Learning Log: Tell a story with data

Overview

You have learned about how data storytelling and visualizations can be powerful tools for communicating your data findings with your audience. Now, you'll complete an entry in your learning log to reflect on both data storytelling and visualization. By the time you complete this entry, you will have a stronger understanding of how you can combine these concepts to communicate more effectively. This will help you as you start sharing your own visualizations and presentations as a data analyst.

Data storytelling and visualization

Before you write your response in the learning log template linked below, take a moment to consider how data storytelling and visualization are used to communicate about data.

Data storytelling means communicating the meaning of a dataset with visuals and a narrative that are customized for a particular audience.

For example, some music-streaming companies send their customers a "year in review" email. In these emails, they tell their customers which artists and songs they were a top fan of. This way, the companies use their customers' data to tell a story.

Data visualization is the representation and presentation of data to help with understanding. You can use graphs, charts, word clouds, and other visual depictions to help your audience see and clearly understand your data.

The effects of data storytelling and data visualization can be powerful. Data storytelling and data visualization can captivate your audience, make stories memorable, touch people's hearts, and inspire people to take action.

Access your learning log

To use the template for this course item, click the link below and select "Use Template."

Link to learning log template: Tell a story with data ↗

OR

If you don't have a Google account, you can download the template directly from the attachment below.

📎 **Learning Log Template_ Tell a story with data**
DOCX File

Reflection

Now that you've thought more about data storytelling and visualization, take a moment to reflect on these concepts. In your learning log template, write 2-3 sentences (40-60 words) in response to each question below:

- What is the most interesting thing that you have learned in Week 3 so far?
- What aspects of data storytelling and visualization do you want to explore in more detail? Why are those aspects important or interesting to you?
- What stories related to your own life or society are you curious about telling by using data?
- If you could tell any story by using data, what would it be, and why?

When you've finished your entry in the learning log template, make sure to save the document so your response is somewhere accessible. This will help you continue applying data analysis to your everyday life. You will also be able to track your progress and growth as a data analyst.

Mark as completed

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