





Andrew Moorfield
Founder & CEO of bfinance

 Business Insider

Meta's job cuts surprised some employees who said they weren't low performers

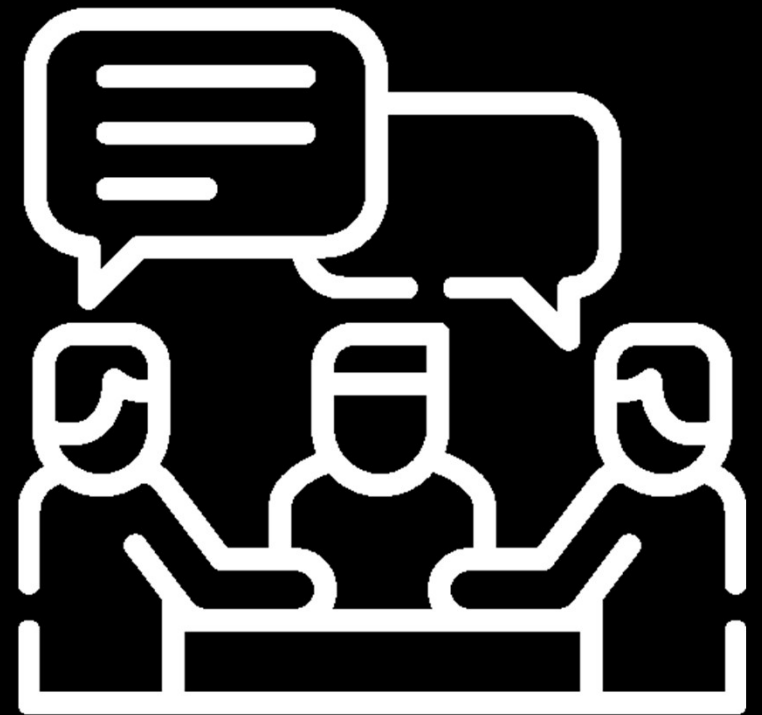
 PBS

Google cuts 12,000 jobs as layoffs spread across tech industry

 CEO Today

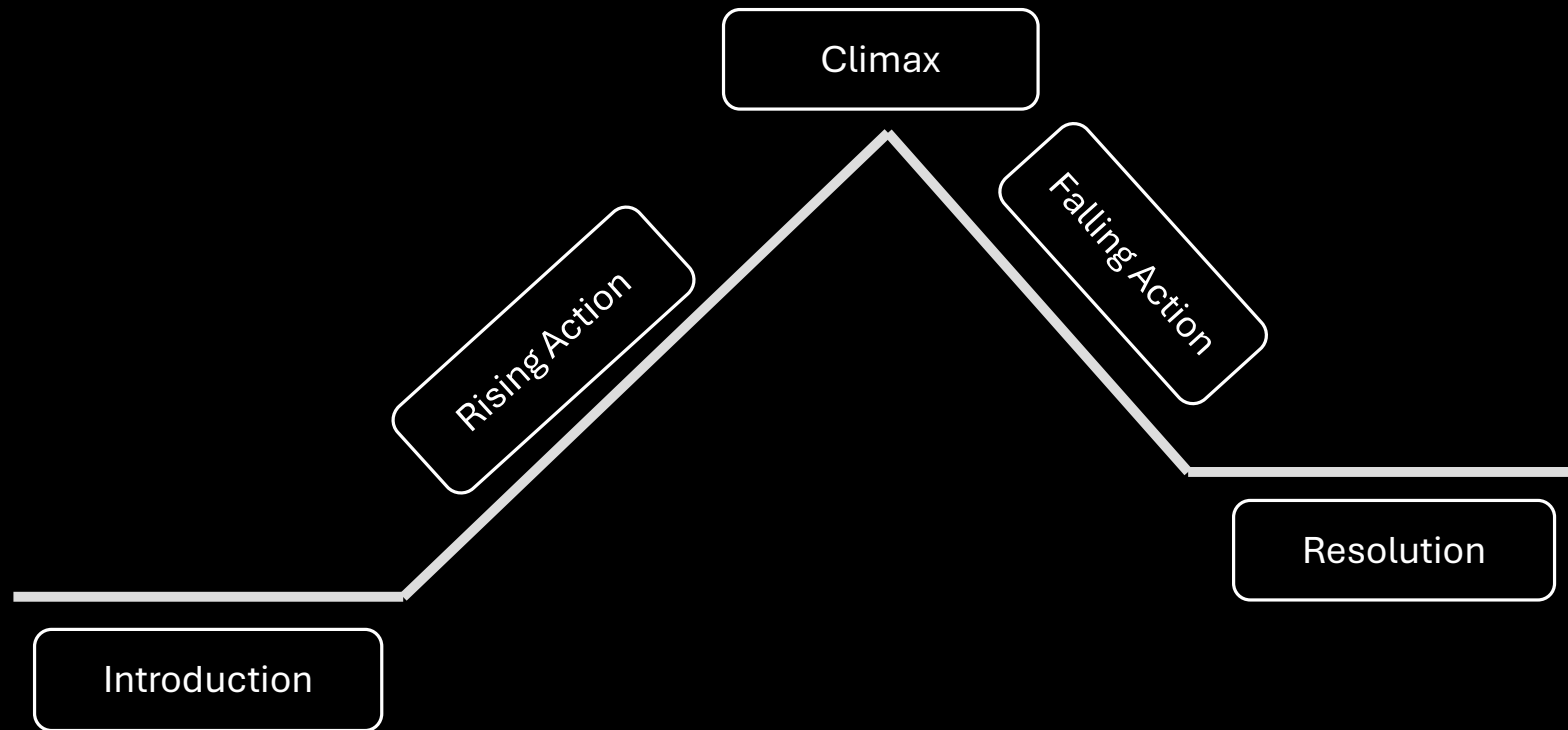
Microsoft CEO Gets \$30M Raise While Laying Off Thousands and Facing Cyber Scandal!

