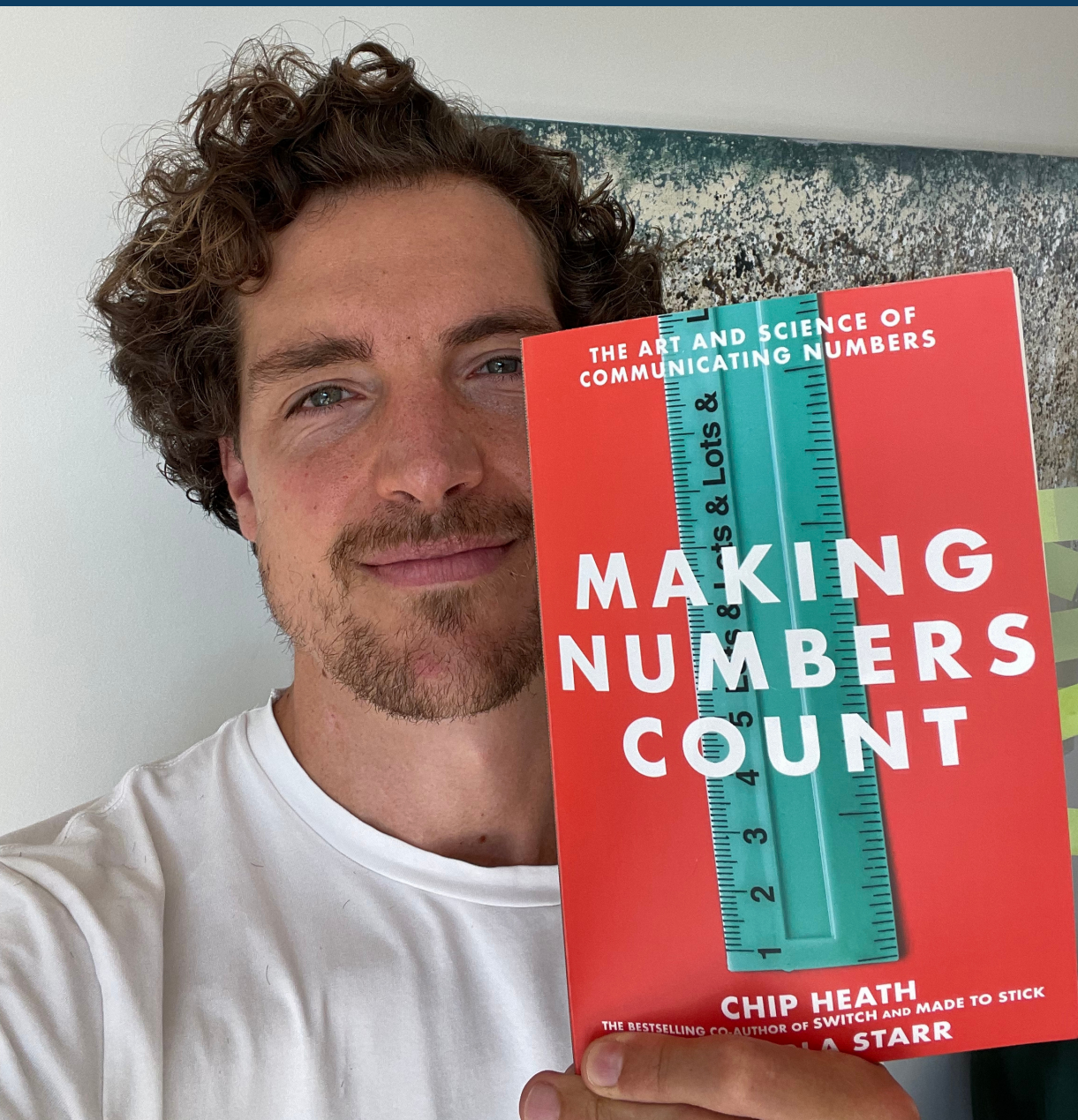


# How to communicate your data



**Book  
summary:  
4 tips**



MINDSPEAKING

You analyze  
**data** to find  
insights.

And those  
numbers can be  
powerful...



**But...** numbers  
are difficult to  
comprehend



Therefore we  
should **translate**  
numbers into a  
human  
experience.



Here are  
**4 tips** with  
concrete  
examples



**TIP #1:**

**Make  
percentages  
come alive**



**28% of UK men do not  
always wash their  
hands after using the  
bathroom at work.**

**28% of UK men do not  
always wash their  
hands after using the  
bathroom at work.**

**More than 1 in every 4  
men you shake hands  
with at work may not  
have washed their hands  
between using the toilet  
and touching your hands.**



**TIP #2:**

**Make it  
personal**



MINDSPEAKING

**The first-year dropout  
rate is 33%**

The first-year dropout  
rate is 33%

**“Look to your left,  
look to your right.  
One of the three of  
you won’t be joining  
us next fall.”**

**TIP #3:**

**Sometimes  
you don't  
need numbers**



MINDSPEAKING

**A very small  
percentage of Fortune  
CEOs are women.**

A very small  
percentage of Fortune  
CEOs are women.

**Among Fortune 500  
CEOs, there are more  
men named James than  
there are women.**

**TIP #4:**

**Ground  
numbers in  
the familiar**



**The 2020 Australian  
wildfires destroyed an  
estimated 46 million  
acres, or 186,000  
square kilometers.**



The 2020 Australian wildfires destroyed an estimated 46 million acres, or 186,000 square kilometers.

The 2020 Australian wildfires destroyed an area:  $\frac{3}{4}$  the size of the UK.

**A single M&M has 4  
calories.**

A single M&M has 4  
calories.

In order to burn off  
the calories in a  
single M&M, you'd  
have to walk 2  
flights of stairs.

# Want more Data Storytelling tips?

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