



Andrew Moorfield
Founder & CEO of bfinance

 Business Insider

[Meta's job cuts surprised some employees who said they weren't low performers](#)

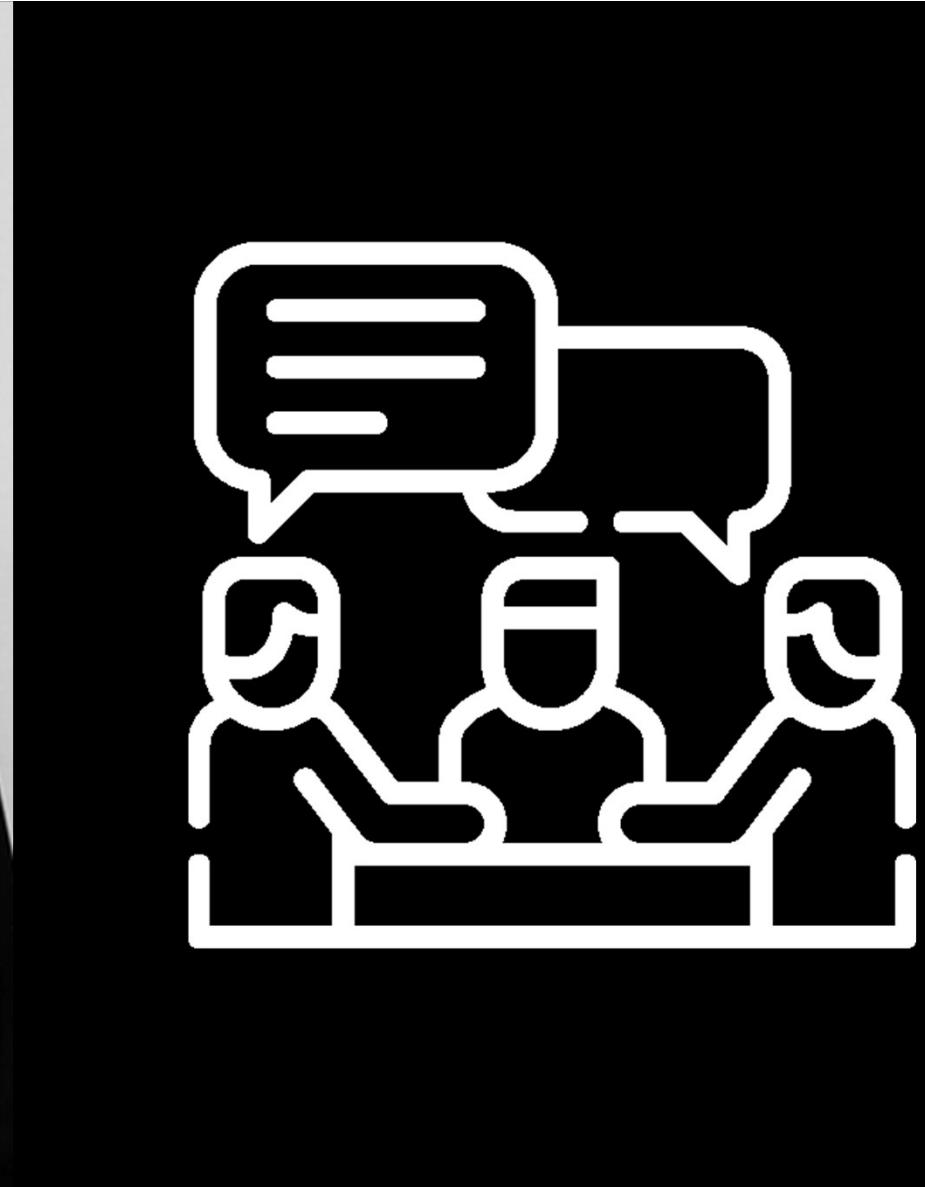
 PBS

[Google cuts 12,000 jobs as layoffs spread across tech industry](#)

 CEO Today

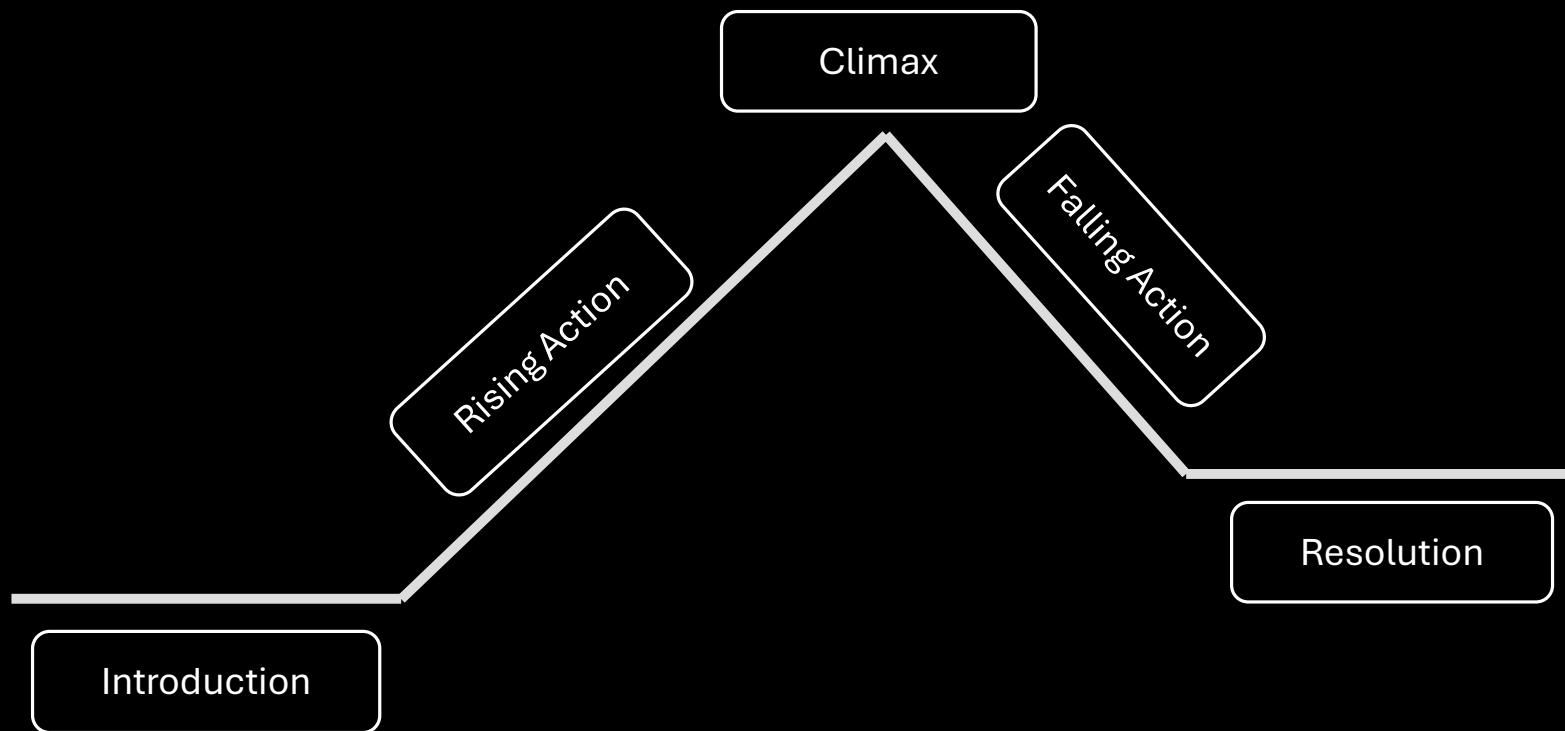
[Microsoft CEO Gets \\$30M Raise While Laying Off Thousands and Facing Cyber Scandal!](#)

“It’s hard for me to believe that after 20 years at #Google I unexpectedly find out about my last day via an email”

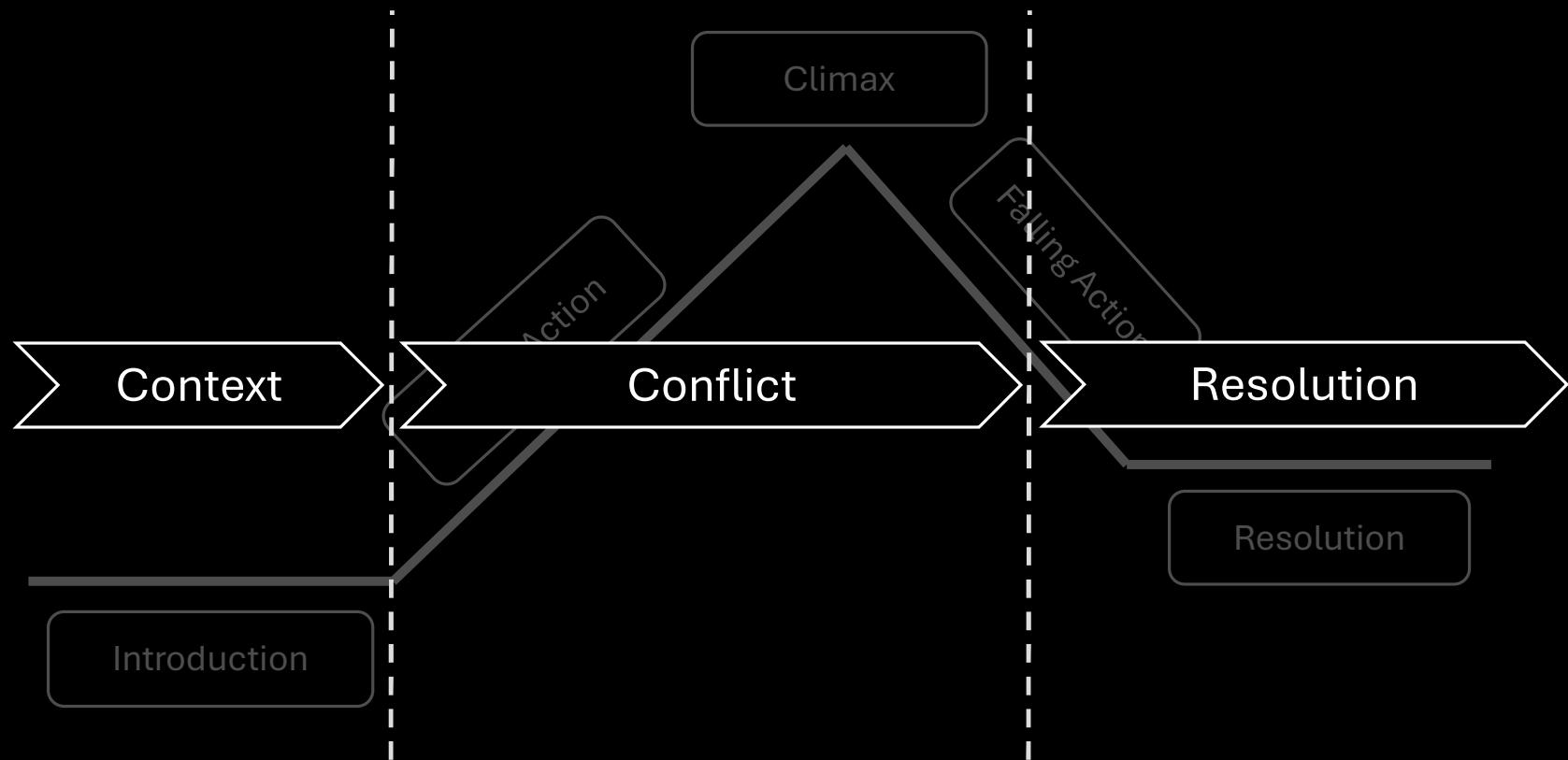


Storytelling with Data

What makes up a story?