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

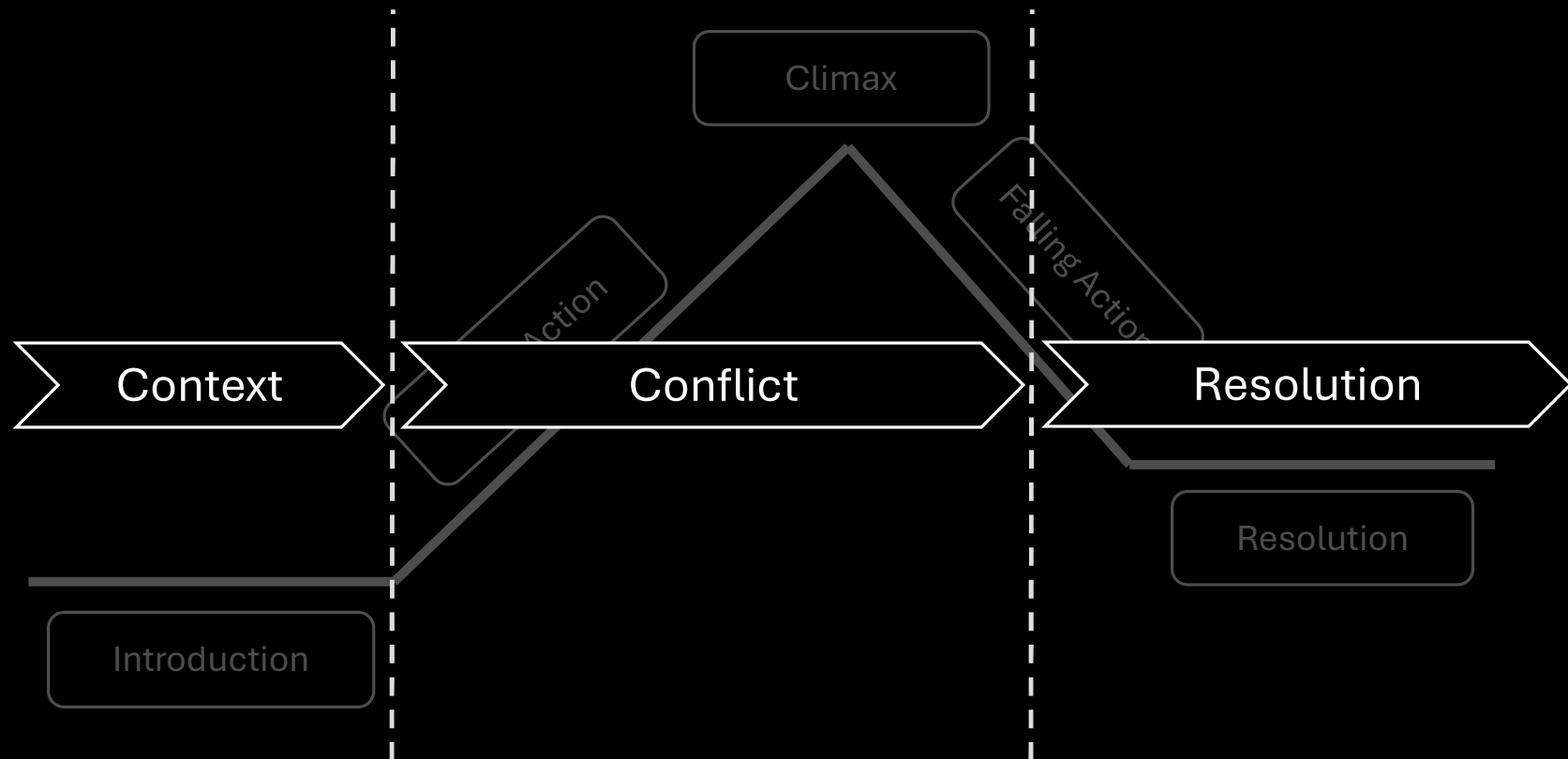


