

# Data Storytelling Canvas

Source: A. De Mauro, *Data Analytics Made Easy*, 2021, Packt Publishing.

## Objective

- Outcome statement
- Logistics (time, format, visual support)

## Audience

- Prior knowledge and beliefs
- Business goals

## Beginning

- Hook
- Context

## Middle

- Rising insights vs. Aha moment
- Add your scenes (**pick from 5 types below**)

## End

- Takeaways
- Next steps (who, what, by when)

### Evolution

Change, forecast, trend breakers, seasonality

### Comparison

Side-by-side, what-if simulations

### Relationship

Correlation, intersections, gaps

### Breakdown

Drill-down, zoom-out, drivers and drainers

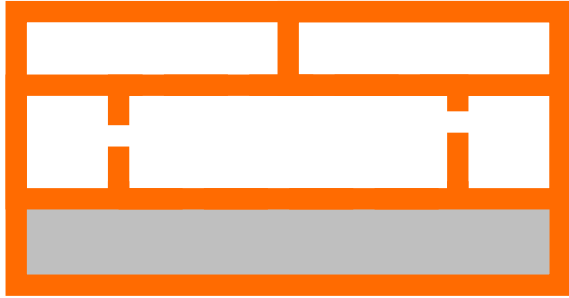
### Distribution

Clusters, ranking, distance vs. norm, outliers

## Checklist

- ☐ Clear on foreground vs. background for every scene?
- ☐ Background is visually muted (color, size, grouping)?
- ☐ Action titles in every scene?
- ☐ Guiding labels? Animation build-ups?
- ☐ Readable from distance?
- ☐ Serves original objective? Clear for the audience?

# Data Storytelling Checklist



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- Does the story meet its **original objective**? Picture in your mind the desired outcome (a decision, a change, an approval): **how likely is it to become reality** thanks to this story's delivery?
- Is this going to be **compelling** for the audience and, in particular, for the key decision-makers? **Put yourself in their shoes**, one by one: how will they react? Is this resonating with what's hot in their mind now? What questions will they ask?
- Do you have a strong and clear **initial hook**?
- Are you providing enough **initial context**? Are you making the **objective clear** for the audience at the beginning?
- Have you got a clear list of data scenes you will stage? Out of these scenes, is there one prominent versus the other? Is this one really going to drive an '**Aha**' reaction?
- In the visual material you use to support the data scenes: are there clear **action titles**? Is the data on the **foreground standing out** versus everything else? Are you highlighting the crucial elements with crisp **guiding labels**? Are colors used **consistently**? Are you leaving some space for the audience to **anticipate your thinking**?
- Are you wrapping up your **key takeaways** in the end? Are the takeaways no more than 5?
- Do you have a first list of proposed **next steps** with a clear owner, a description, and a deadline for each?
- Are you leveraging **rhetorical modes** to be persuasive? Are you and your story looking credible? Are you creating an emotional connection with the audience by using imagery, metaphors, and personal experiences?
- Have you **rehearsed** your story delivery multiple times?