What makes up a story?

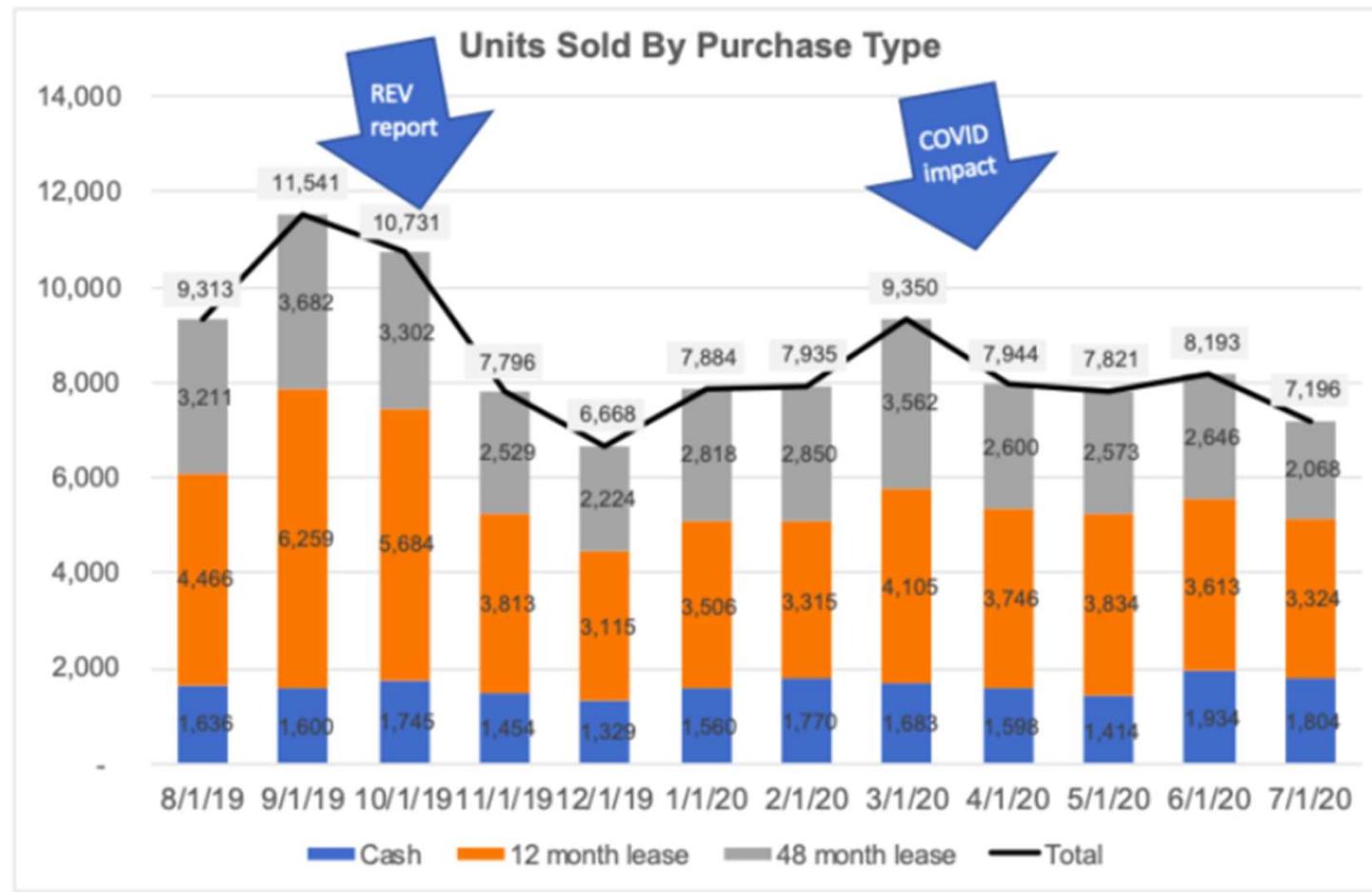


How does data become a story?

- By extracting *Context*, *Conflict*, and *Resolution*
- Who, What, How Method
 - Who : Audience
 - What : Message
 - How : Data conveys message to audience

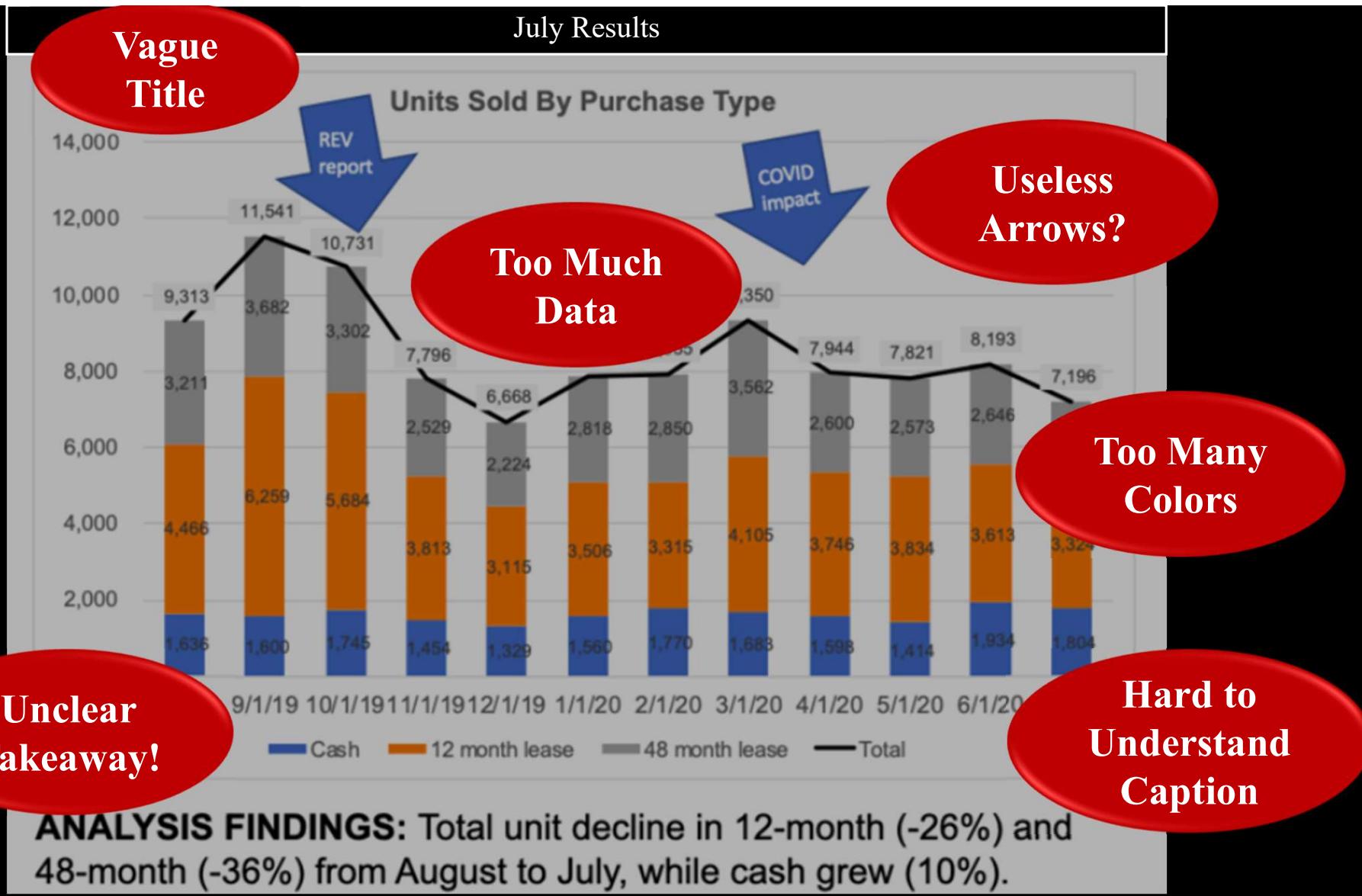
Example: Covid Impact on Car Sales
BECOME

July Results



ANALYSIS FINDINGS: Total unit decline in 12-month (-26%) and 48-month (-36%) from August to July, while cash grew (10%).

Example: Covid Impact on Car Sales
BECOME

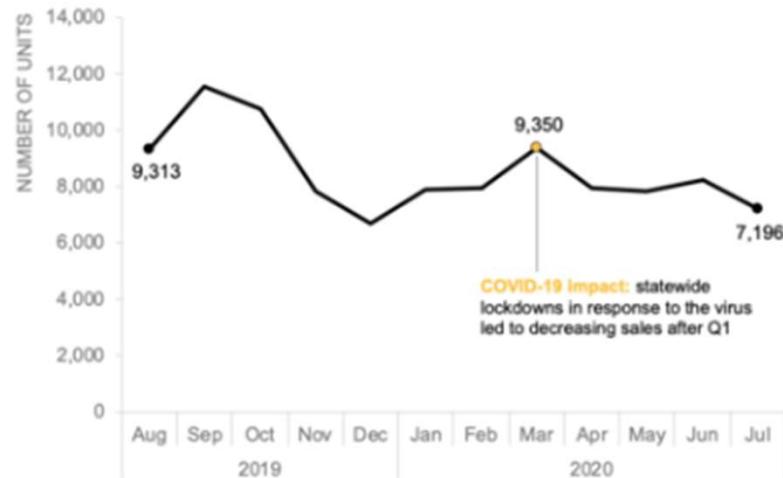


Consumer behavior has shifted

Total units sold is down 22.7% YoY and down 23% since the impact of COVID lockdowns in the US.

The COVID impact caused a sharp decrease in the number of units sold as of July. We expect this decline to level out by each year-end due to discussions with key customers about resuming their purchasing cycles.

