ARISTOTLE'S TRAGEDY STRUCTURE

Middle

Complication

Unraveling

Beginning

End

FREYTAG'S PYRAMID

Climax

Rising Action

Falling Action

Inciting Incident

Resolution

Exposition

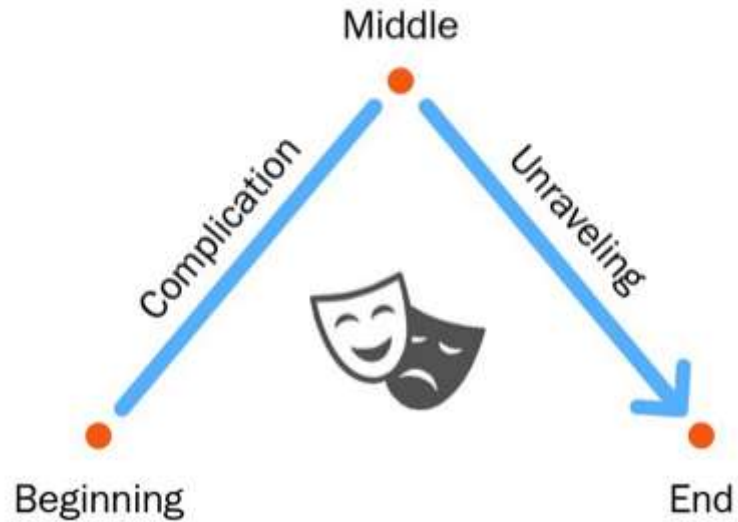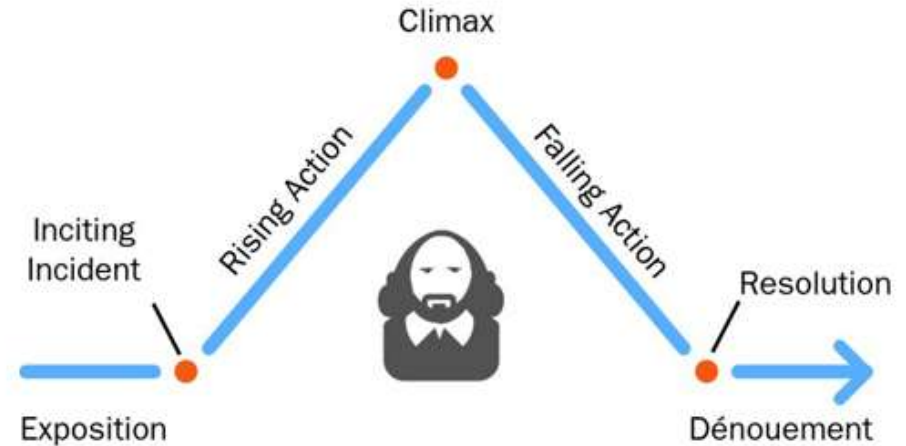Dénouement

