**Time for a funny intermezzo**

This 2-minute Shark Tank pitch is astonishing. What storytelling elements can you spot?  
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<iframe width="560" height="315" src="https://www.youtube.com/embed/QLUyzXhoBik" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>

Here are 4 lessons for [#Data](https://www.linkedin.com/feed/hashtag/?keywords=data&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6975423087169220608) Analysts: 👇

﻿﻿1. Use stories  
﻿﻿2. Include elements of surprise  
﻿﻿3. Engage the audience  
﻿﻿4. Focus on benefits for the customer  
﻿﻿  
﻿﻿And don't be afraid.  
﻿﻿  
﻿﻿Even in corporate presentations —  
﻿﻿  
﻿﻿People appreciate creativity.  
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