Total sales over time

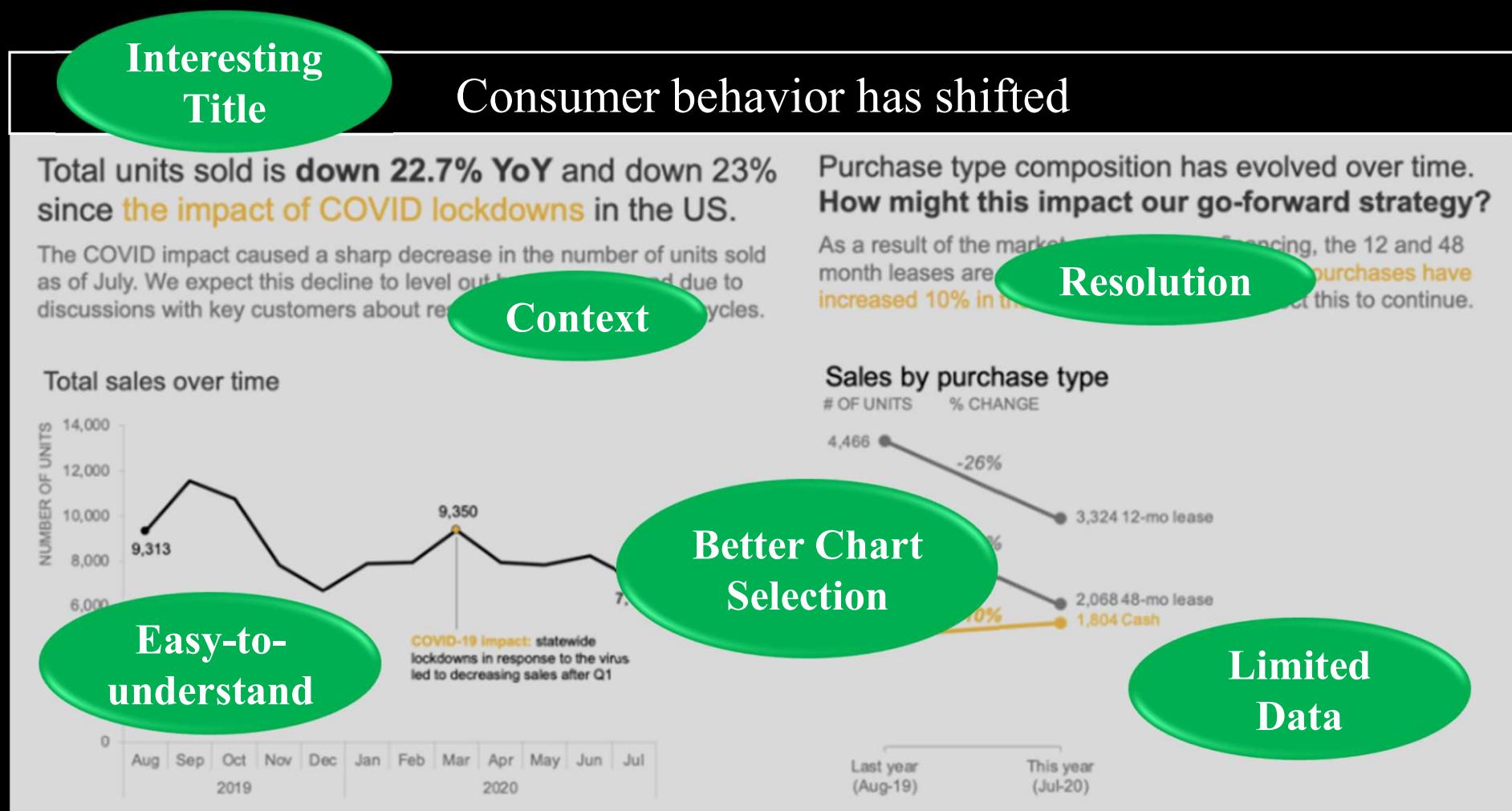


Purchase type composition has evolved over time.
How might this impact our go-forward strategy?

As a result of the market and access to financing, the 12 and 48 month leases are decreasing in utilization. **Cash purchases have increased 10% in the last 12 months.** We expect this to continue.

Sales by purchase type





Analyze Storytelling in the News



Visuals for Storytelling with Data

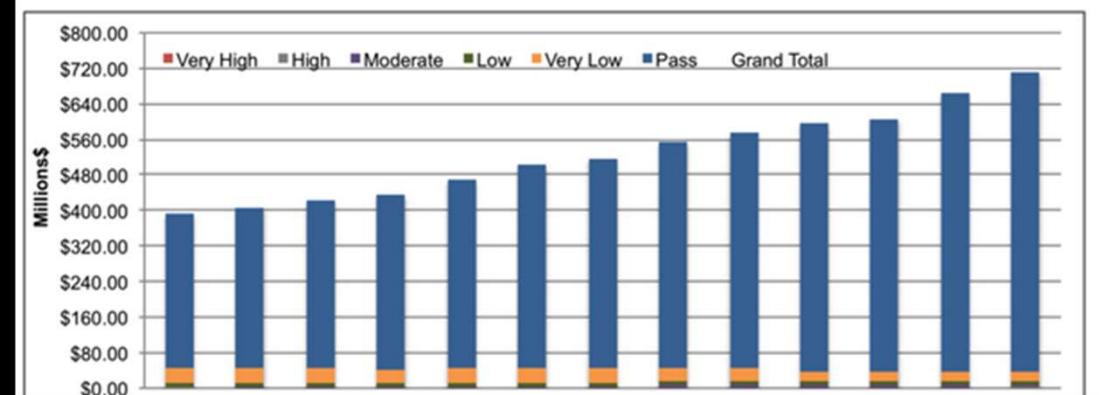
- Rule #1: Do NOT simply copy and paste a chart
- Rule #2: If breaking Rule #1, at least pick the right chart for your story

Visuals for Storytelling with Data

- Rule #1: Do NOT simply copy and paste a chart
 - Too much data is overwhelming
 - Does not clearly convey your narrative
 - Visual Cues

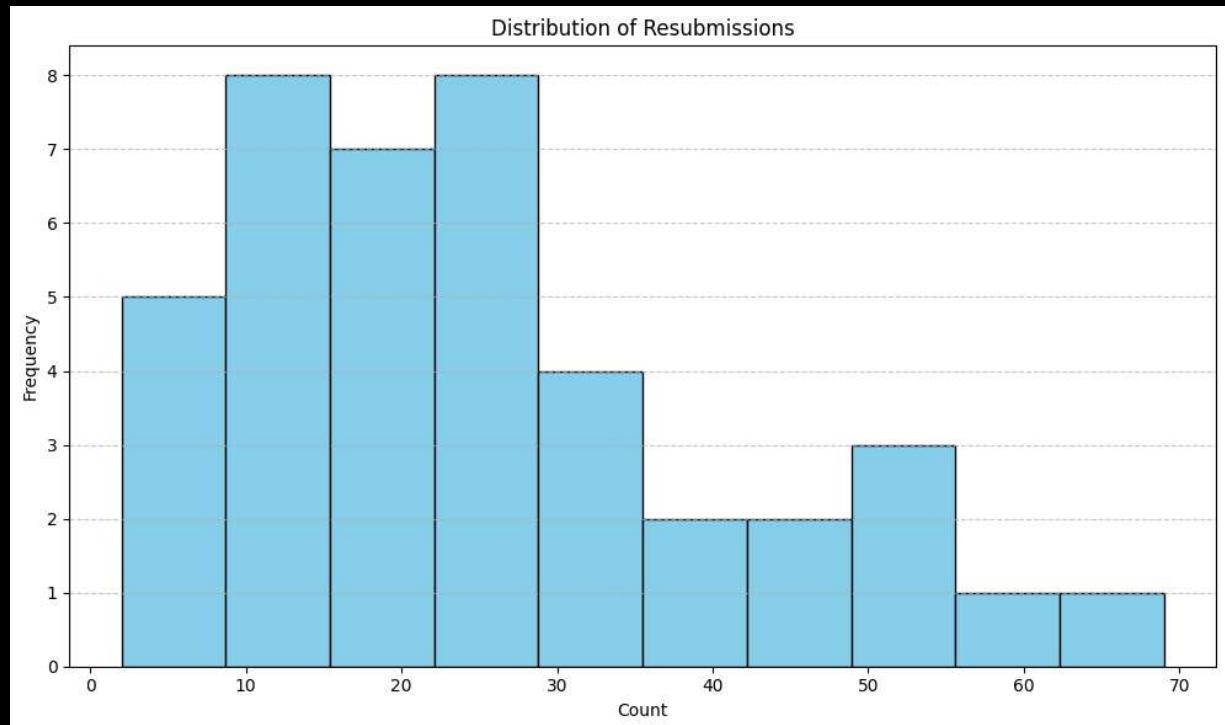
	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Grand Total	\$392.06	\$407.68	\$423.11	\$434.66	\$467.64	\$501.23
■ Pass	\$348.02	\$361.90	\$376.91	\$391.66	\$421.54	\$456.14
■ Very Low	\$30.57	\$32.92	\$33.69	\$31.10	\$33.31	\$32.32
■ Low	\$10.71	\$10.70	\$10.36	\$10.35	\$10.34	\$10.33
■ Moderate	\$1.84	\$1.33	\$1.32	\$1.33	\$2.33	\$2.32
■ High	\$0.85	\$0.76	\$0.76	\$0.15	\$0.05	\$0.05
■ Very High	\$0.07	\$0.07	\$0.07	\$0.07	\$0.07	\$0.07

Loan Portfolio by Risk Rating

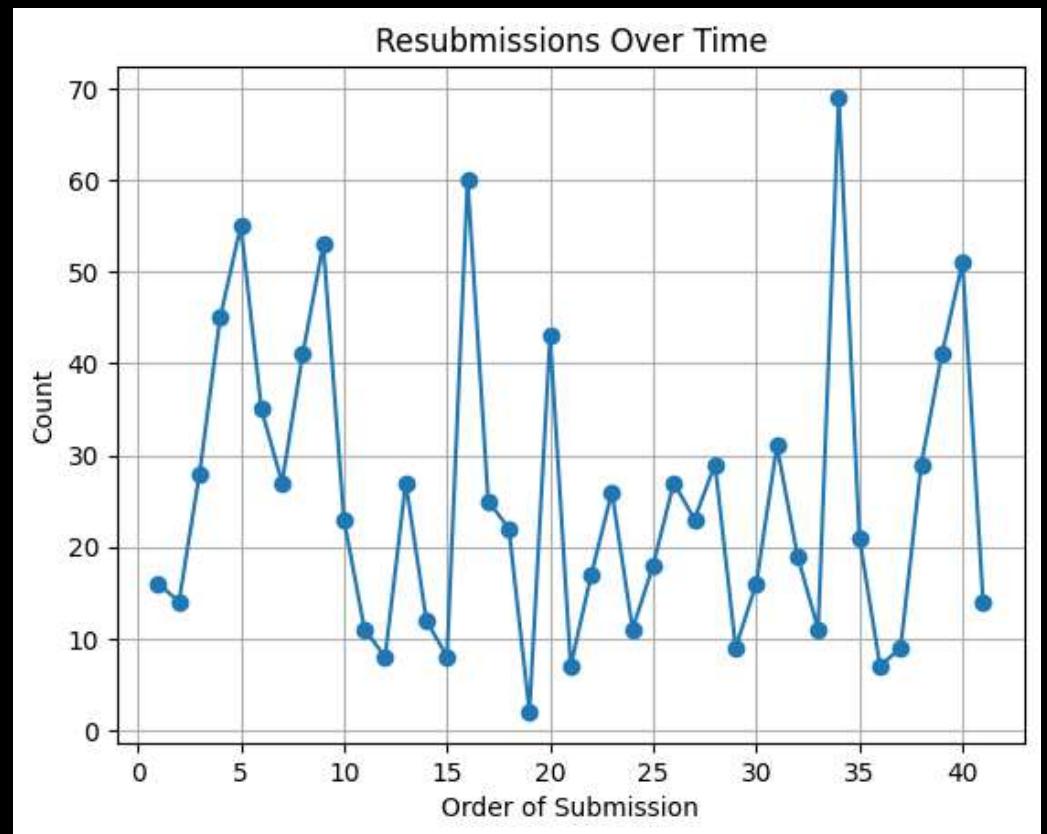
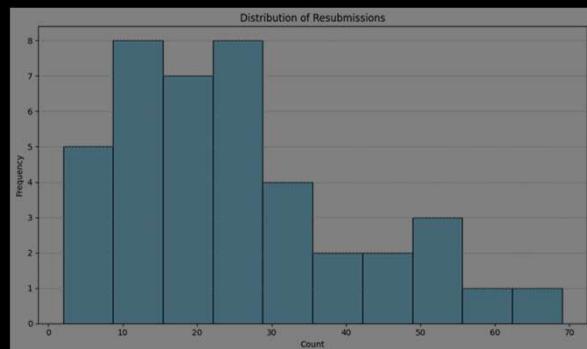