Aristotle's model is fairly straightforward, but it has had a significant influence on how people view narrative structure
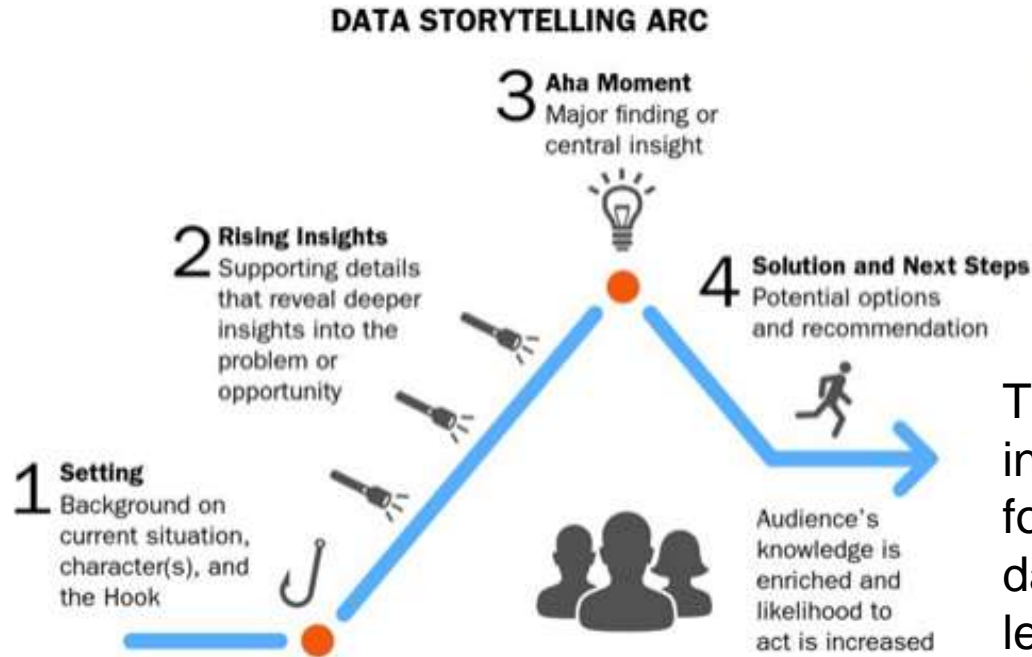
Freytag's model builds on Aristotle's model, adding more elements that provide more guidance around the narrative structure.
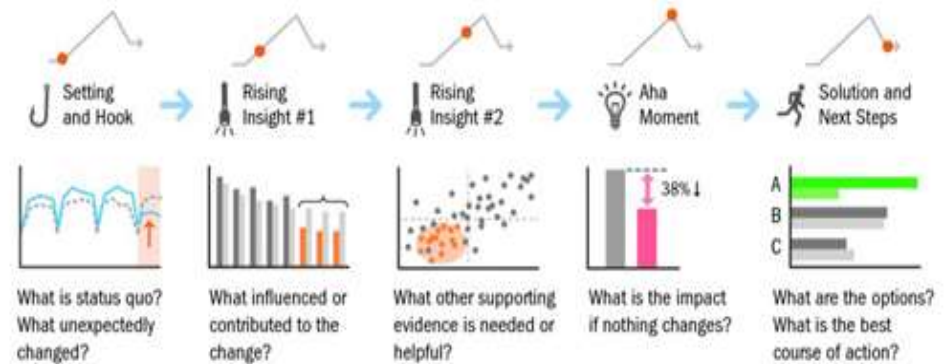
CAMPBELL'S HERO'S JOURNEY

Campbell's model is more complex with multiple stages and has
a cyclical pattern rather than a triangle or pyramid format.

Using Freytag's Pyramid as a foundation, a four-stage narrative structure called the Data Storytelling Arc was developed
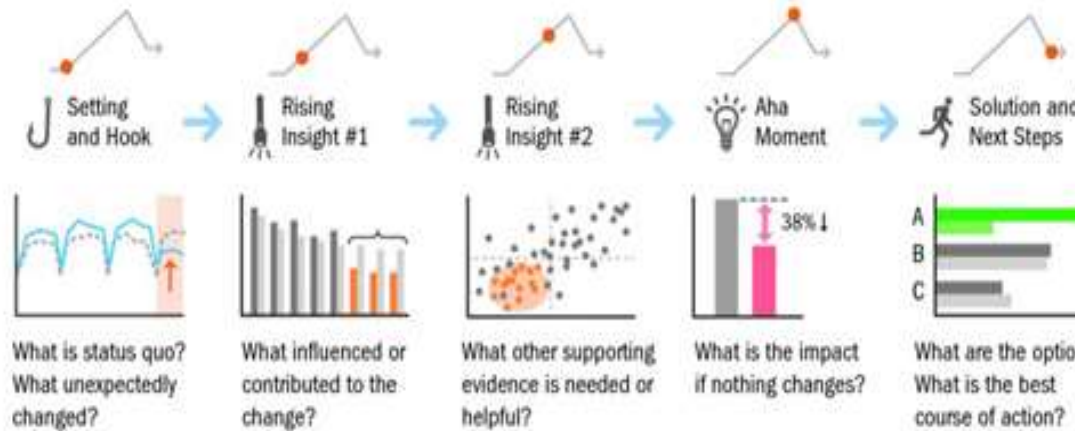
ECOMMERCE DATA STORY EXAMPLE

Setting and Hook	Rising Insight #1	Rising Insight #2	Aha Moment	Solution and Next Steps
What is status quo? What unexpectedly changed?	What influenced or contributed to the change?	What other supporting evidence is needed or helpful?	What is the impact if nothing changes?	What are the options? What is the best course of action?

