**"One death is a tragedy. 1 million deaths is a statistic."**

— Josef Stalin

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What's the Data Storytelling lesson here?

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Don't talk about the 1,000 customers.

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But instead, zoom in on 1 customer persona.

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TO THE POINT:

- Website speed was lower yesterday

- 1,000 potential customers left our check-out page, before buying our product.

- We need to increase our website speed

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MORE STORYTELLING:

- Hannah has been a loyal customer for 5 years. She has four kids, little time, and therefore values shopping speed (just like 80% of our customers)

- She tried buying a dress, but had to wait 3 minutes on the check-out. Hannah closed the check-out before finishing.

- Hannah is not alone. 1,000 customers left the check-out early

- Impact on your audience (for the sales manager in the audience): we lost $80,000 in sales.

- Recommendation: we need to inrease our website speed

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Illustrate the frustration, the pain, the anger.

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That's easier zooming in on one person.

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Show the impact on your audience.