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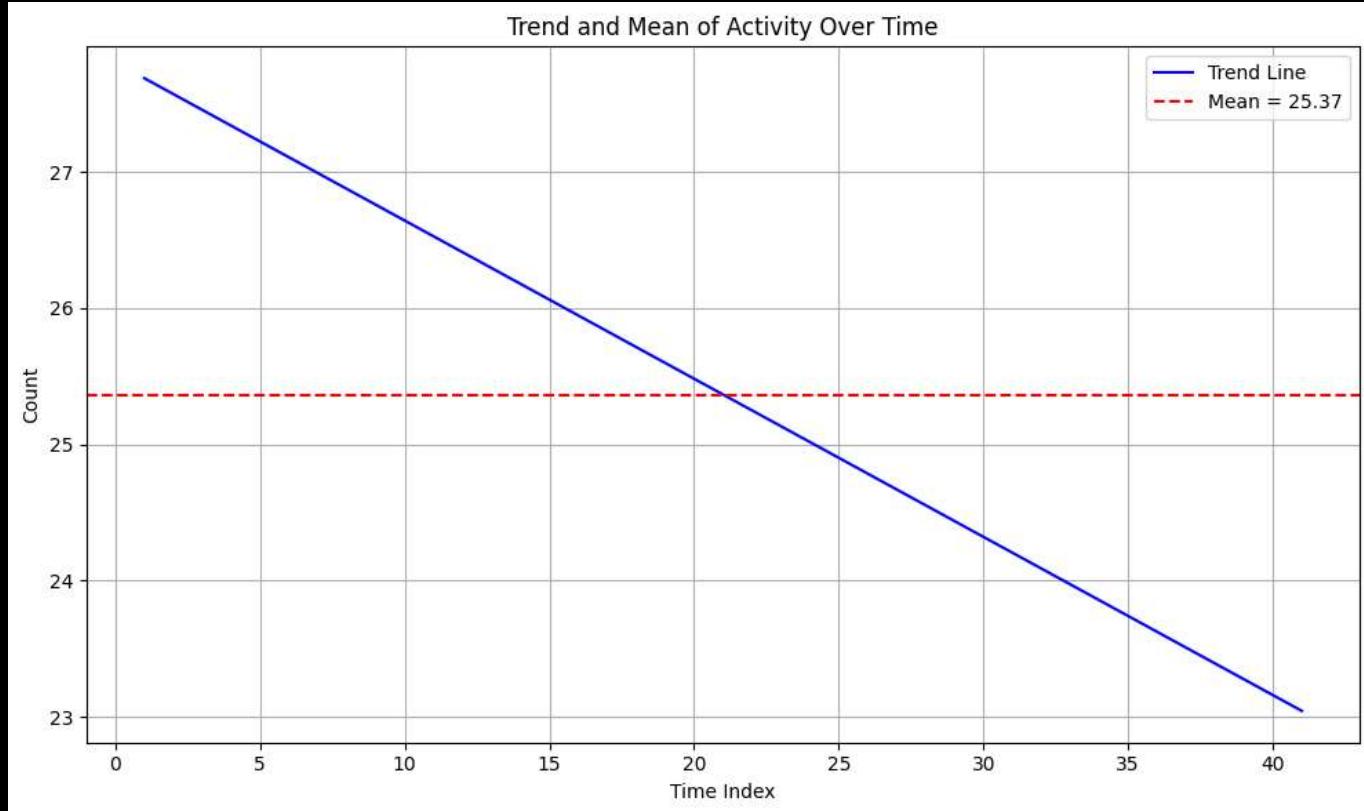
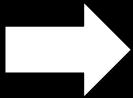
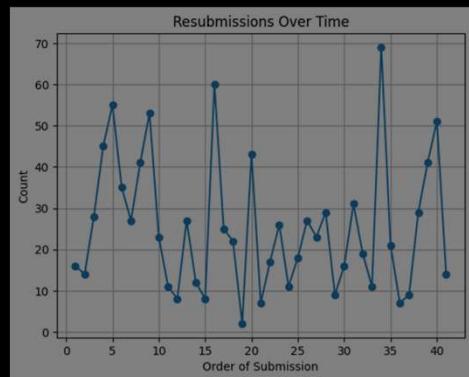
- Rule #2: If breaking Rule #1, at least pick the right chart for your story
- Story: How are resubmissions used?



