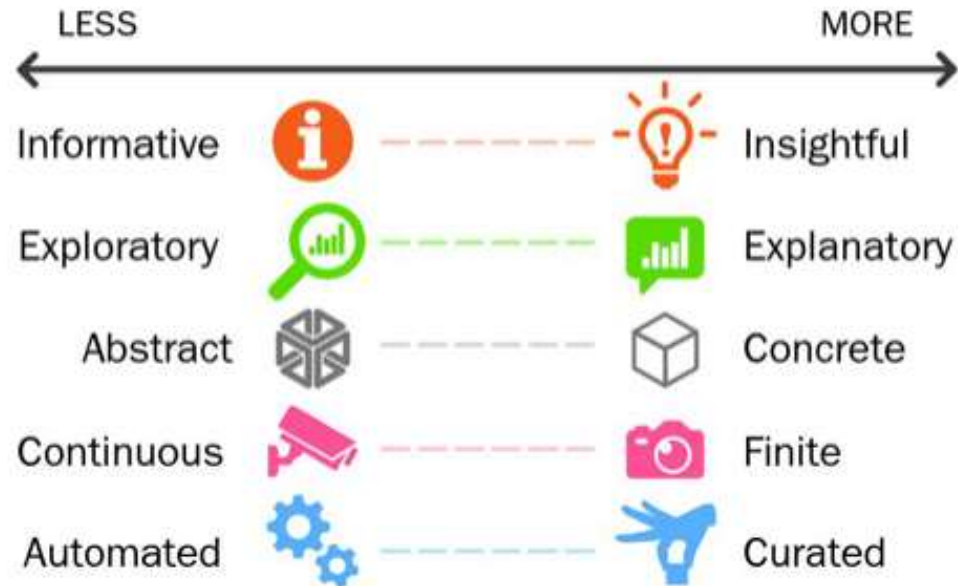


The Anatomy of a Data Story

Data visualization alone is not data storytelling

THE DATA STORYTELLING CONTINUUM



Informative is defined as providing interesting or useful information.

Unguided and No clear conclusion

When you keep the data more abstract, it frees up the data to be interpreted in a variety of ways.

The data visualizations are constantly shifting to reflect the latest trends.

automated data compositions attempt to display information in meaningful ways, they can often miss or not fully comprehend the significance of certain



Insightful is defined as exhibiting a clear, deep perception or understanding.

Guided Clear conclusion

when the insights in your data composition are more concrete and specific, it is much easier to build a coherent data story because you are highlighting a particular view of the data.

By capturing these fixed moments, you're able to break down what's happening and examine an insight at a much deeper level.

In order to bring out a story and tailor it for a specific

audience, the data often needs to be curated by human hands. To curate means to “select, organize, and present information or content, typically using professional or expert knowledge”

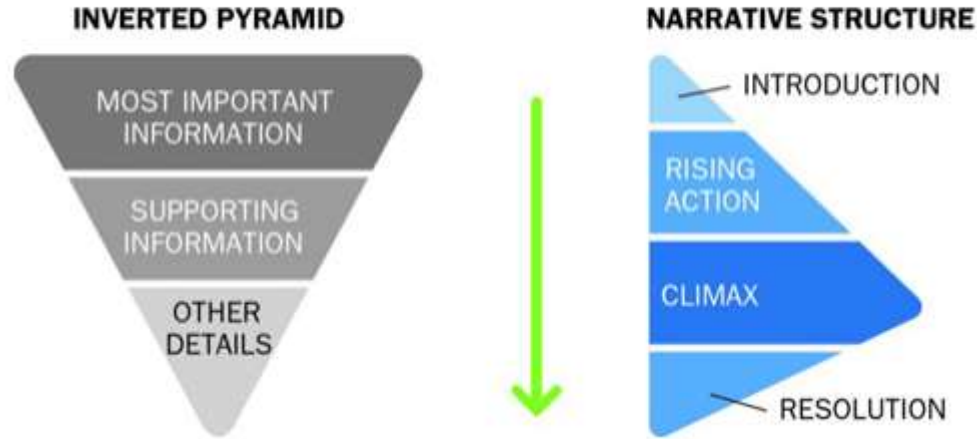
Story framing is primarily focused on providing useful information to an audience—which may or may not translate into meaningful findings.

Storytelling is appropriate when you want to explain a specific insight to an audience.



The inverted pyramid approach features the most important information at the beginning

COMPARISON OF NEWS AND LITERARY STORY FORMATS



a traditional narrative structure builds up to the most important information with a climax.

Tasks and Responsibilities as the data storyteller

Identify a key insight.

Minimize or remove bias.

Gain adequate context.

Understand the audience.

