff

- **Bold**
- *Italics*
- <u>Underline</u>
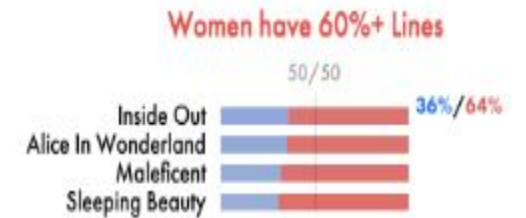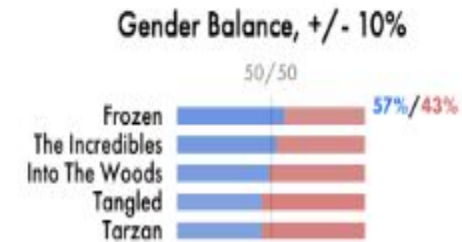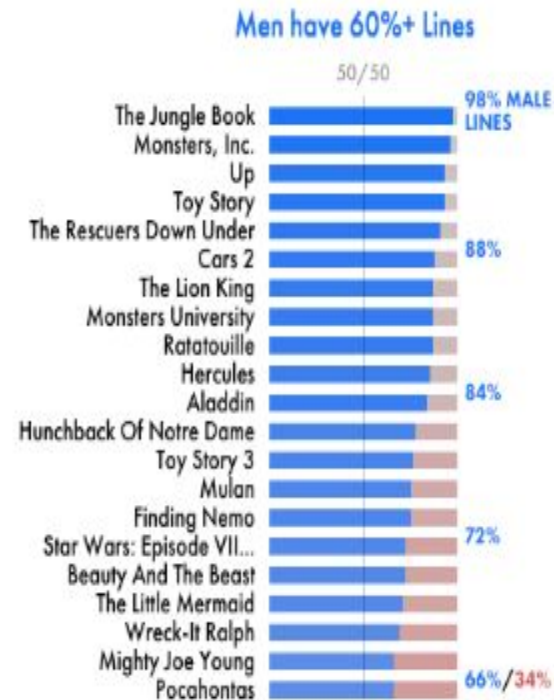- Color
- Size
- Arrows/Lines
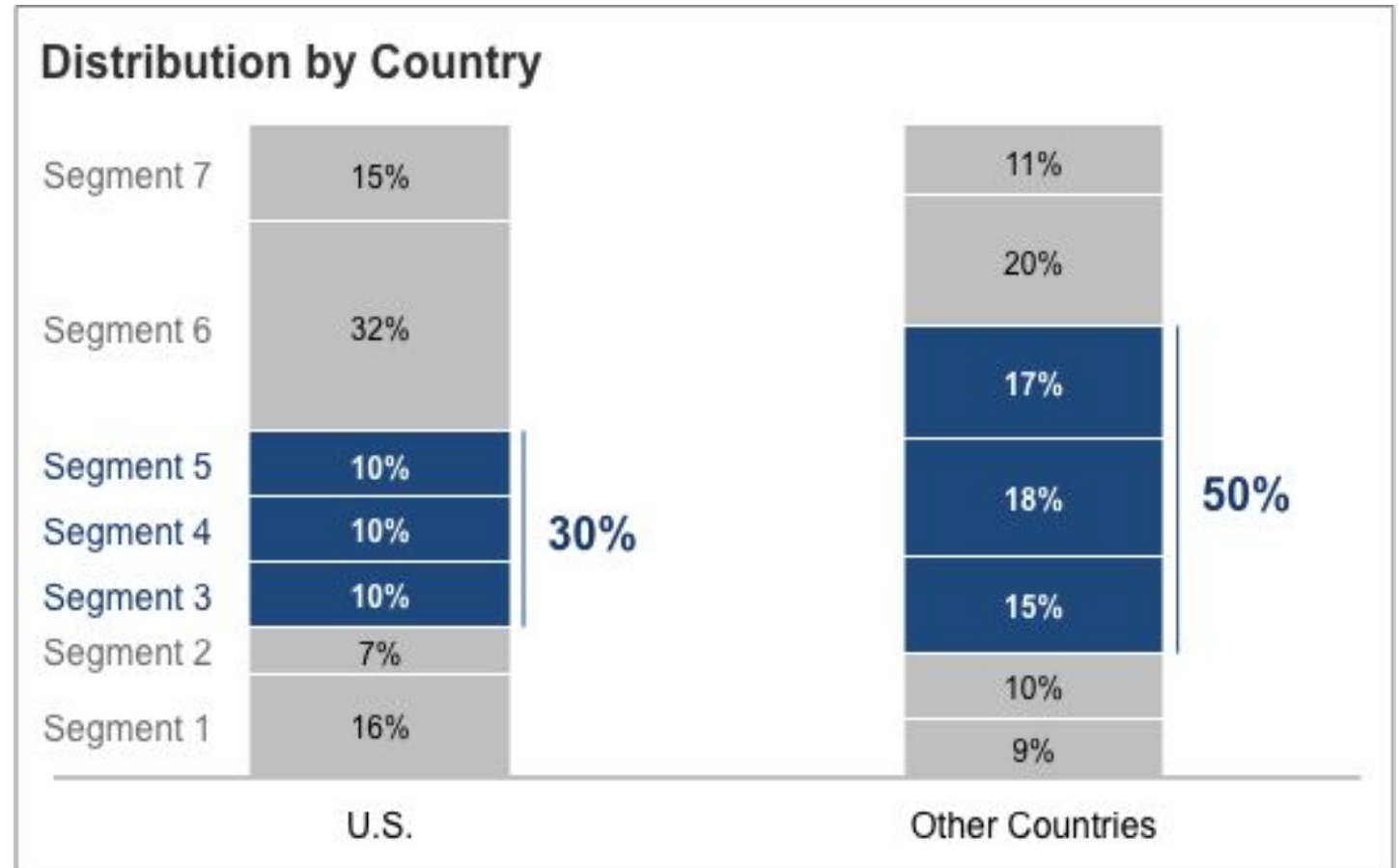
Keep it clean

- Embrace Whitespace
- Watch Alignment
- Consistent Colors

Disney Screenplay Dialogue, Broken-down by Gender — 2,005 Screenplays: Dialogue Broken-down by Gender — Only High-Grossing Films: Ranked in the Top 2,500 by US Box Office*

Make it approachable

- Clean Labels
- Check Accessibility
- Avoid Jargon

Questions?