

WORKBOOK

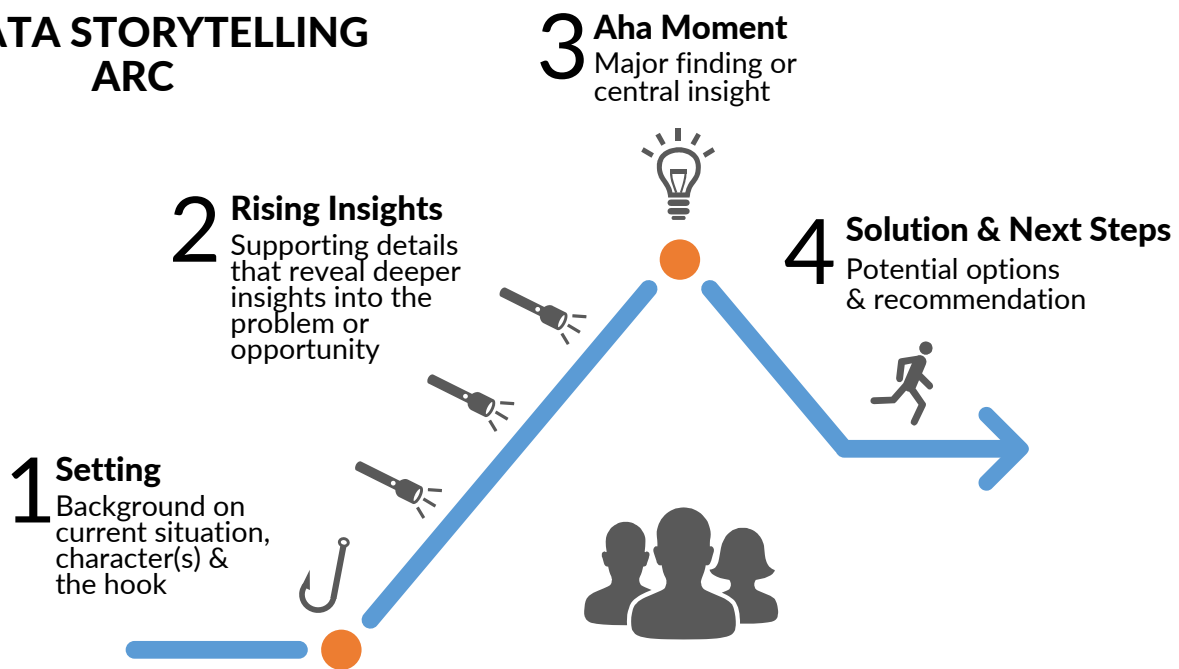
Bridge the Gap



MINDSPEAKING

How to build your Data story

DATA STORYTELLING ARC



Source: Data Storytelling by Brent Dykes

Build your story in 4 steps:

1. Identify Aha moment (3)
2. Define the setting (1)
3. Choose rising insights (2)
4. Define your solution & next steps (4)

Case 2



- You work for MindGaming, as a Data Analyst / Scientist
- MindGaming sells board games in 120 shops around the world. Online shop is outdated.

Exercise:

- Look at the data. Discuss in groups of 3-4 people.
- Appoint 1 person to present your insights (max. 2 minutes) with the Data Storytelling Arc

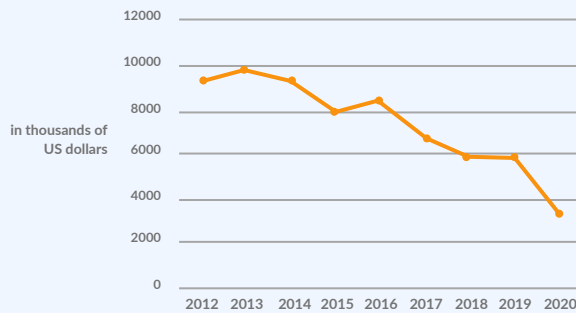
Audience:

- You choose: either CEO or Marketing Manager

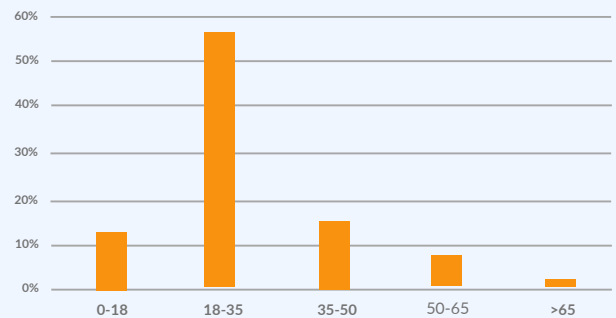
Tips:

- Focus on your audience: what's important to them?
- Be creative.
- Feel free to make assumptions and make up additional context.
- Keep it simple. Don't overthink it. The perfect answer doesn't exist.
- Spend max. 2 minutes analyzing. Spend the rest on the narrative
- You can use visualizations, but focus on the narrative