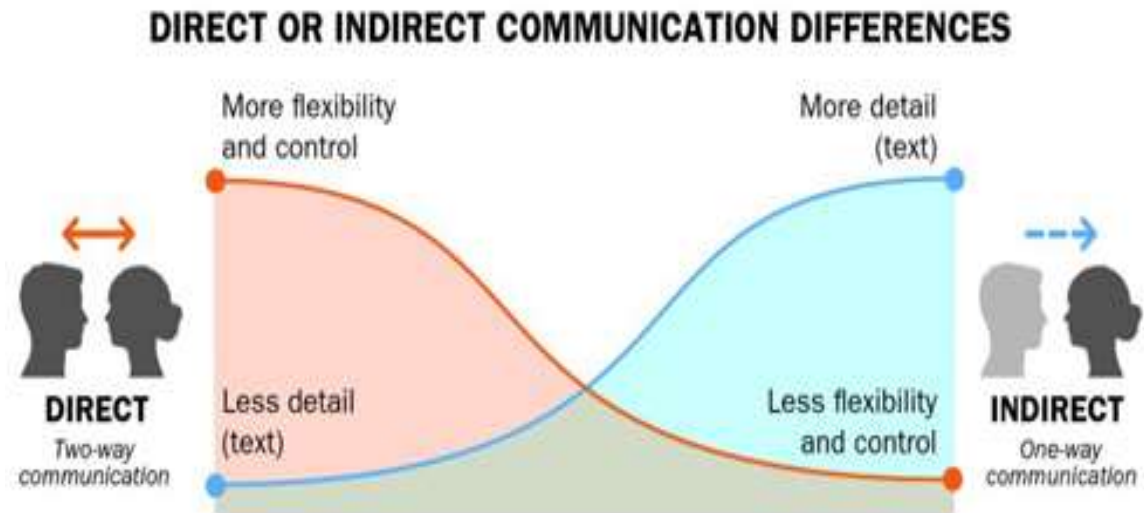
Curate the information.

Assemble the story.

Provide narration.

Choose the visuals.

Add credibility.

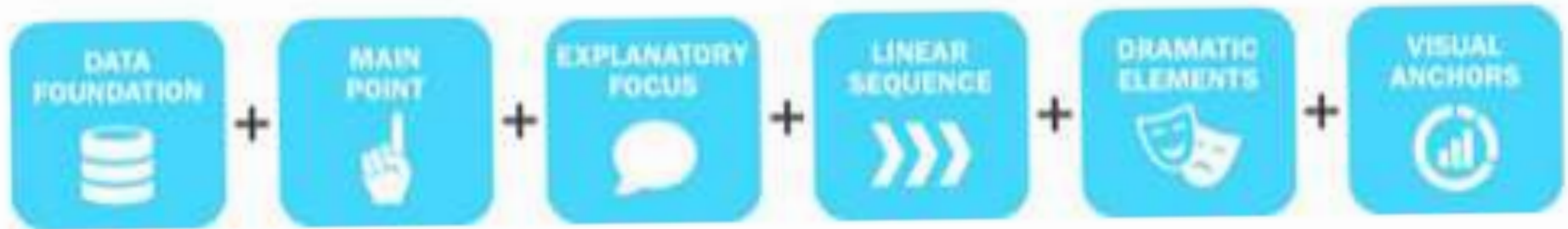


THE THREE DATA STORY ELEMENTS COMPLEMENT EACH OTHER



The Six Essential Elements of a Data Story

A story is not an accumulation of information strung into a narrative, but a design of events to carry us to a meaningful climax.



STORY: A LINEAR SEQUENCE OF EVENTS



PIXAR'S UP'S MEMORABLE OPENING MONTAGE



VISUALS CAN HELP YOUR DATA SPEAK (MAYBE EVEN SCREAM)

Statement
"Our company has been struggling for several years now. We had \$315M in losses last year."









Company Net Earnings/Losses

(in millions)



DATA COMMUNICATION METHODS BY USAGE OF SIX DATA STORY ELEMENTS

	 DATA FOUNDATION	 MAIN POINT	 EXPLANATORY FOCUS	 LINEAR SEQUENCE	 DRAMATIC ELEMENTS	 VISUAL ANCHORS	
Data Presentations	Yes	Maybe	Often	Often	Maybe	Yes	Curated ↑ ↓ Automated
Curated Reports and Dashboards	Yes	Maybe	Often	Maybe	Maybe	Yes	
Infographics	Yes	Maybe	Maybe	Maybe	Maybe	Yes	
Data Visualizations	Yes	Maybe	Maybe	Maybe	Maybe	Yes	
Automated Reports	Yes	No	No	No	No	Yes	
Automated Dashboards	Yes	No	No	No	No	Yes	
Alerts	Yes	Yes	No	No	No	Maybe	Automated

All of these communications are based on data, but not all of them are equally conducive to data storytelling.

Criteria to build out a data story

Agreeable versus unpleasant
Conventional versus disruptive.
Expected versus unexpected.
Simple versus complex.
Safe versus risky.
Inexpensive versus costly.
Intuitive versus counter intuitive.



A Principled Approach to Visual Storytelling
The purpose of visualization is insight, not
pictures.