Storytelling with Data

What makes up a story?



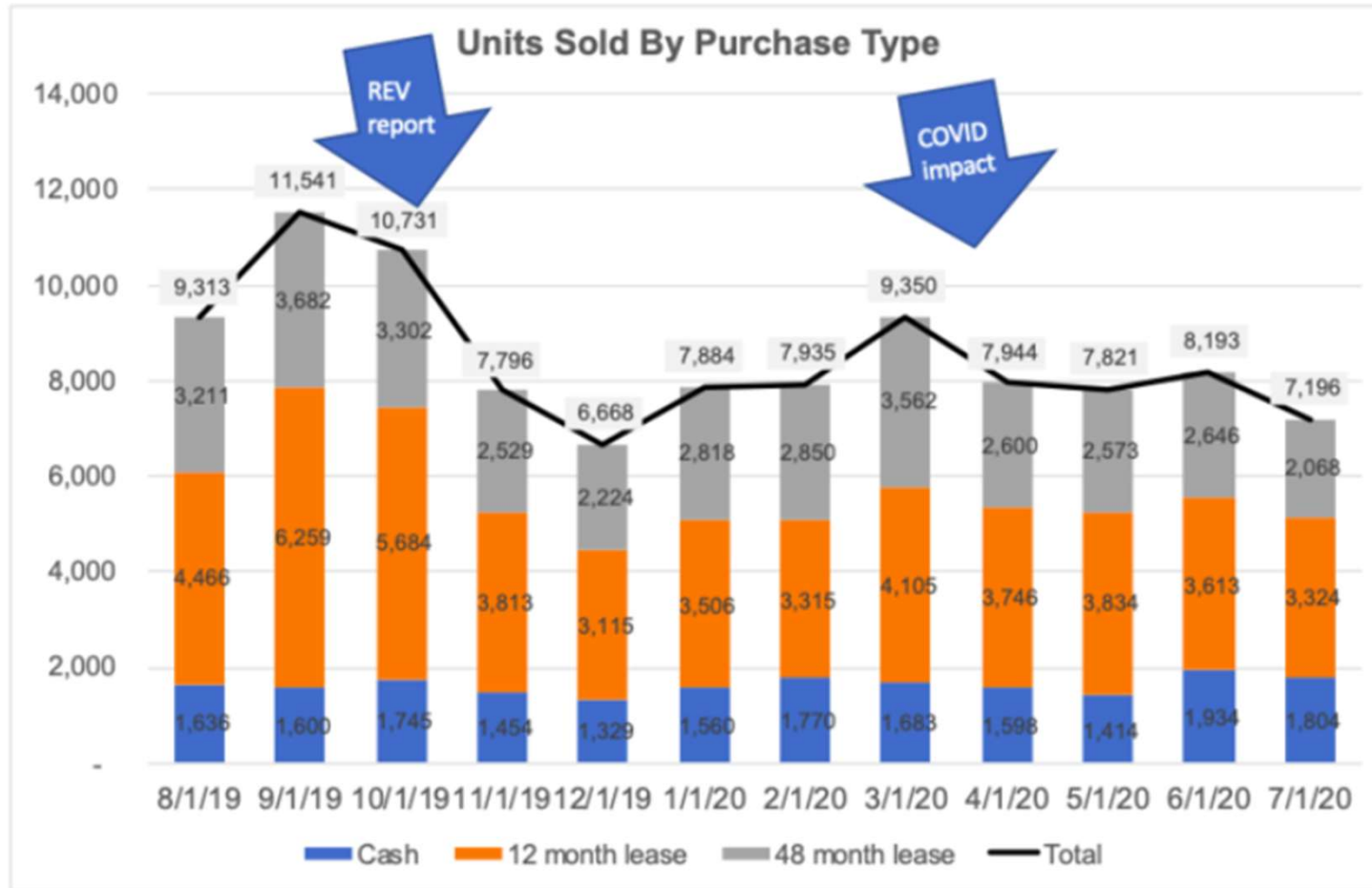
What makes up a story?



