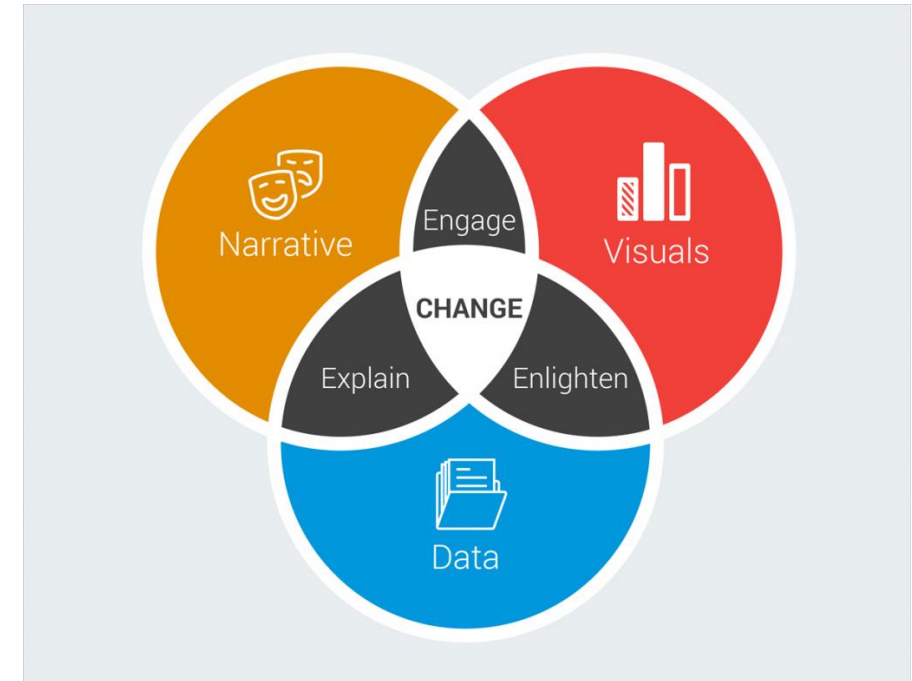




Data Storytelling

What is Data Storytelling

Data storytelling is a methodology for communicating information, tailored to a specific audience, with a compelling narrative. Or we can say, a combination of **data**, **visuals** and **narrative**. The information submitted is based on appropriate data / facts so as to provide action plans to the audience.



Why learn Data Storytelling

A thick yellow horizontal bar spans the width of the slide, with a vertical yellow bar extending downwards from its right end.

We live in a world increasingly dominated by data. Data are used to make important decisions, to shape business and political policy, and to understand the fundamental workings of nature. But data can be complicated, mysterious, and difficult to understand.

How

- Understand the context
- Choose an appropriate visual display
- Eliminate clutter
- Focus attention where you want it
- Tell a story