

Storytelling Event: Uncovering Insights Through Data

Event Description

The **Storytelling Event** is designed to help participants analyze real-world datasets, uncover meaningful insights, and present them as compelling stories. This challenge focuses on your ability to interpret data, recognize trends, and deliver impactful narratives that can drive decisions. Participants will select any **two datasets** from the provided list, perform a detailed analysis, and present their findings creatively and effectively.

The goal is to bring the data to life, transforming numbers into narratives that are both engaging and insightful. Participants should focus on key aspects like visualization, interpretation, and clarity of communication to make their stories stand out.

This event encourages critical thinking, creativity, and data literacy without requiring any programming knowledge.

Datasets for Analysis

Below are the datasets available for the event. Each dataset is accompanied by a brief description and the potential scope of analysis:

1. Global CO2 Emissions Dataset

- **Description:** This dataset contains annual CO2 emissions data from various countries, detailing fossil fuel consumption patterns.
- **Scope:**
 - Identify trends in CO2 emissions over time.
 - Highlight the largest contributors and compare them to low-emission countries.
 - Analyze changes in emissions after 2010.
- **Dataset Link:** [Global CO2 Emission Dataset](#)

2. Online Retail Dataset

- **Description:** This dataset includes transactional data for an online retail business, capturing product sales, customer details, and purchase behavior.
- **Scope:**
 - Determine which products or categories are top sellers.
 - Analyze customer buying behavior and seasonal trends.
 - Suggest strategies to improve sales and customer engagement.
- **Dataset Link:** [Online Retail Dataset](#)

3. Titanic Survival Dataset

- **Description:** A historical dataset about the passengers aboard the Titanic, including demographics, ticket classes, and survival status.
- **Scope:**
 - Identify factors that contributed to higher survival rates.
 - Analyze patterns based on class, gender, and age.
 - Recreate a narrative of passenger profiles and their likelihood of survival.
- **Dataset Link:** [Titanic Dataset](#)

4. Indian Startup Funding Dataset

- **Description:** This dataset tracks the funding activity of Indian startups, including funding amounts, sectors, and cities involved.
- **Scope:**
 - Analyze which sectors received the highest funding.
 - Identify trends in startup investments across cities.
 - Highlight the impact of startup funding on India's entrepreneurial ecosystem.
- **Dataset Link:** [Indian Startup Funding Daraset](#)

5. World Happiness Report Dataset

- **Description:** This dataset contains happiness scores for various countries based on GDP, social support, life expectancy, and other factors.
 - **Scope:**
 - Examine how happiness scores differ by region and income levels.
 - Analyze the key factors contributing to higher happiness rankings.
 - Suggest insights to improve happiness in low-ranking countries.
 - **Dataset Link:** [World Happiness Report](#)
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Submission Guidelines

1. Participants can select any **two datasets** from the above list for analysis.
 2. Use data visualization tools (Excel, Power BI, Tableau, Google Sheets, etc.) to create meaningful insights.
 3. Present your findings in a **PDF format** that includes:
 - **Introduction:** Overview of the datasets and objectives of the analysis.
 - **Analysis:** Charts, graphs, and explanations of insights derived.
 - **Conclusion:** Key takeaways and recommendations.
 - **Visual Appeal:** Use clear and creative visualizations to enhance storytelling.
 4. The submission should not include any programming or code snippets.
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Evaluation Criteria

1. **Clarity of Storytelling (30%)**
 - Does the narrative flow logically?
 - Are insights presented in a clear and concise manner?
2. **Depth of Analysis (25%)**
 - Are the insights meaningful and data-backed?
 - Does the analysis go beyond superficial observations?
3. **Creativity in Visualization (20%)**
 - Are charts and graphs well-designed?
 - Do they enhance the story being told?

4. Relevance to the Dataset (15%)

- Is the analysis aligned with the dataset's scope?

5. Overall Presentation (10%)

- Does the submission look professional and polished?

This event provides a platform to showcase your analytical and storytelling skills. It's an opportunity to think critically, present creatively, and bring data to life! We look forward to your compelling stories.