DATA STORYTELLING ARC

3 Aha Moment
Major finding or central insight

2 Rising Insights
Supporting details that reveal deeper insights into the problem or opportunity

4 Solution and Next Steps
Potential options and recommendation

1 Setting
Background on current situation, character(s), and the Hook

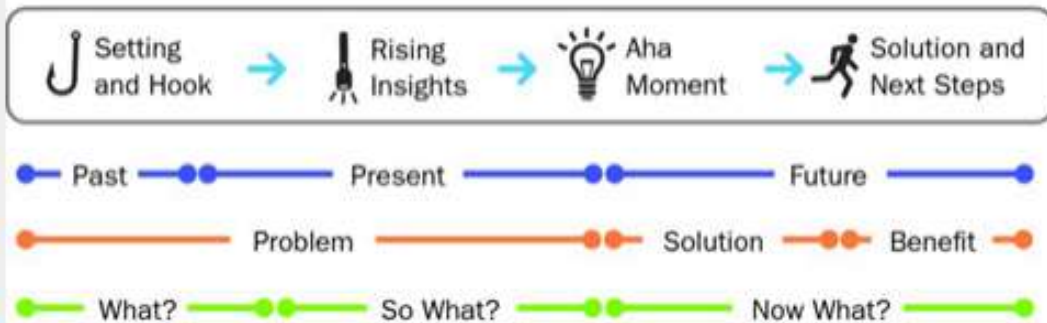Audience's knowledge is enriched and likelihood to act is increased

The ecommerce data story shows how insights in each of the four stages combine to form a meaningful data story. Depending on the length or complexity of your story, you may have several rising insights or none at all.
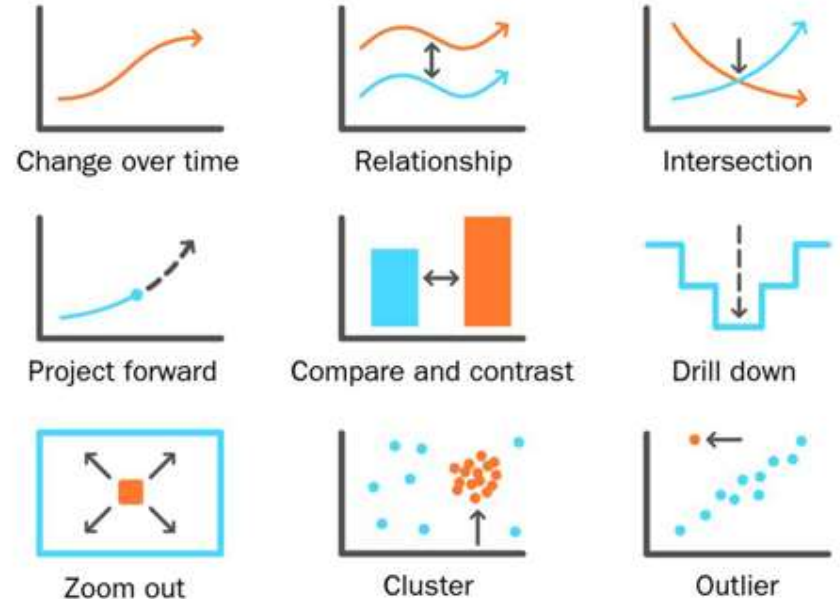
ECOMMERCE DATA STORY EXAMPLE

Setting and Hook → Rising Insight #1 → Rising Insight #2 → Aha Moment → Solution and Next Steps

What is status quo? What unexpectedly changed?	What influenced or contributed to the change?	What other supporting evidence is needed or helpful?	What is the impact if nothing changes?	What are the optio... What is the best course of action?