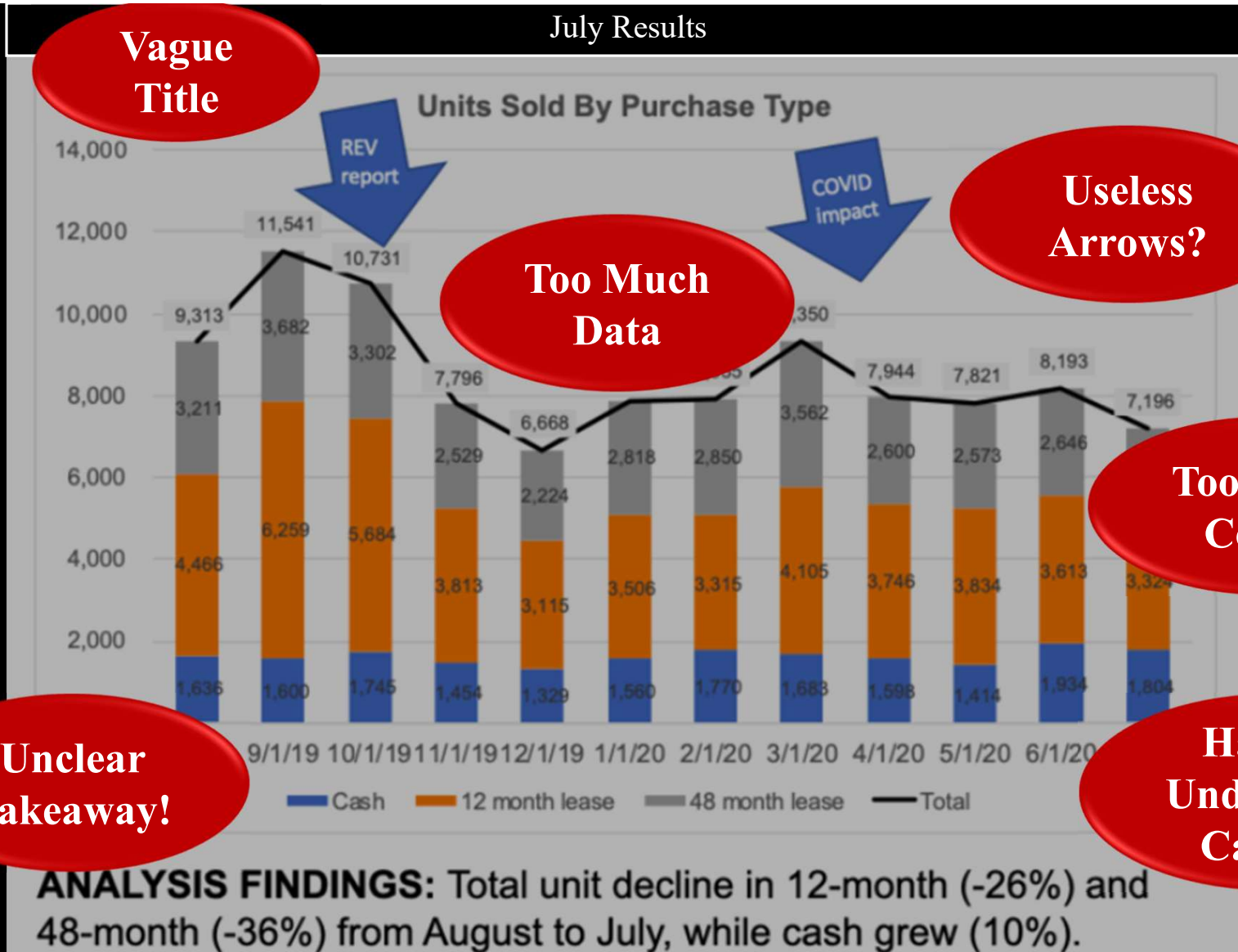
How does data become a story?