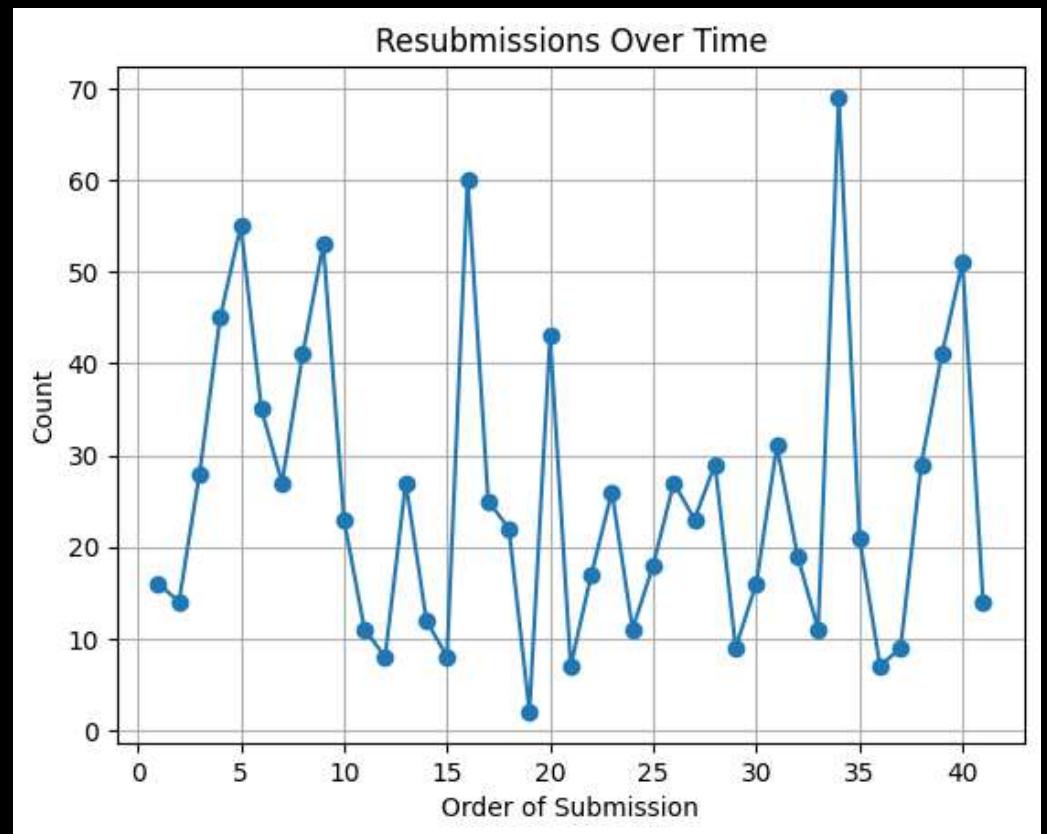
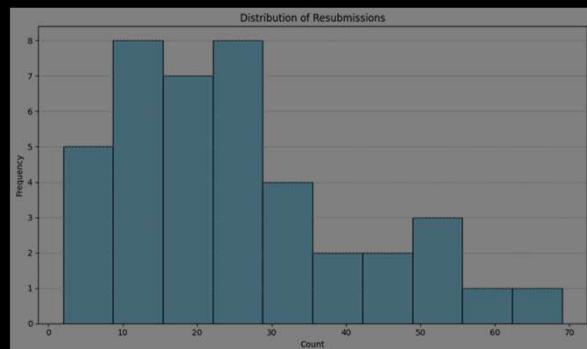
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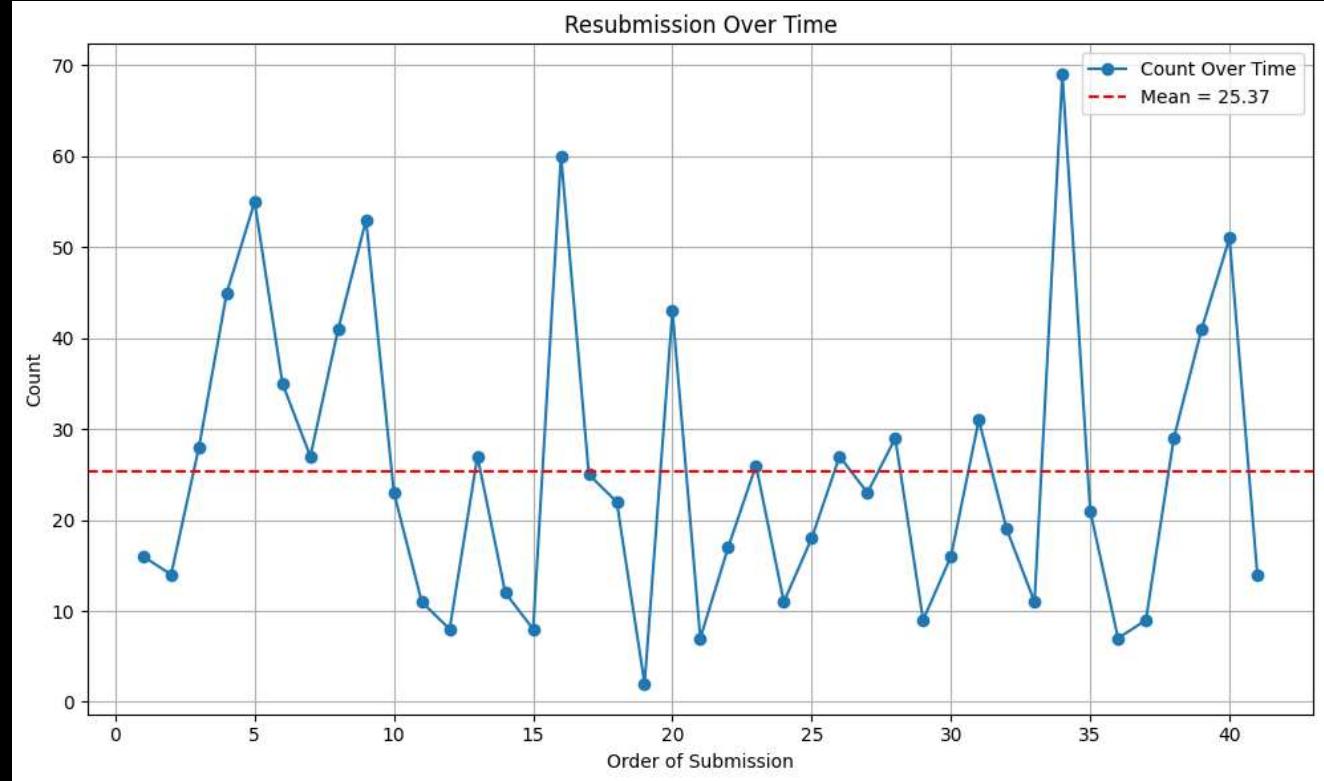
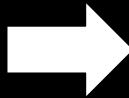
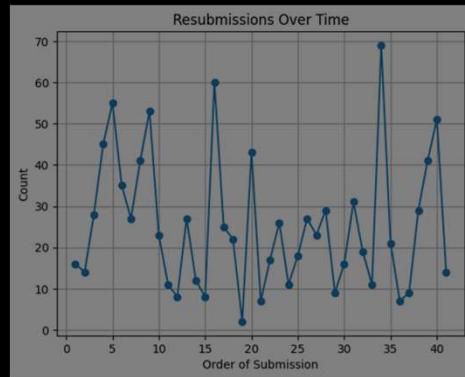
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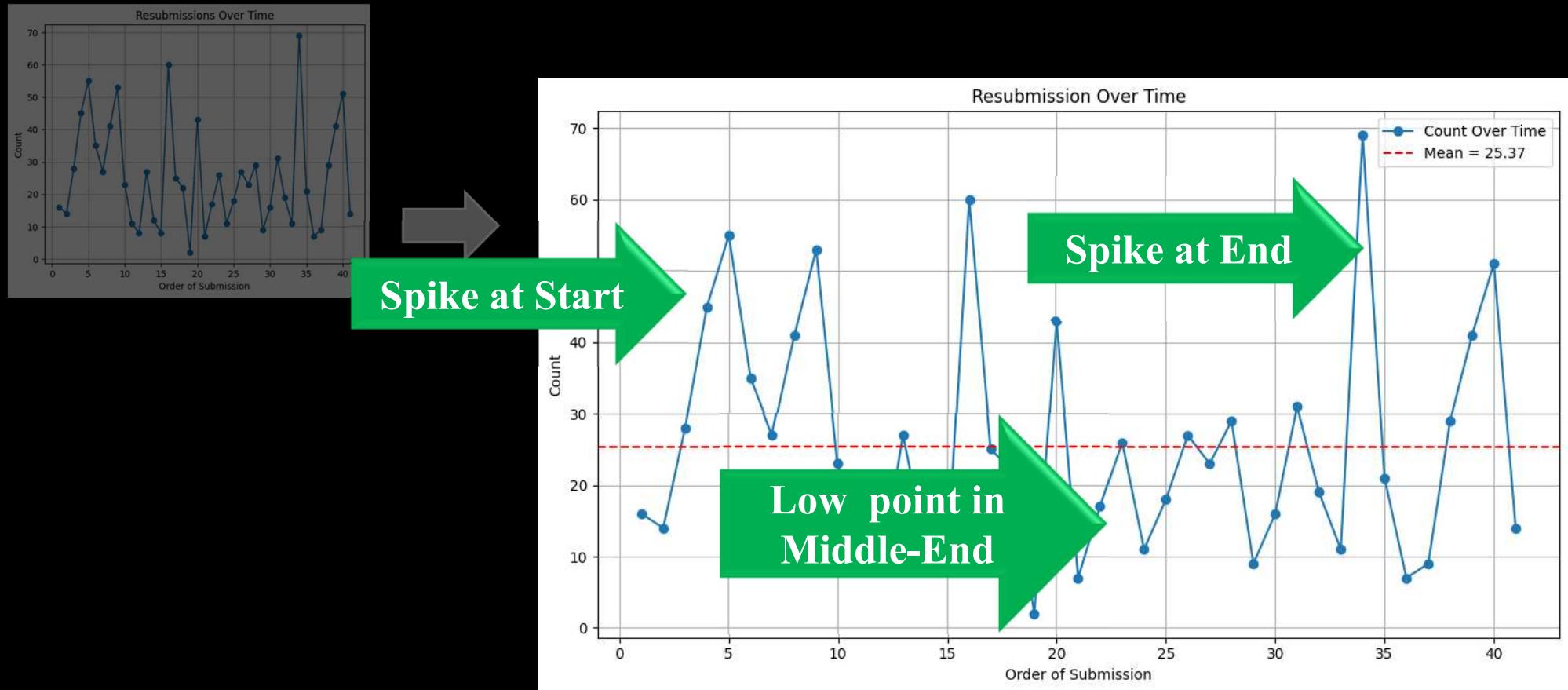
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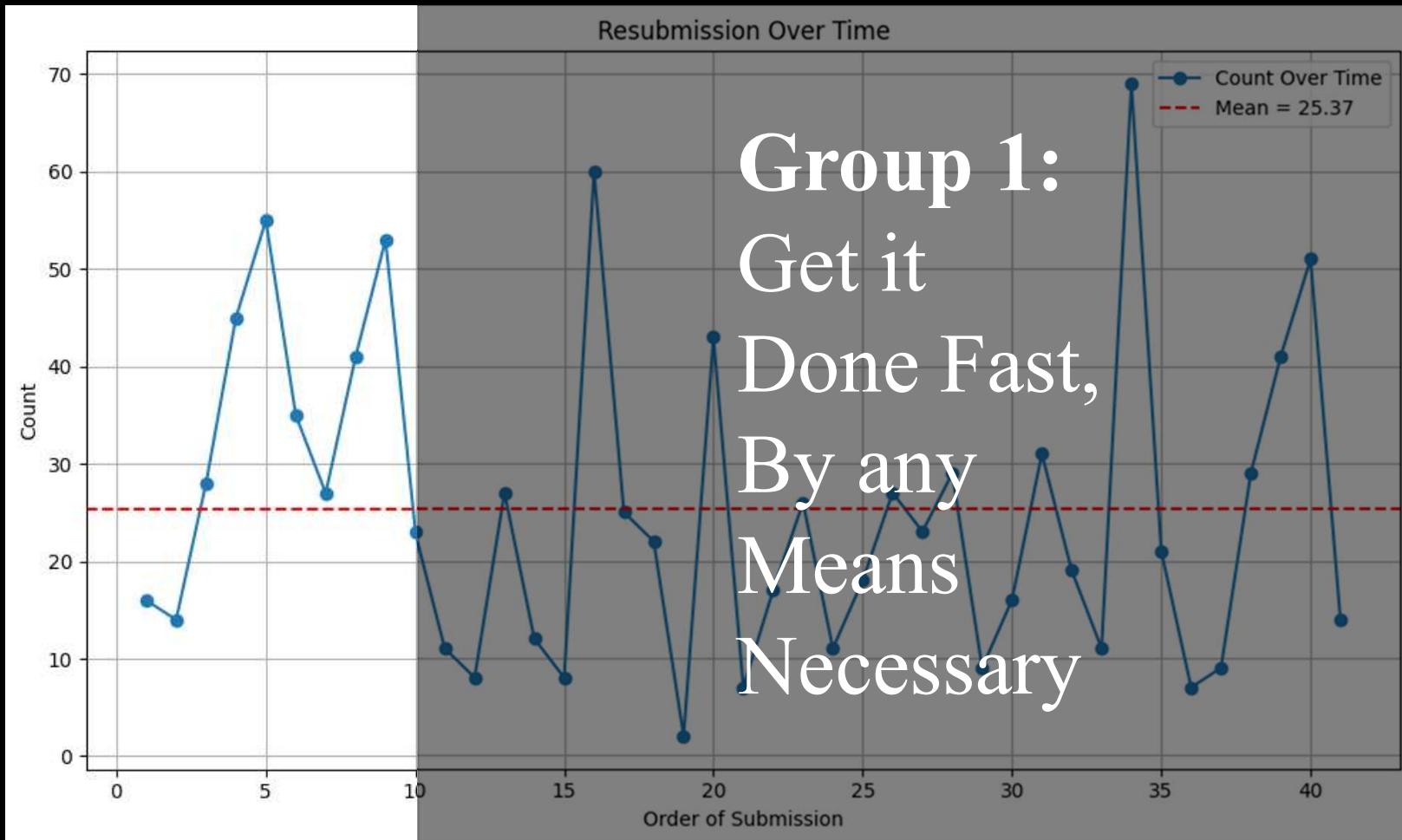