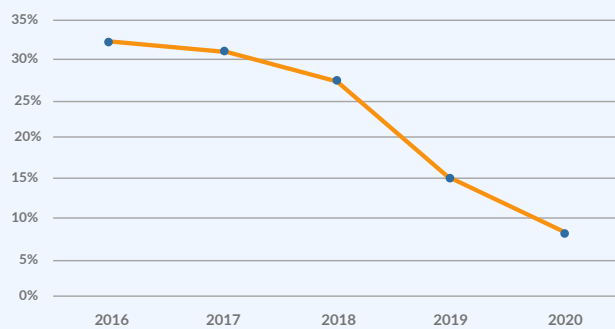
Company revenue



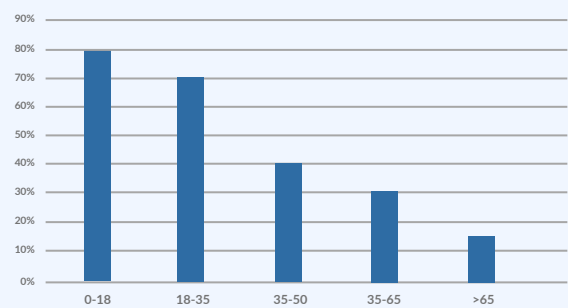
% of customers in age group



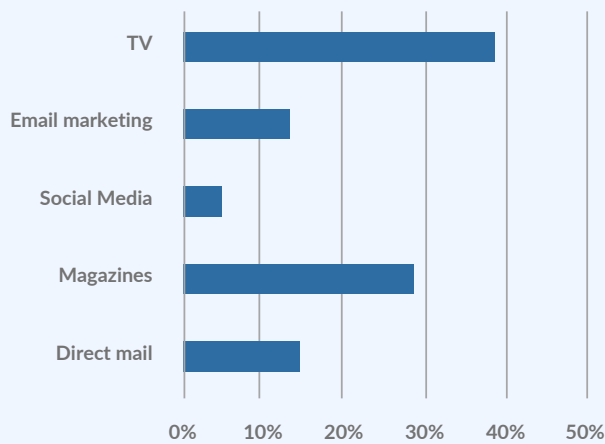
Customer retention rates



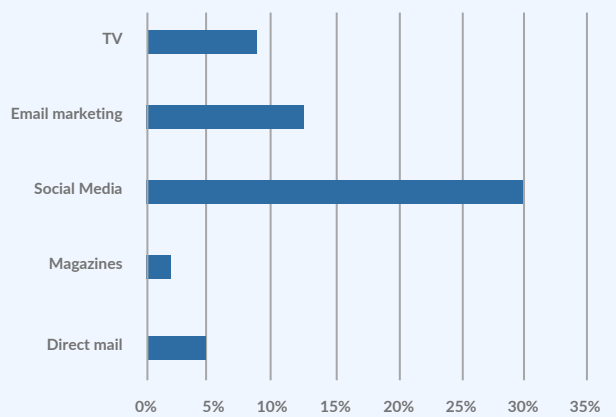
Answer to survey question:
"I prefer to purchase my products online"



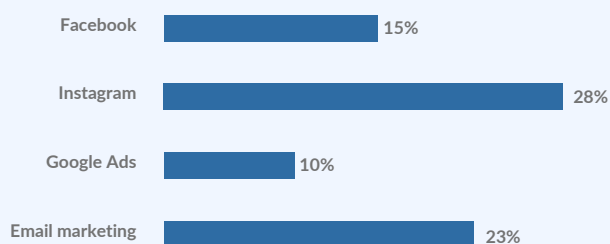
Marketing budget spent %



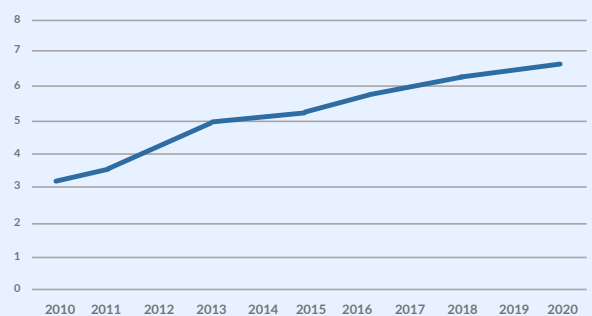
Return on Investment, campaigns
for each channel