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

July Results



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

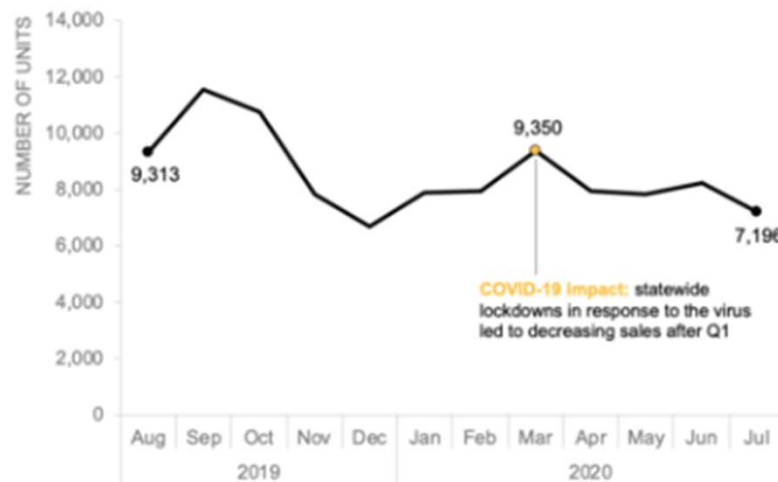


Consumer behavior has shifted

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



Interesting
Title

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 due to discussions with key customers about re...

Context

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

As a result of the market... financing, the 12 and 48 month leases are... purchases have increased 10% in the... this to continue.

Resolution

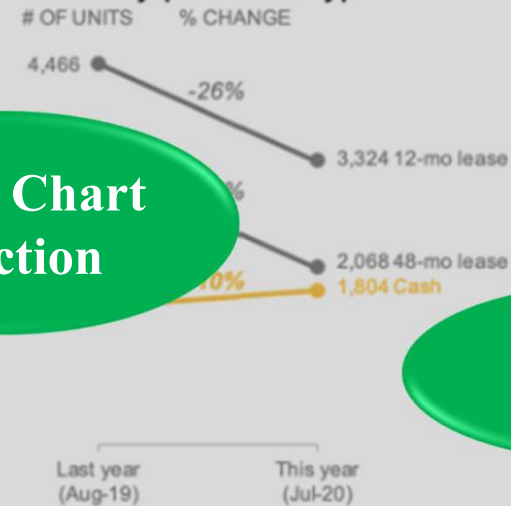
Total sales over time



Easy-to-
understand

Better Chart
Selection

Sales by purchase type



Limited
Data

Analyze Storytelling in the News



Visuals for Storytelling with Data

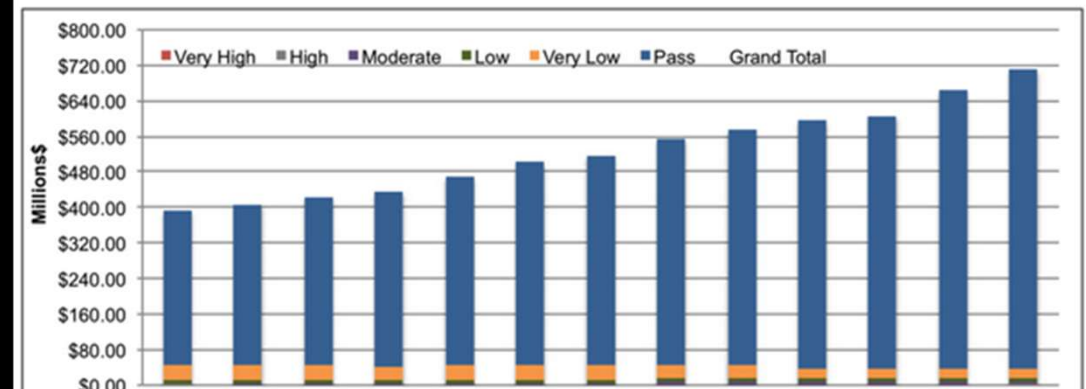
- Rule #1: Do NOT simply copy and paste a chart
- Rule #2: If breaking Rule #1, at least pick the right chart for your story