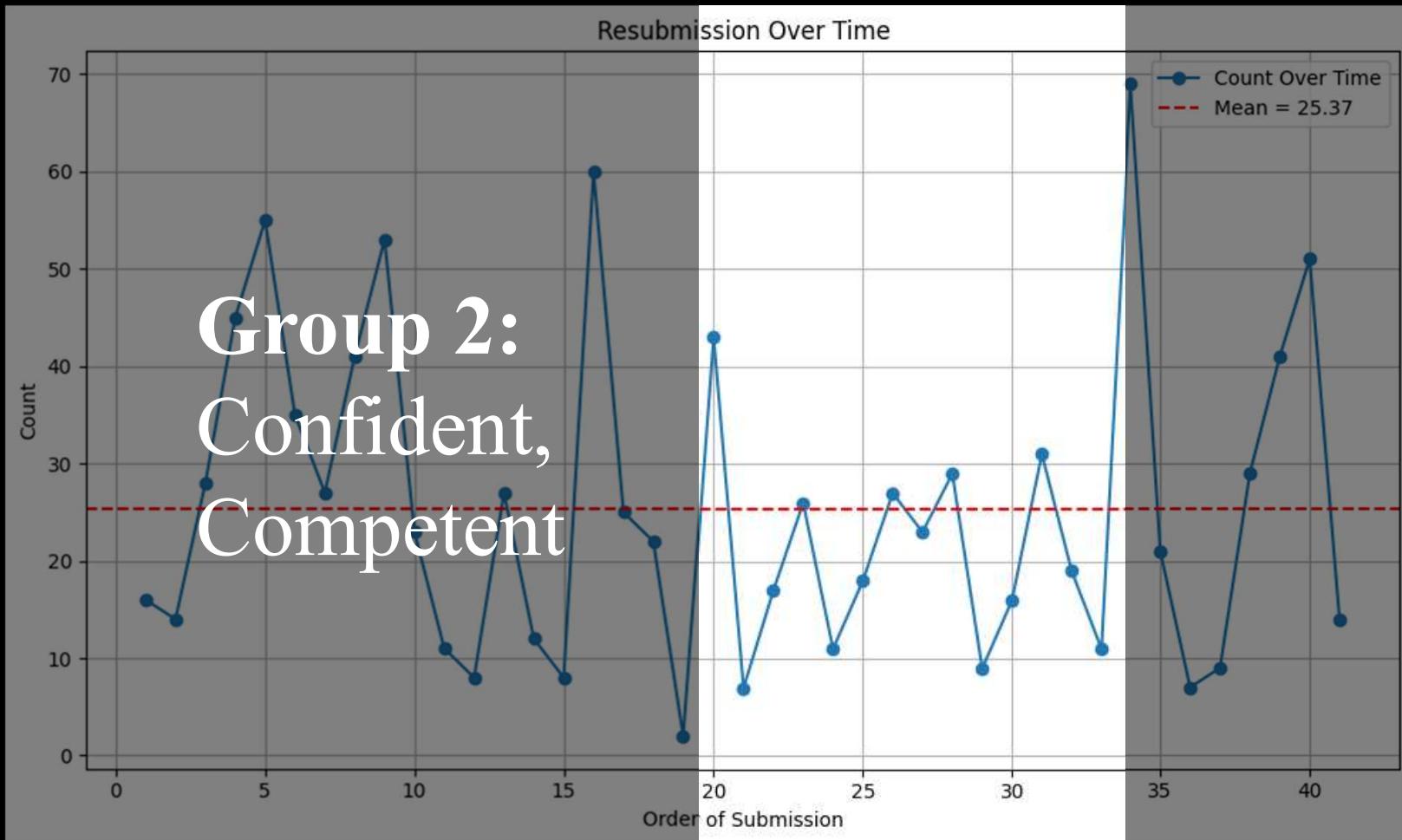
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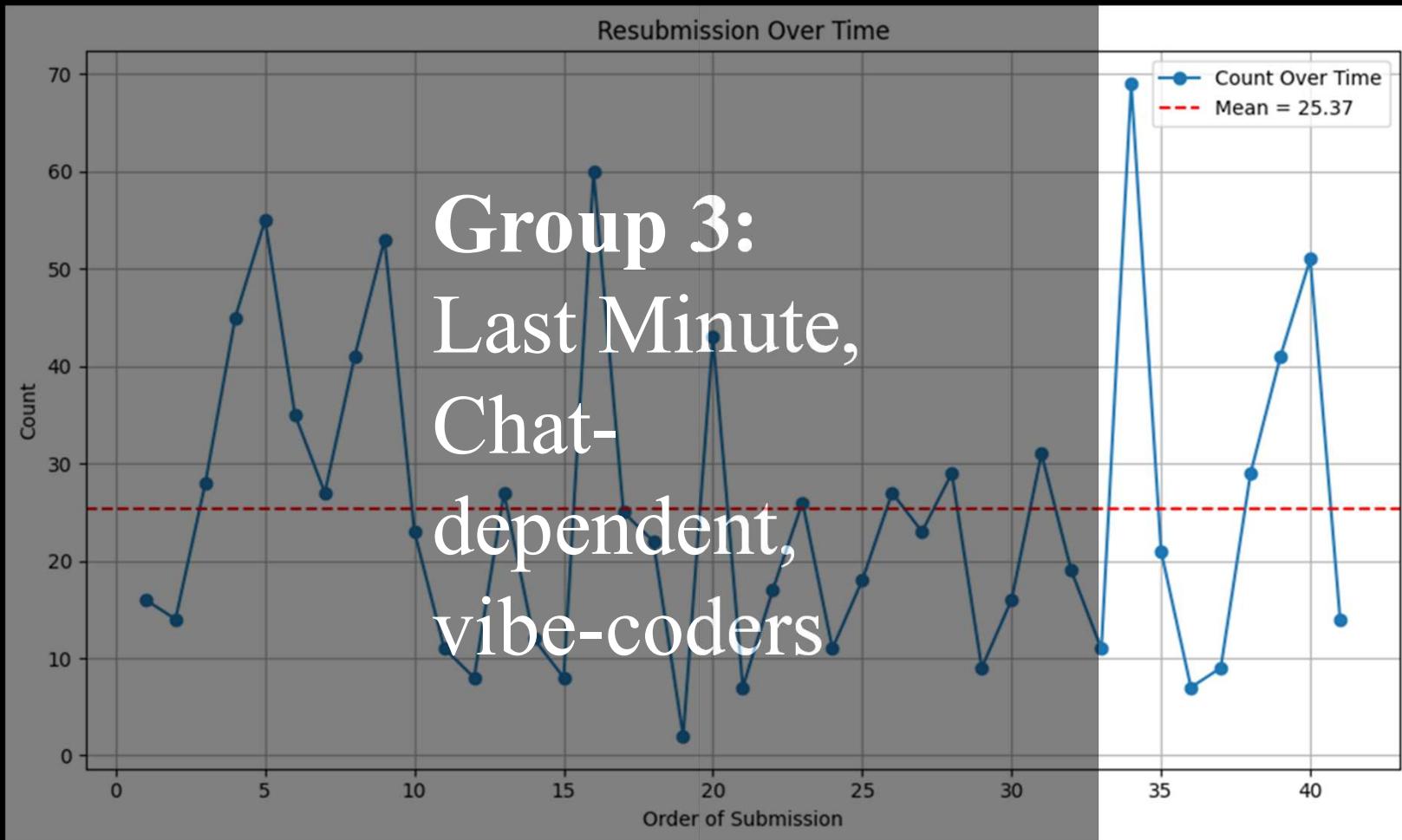


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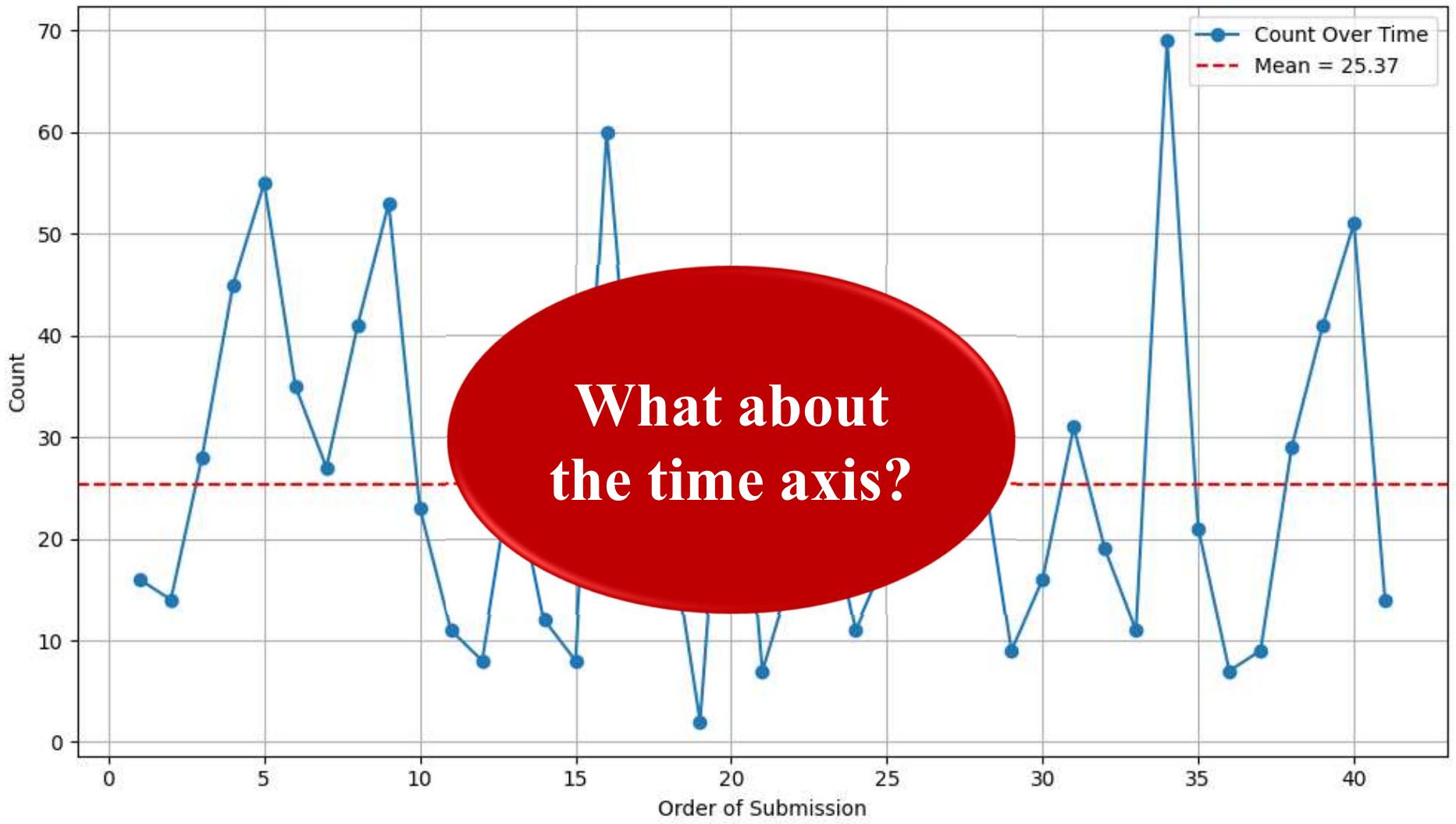