NINE COMMON TYPES OF STORY POINTS

Change over time Relationship Intersection

Project forward Compare and contrast Drill down

Zoom out Cluster Outlier

COMPARISON OF COMMUNICATION MODELS

Setting and Hook → Rising Insights → Aha Moment → Solution and Next Steps
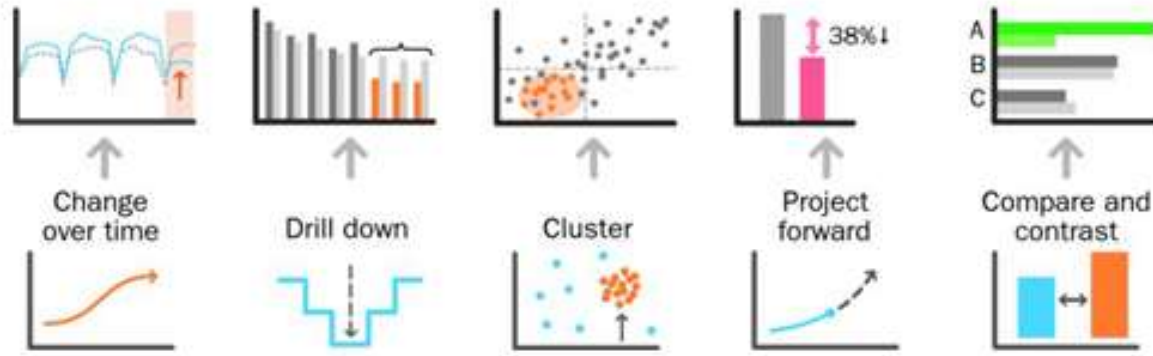
Past — Present — Future

Problem — Solution — Benefit

What? — So What? — Now What?

Your key insights will most likely align with one of these nine common types of story points.

THE ECOMMERCE EXAMPLE AND ITS STORY POINTS

Change over time | Drill down | Cluster | Project forward | Compare and contrast

The ecommerce data story used various types of story points to convey its message. While you may use only a few of the types on a regular basis, it is helpful to know the full breadth of options you have.
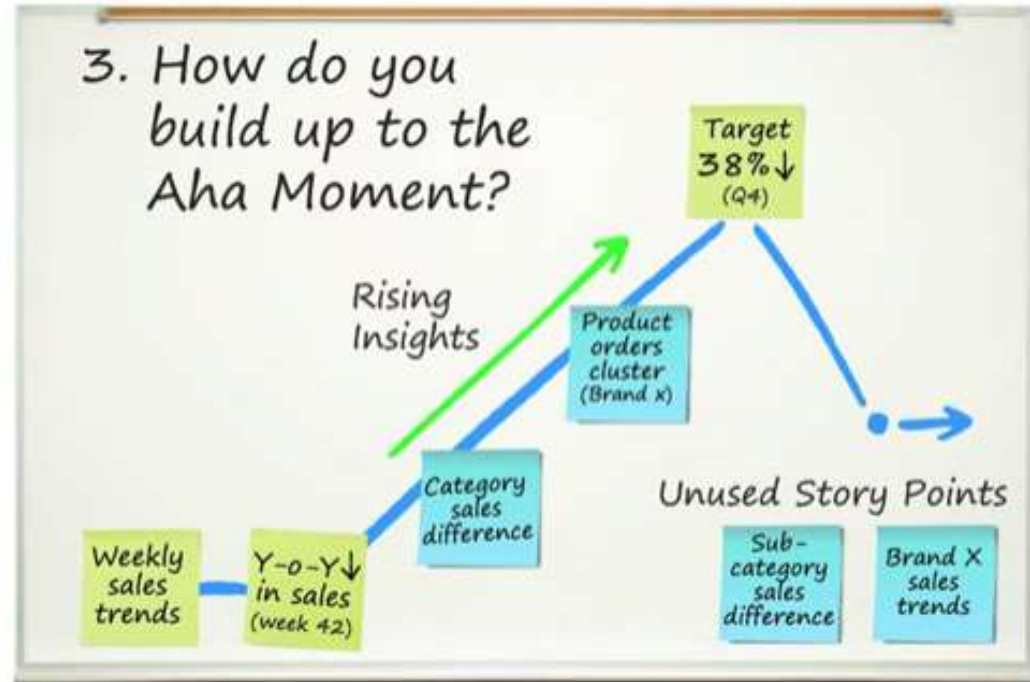
Storyboarding Your Data Stor

Step 1: Identify Your Aha Moment

Step 2: Find Your Beginning (the Hook and Setting)

Step 3: Select Your Rising Insights

Step 4: Empower Your Audience to Act