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

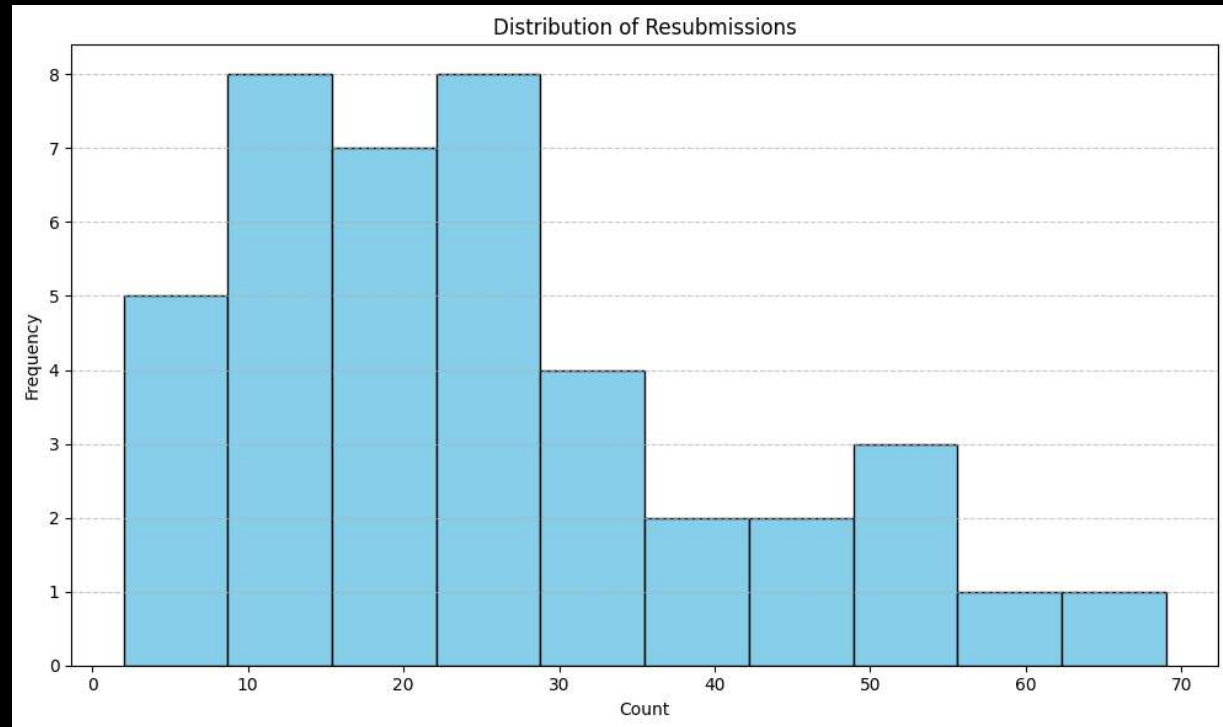
	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Grand Total	\$392.06	\$407.68	\$423.11	\$434.66	\$467.64	\$501.23
Pass	\$348.02	\$361.90	\$376.91	\$391.66	\$421.54	\$456.14
Very Low	\$30.57	\$32.92	\$33.69	\$31.10	\$33.31	\$32.32
Low	\$10.71	\$10.70	\$10.36	\$10.35	\$10.34	\$10.33
Moderate	\$1.84	\$1.33	\$1.32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

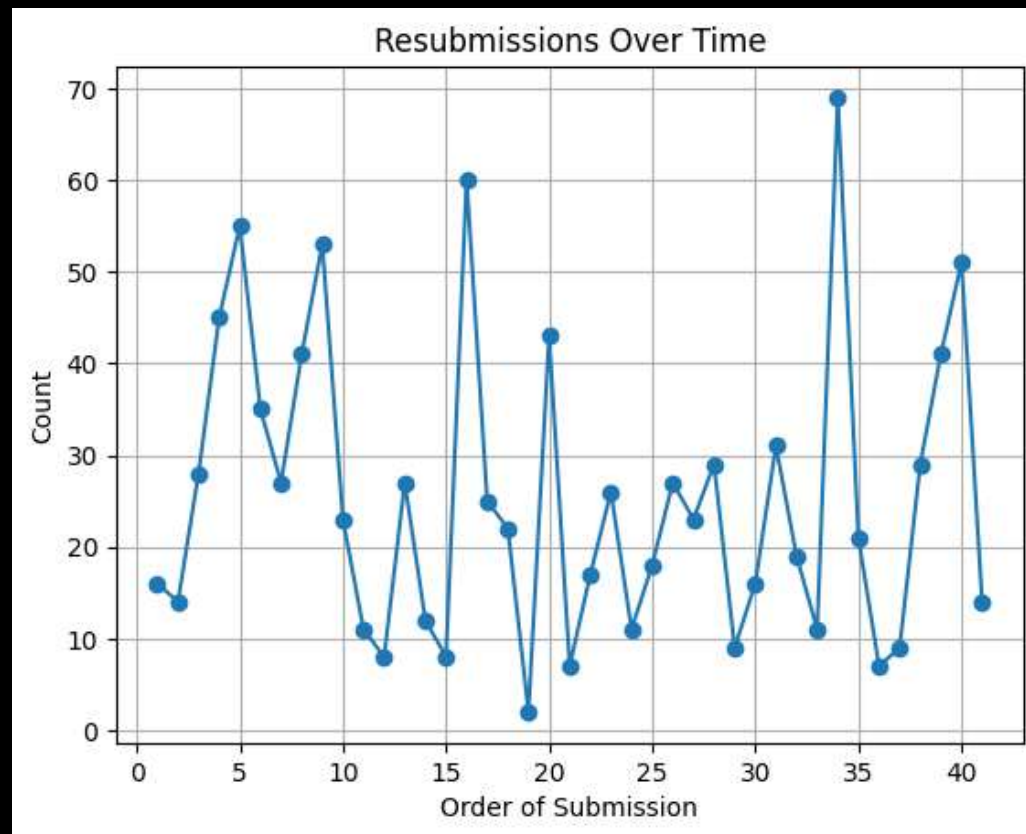
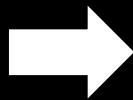
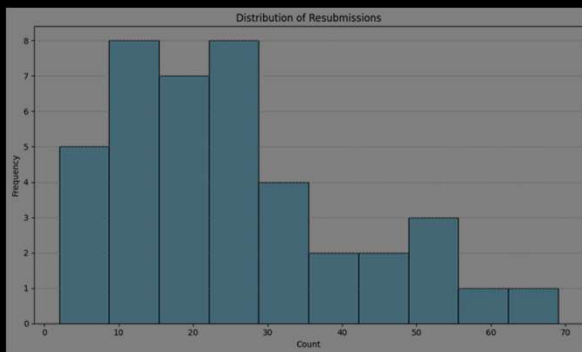