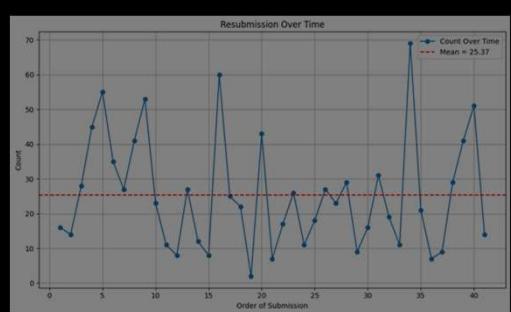




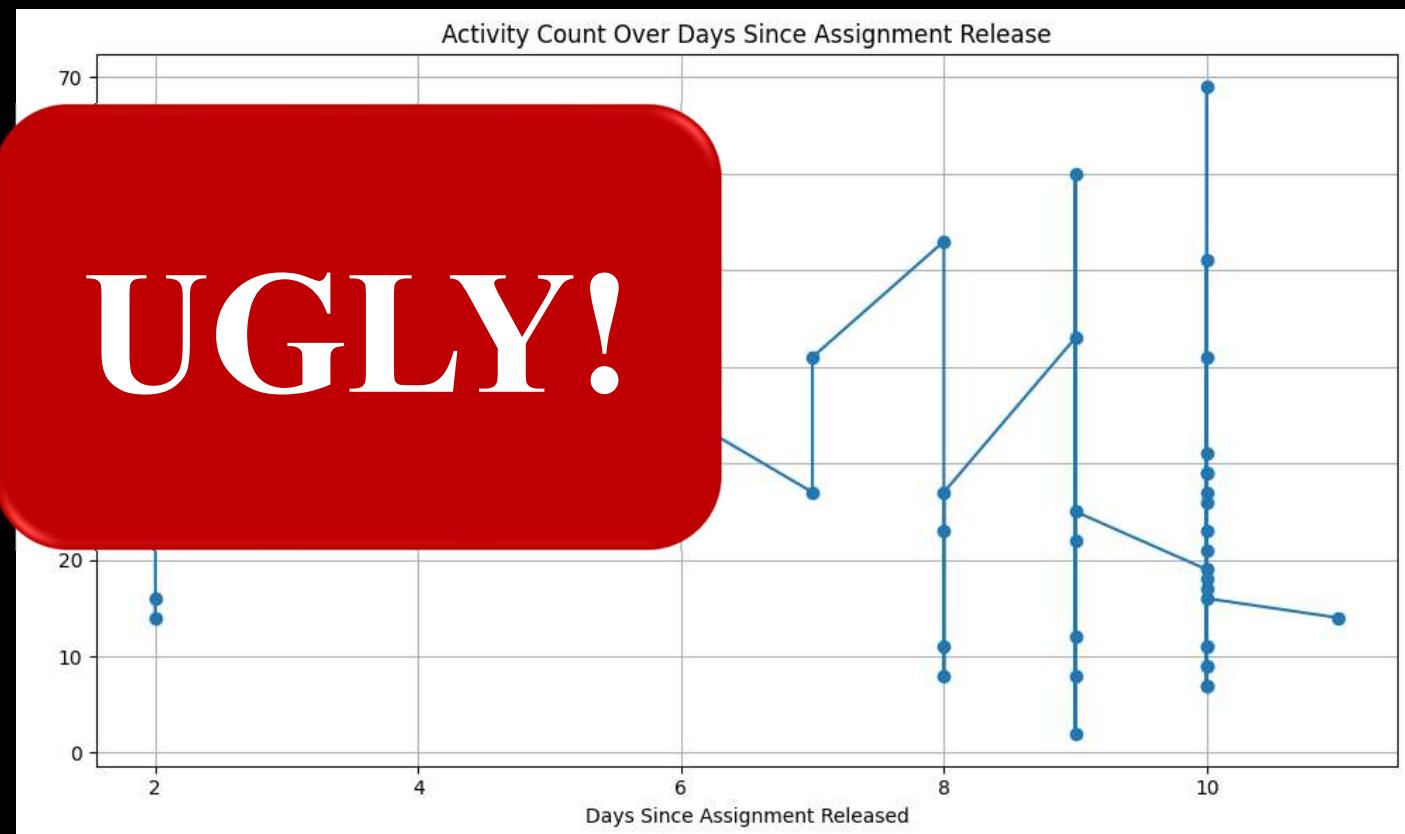
Resubmission Over Time



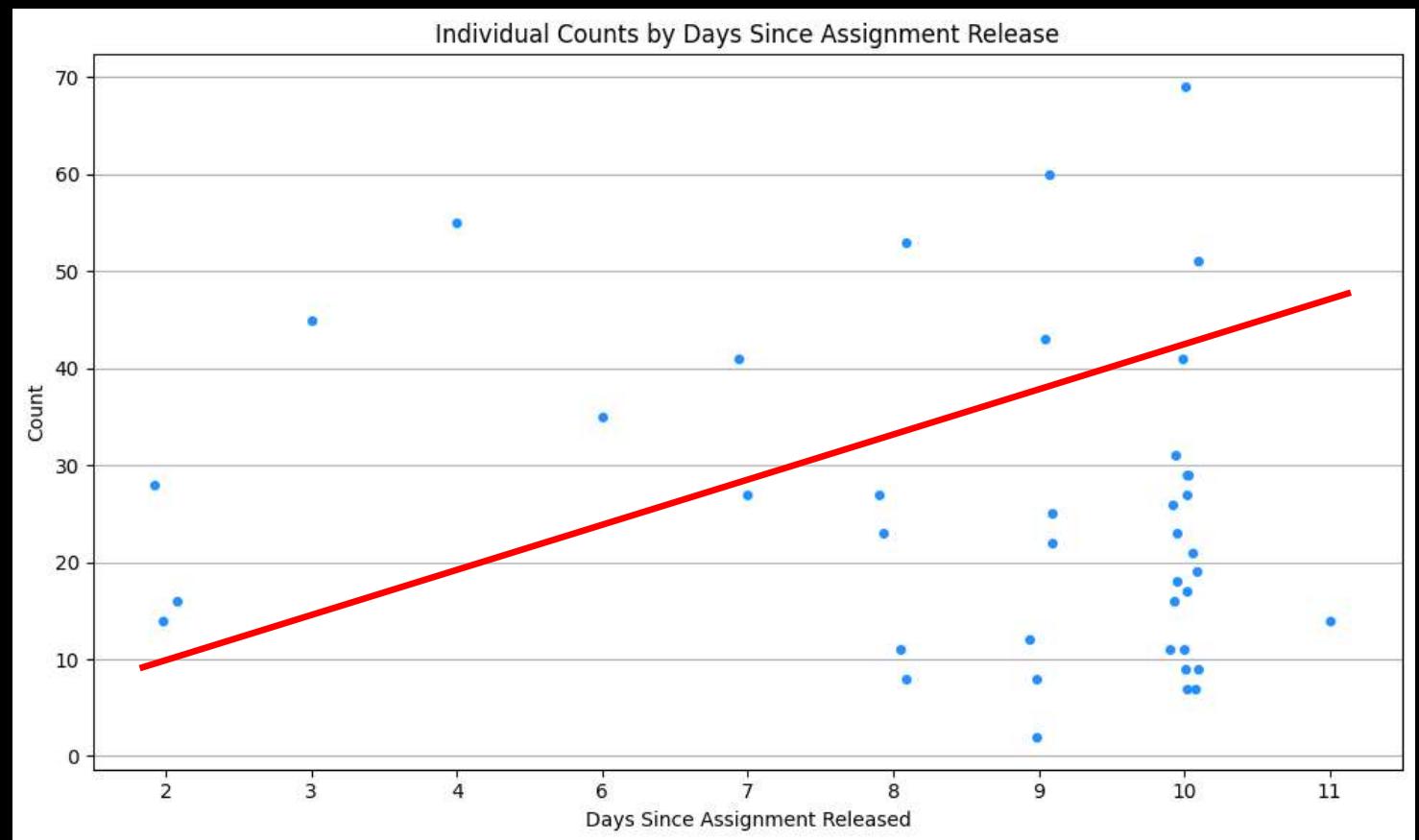
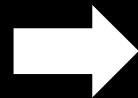
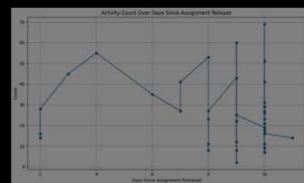
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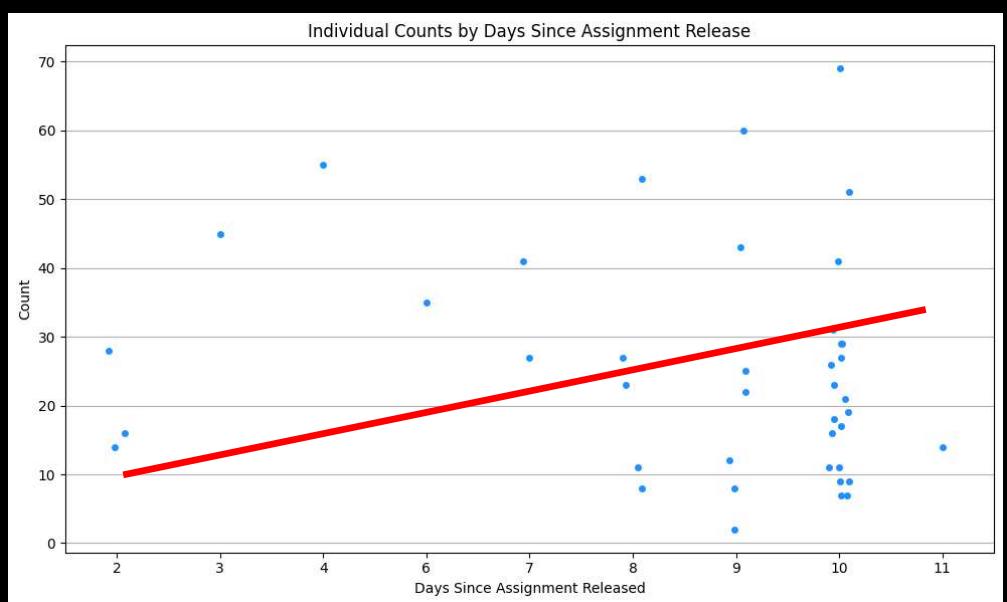
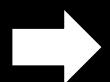
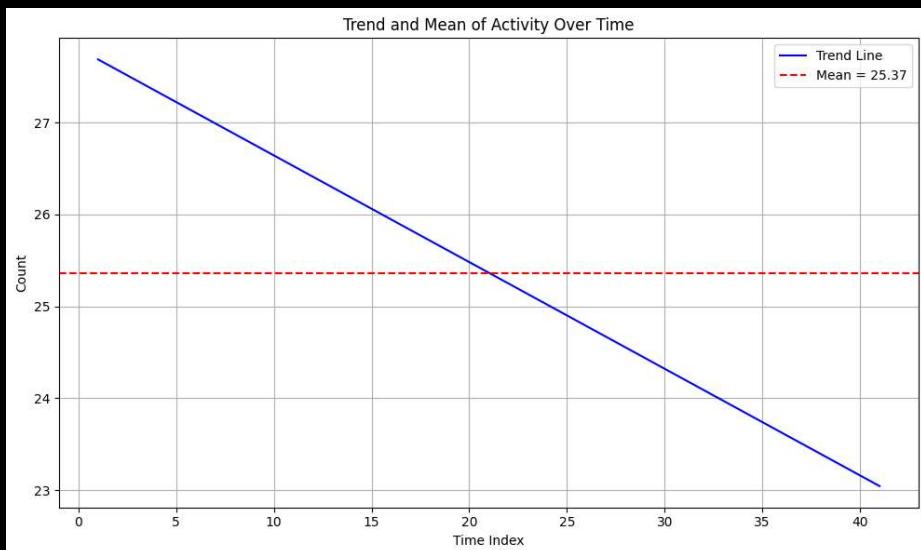
UGLY!

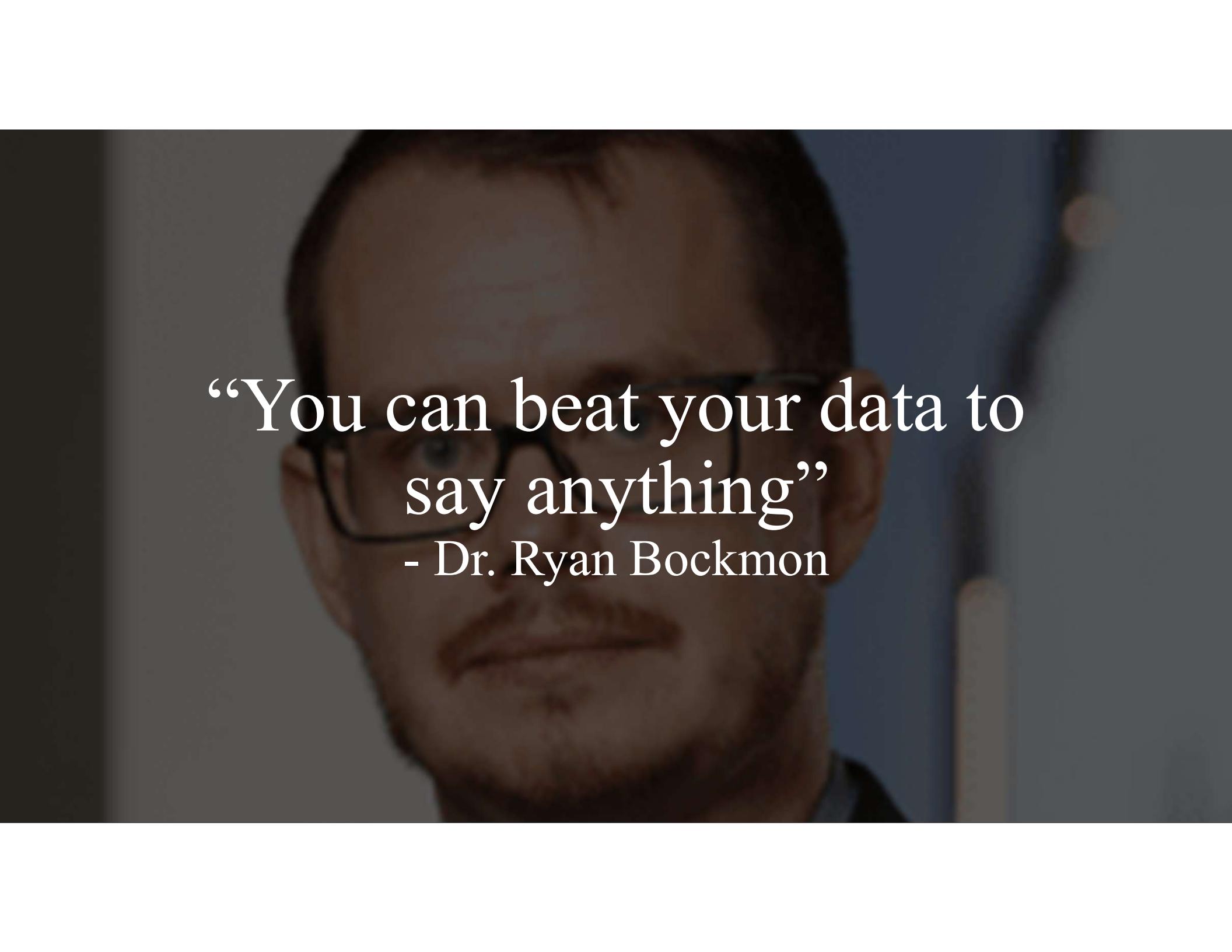


Visuals for Storytelling with Data



Visuals for Storytelling with Data





“You can beat your data to
say anything”

