# Interactive Narrative Data Visualization

Static visualizations have long been the main stay of visually representing data. Data is supposed to tell a story. For all the hordes of data scientists companies hire, the result is often a visualization that helps the senior management understand what the data means, or what the result of the data analysis was. While static spreadsheet and charts do a good job of presenting the analysis, they do a poor job of narrating the story of what they found.

In this article we show the power of Narrative Interactive Visualization and share different techniques of story telling with data graphics.

## Elements of a Visual Narrative

A good Narrative Vizualization has three elements that we need to consider.

1. Structure – How is the data presented in a way that it makes sense to the user
2. Highlight – certain elements of the visualization need to be highlighted that you want to draw user’s attention to
3. Transition – as you move from visualization to visualization, you don’t want the user to get disoriented