Visuals for Storytelling with Data

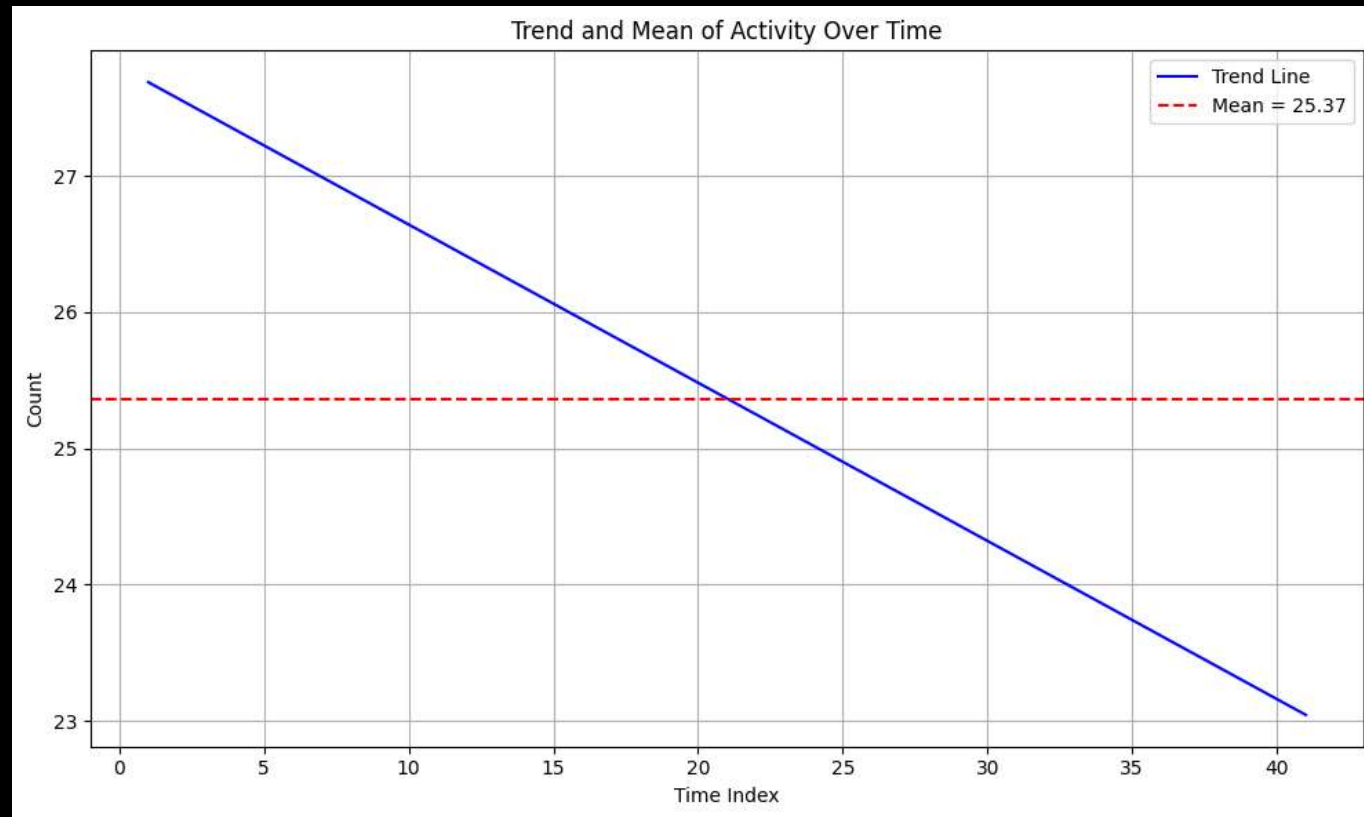
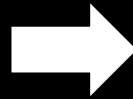
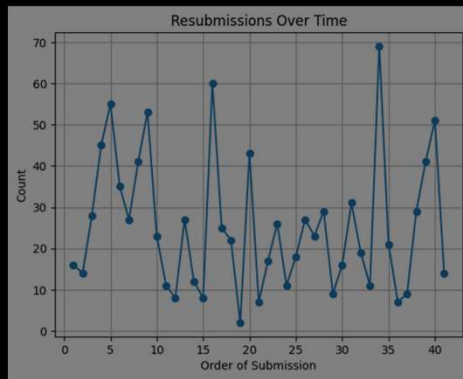
- Rule #2: If breaking Rule #1, at least pick the right chart for your story
- Story: How are resubmissions used?