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for each channel

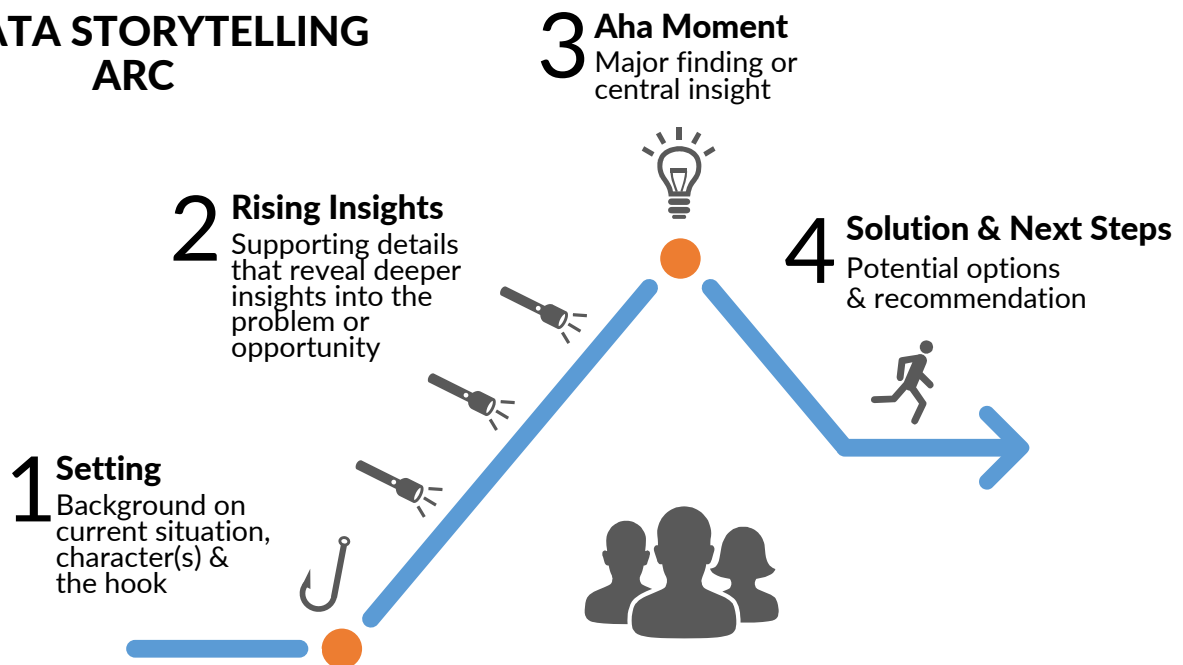


Daily hours on social media in Europe

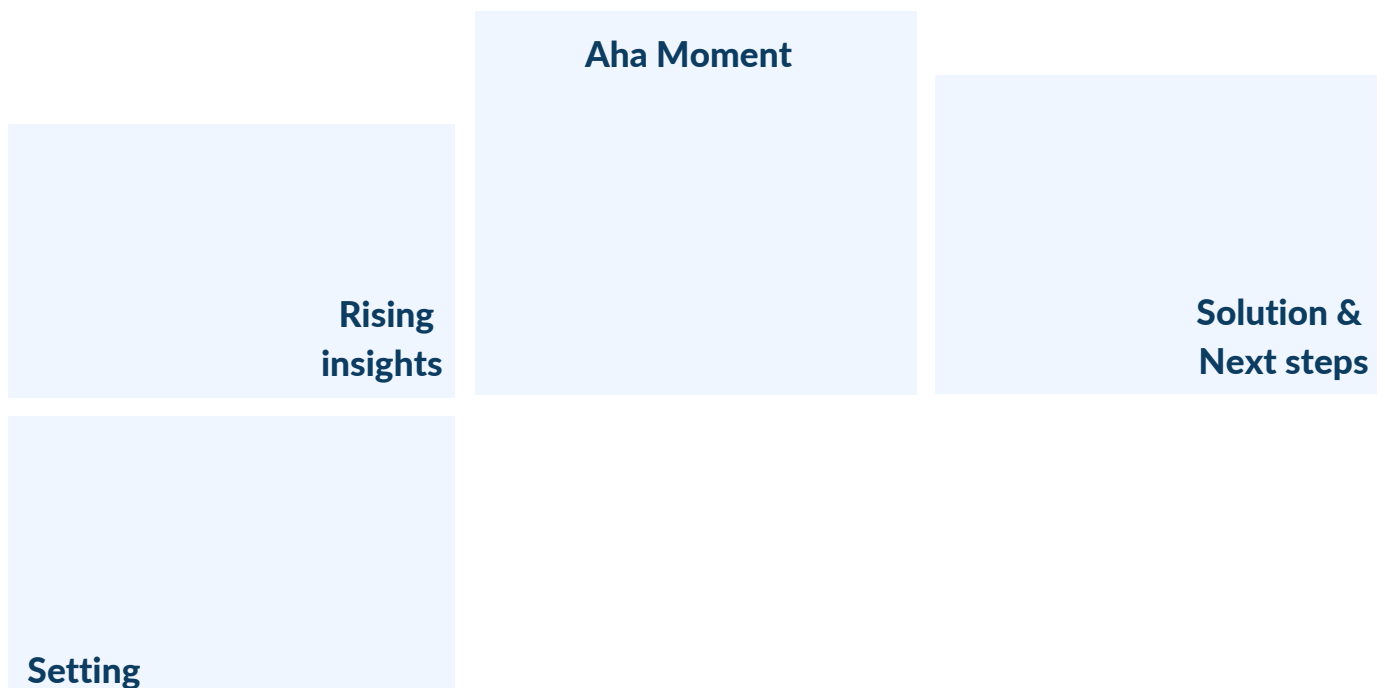


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