- Dr. Ryan Bockmon

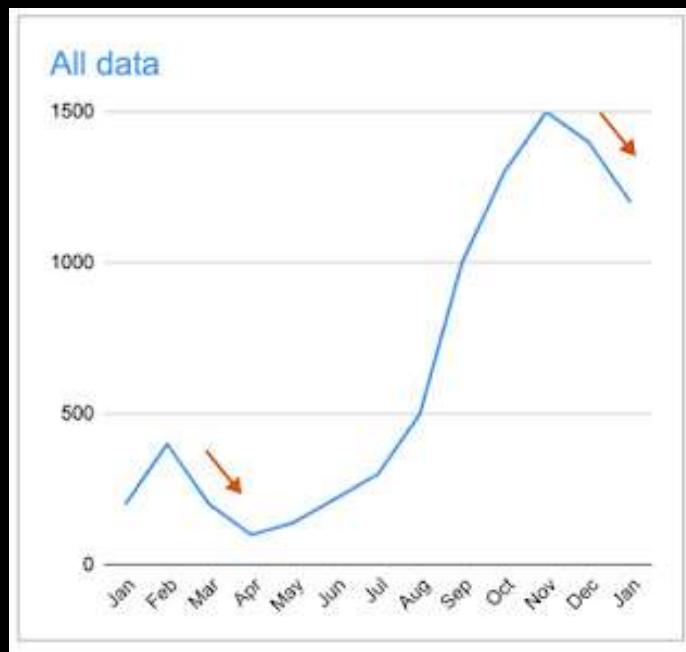


“ANYTHING...”

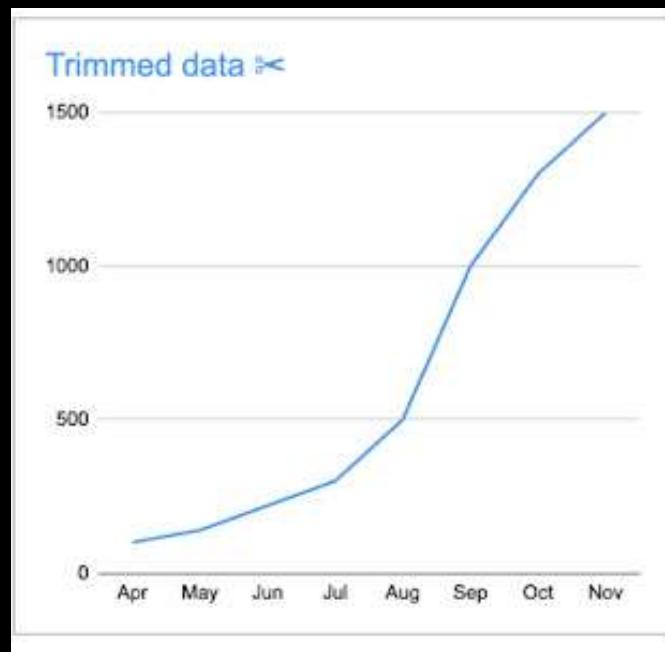
- Dr. Ryan Bockmon

Same Data, Different Stories

Revenue

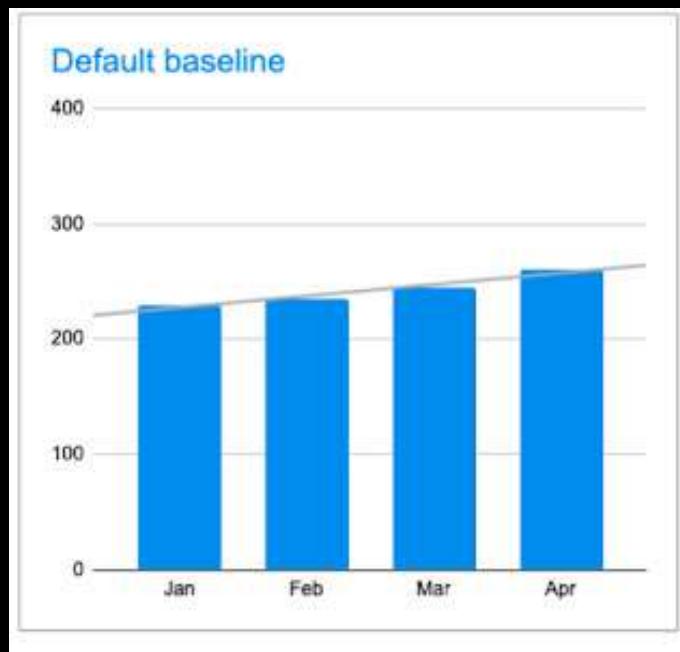


Revenue

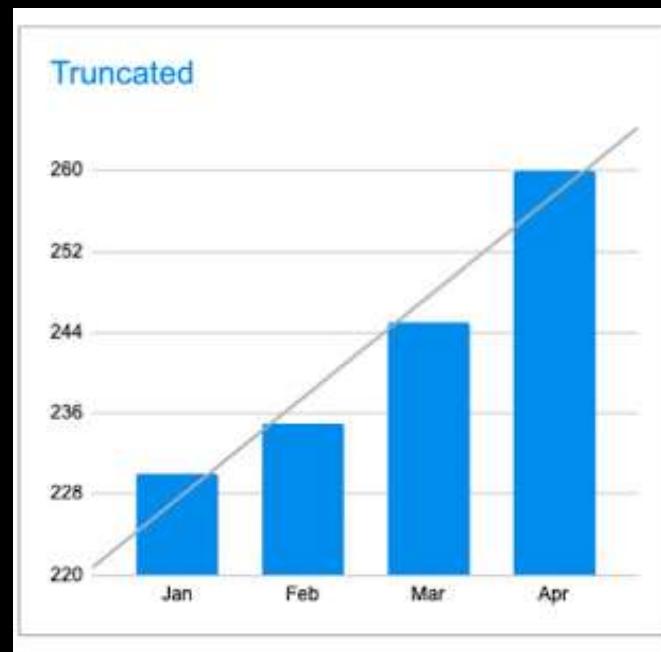


Same Data, Different Stories

Revenue



Revenue



Same Data, Different Stories

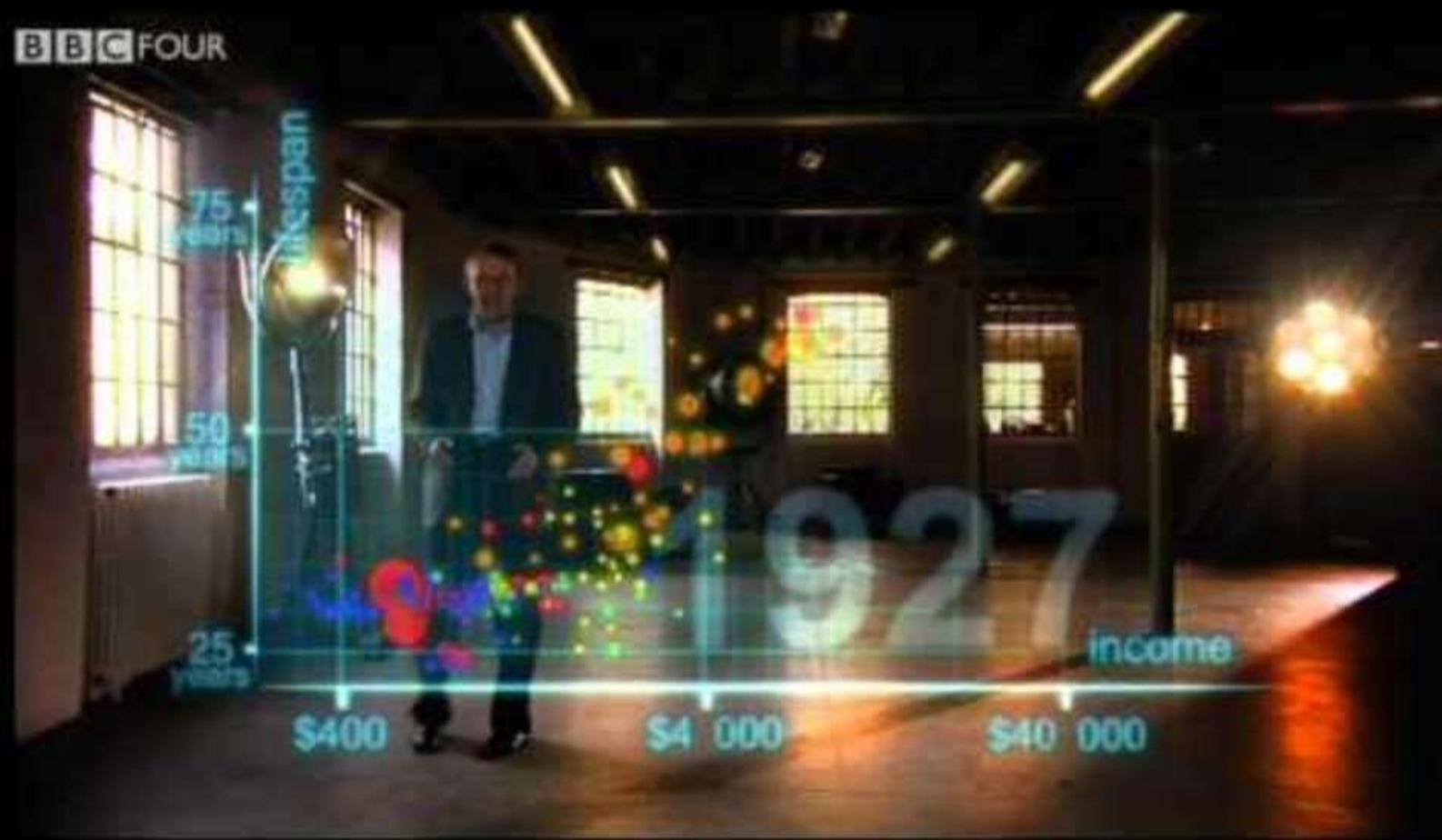
- Is cherry-picking data ever justifiable?
- Who decides which story gets told? What is the knowledge-bearer's responsibility?

When should you tell a story with data?

- When you need to persuade or drive action
- When the data doesn't speak for itself

<https://guns.periscopic.com/>

This is how you tell a story with data



“Tell me the facts, and I'll learn.
Tell me the truth, and I'll
believe. But tell me a story, and
it will live in my heart forever.”

– Native American Proverb

Recap

- What makes up a story?
- How can data tell a story?
- What is the role of visualization?

Your turn to tell a story with data

In project groups, craft a data-driven story with
Context, Conflict, and Resolution

- Set the stage for your industry and current market, find supporting data
- Explain the gap/problem/opportunity in the market, extract insights
- Develop the resolution, how is your project ending this story

You will share your story with the class.