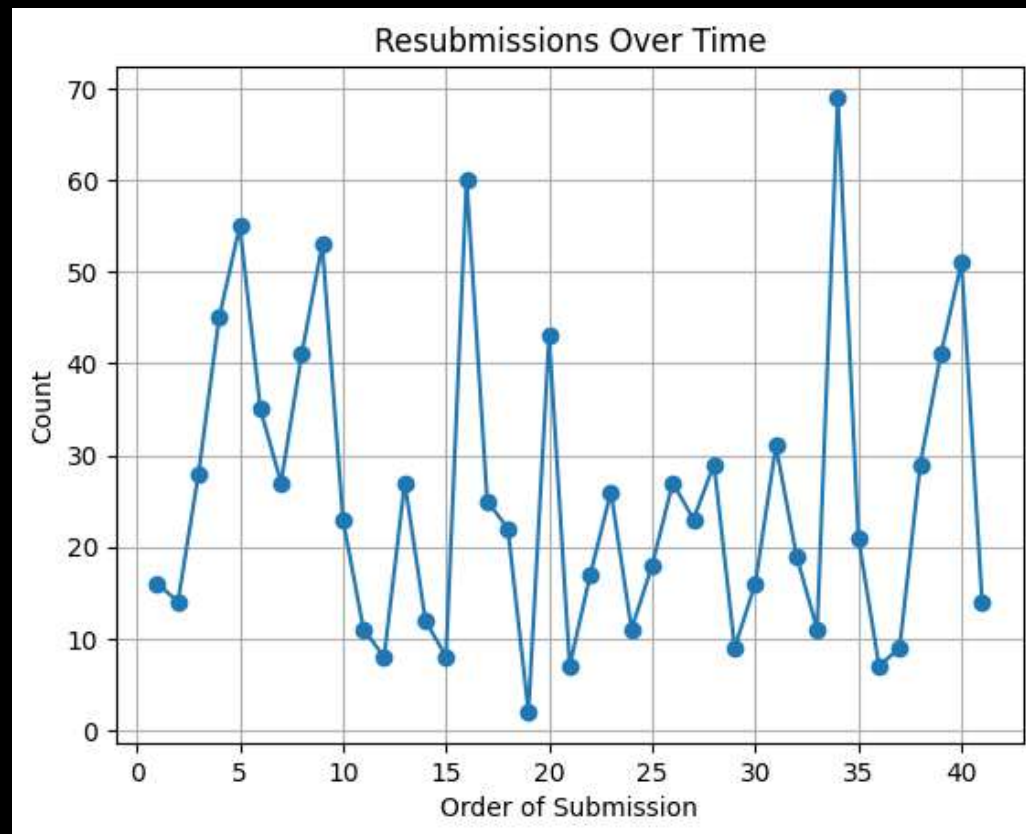
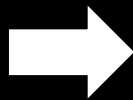
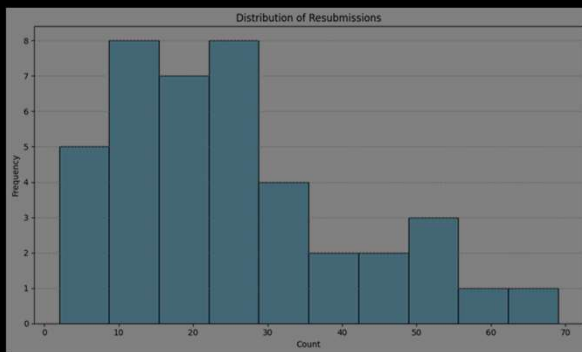
Visuals for Storytelling with Data



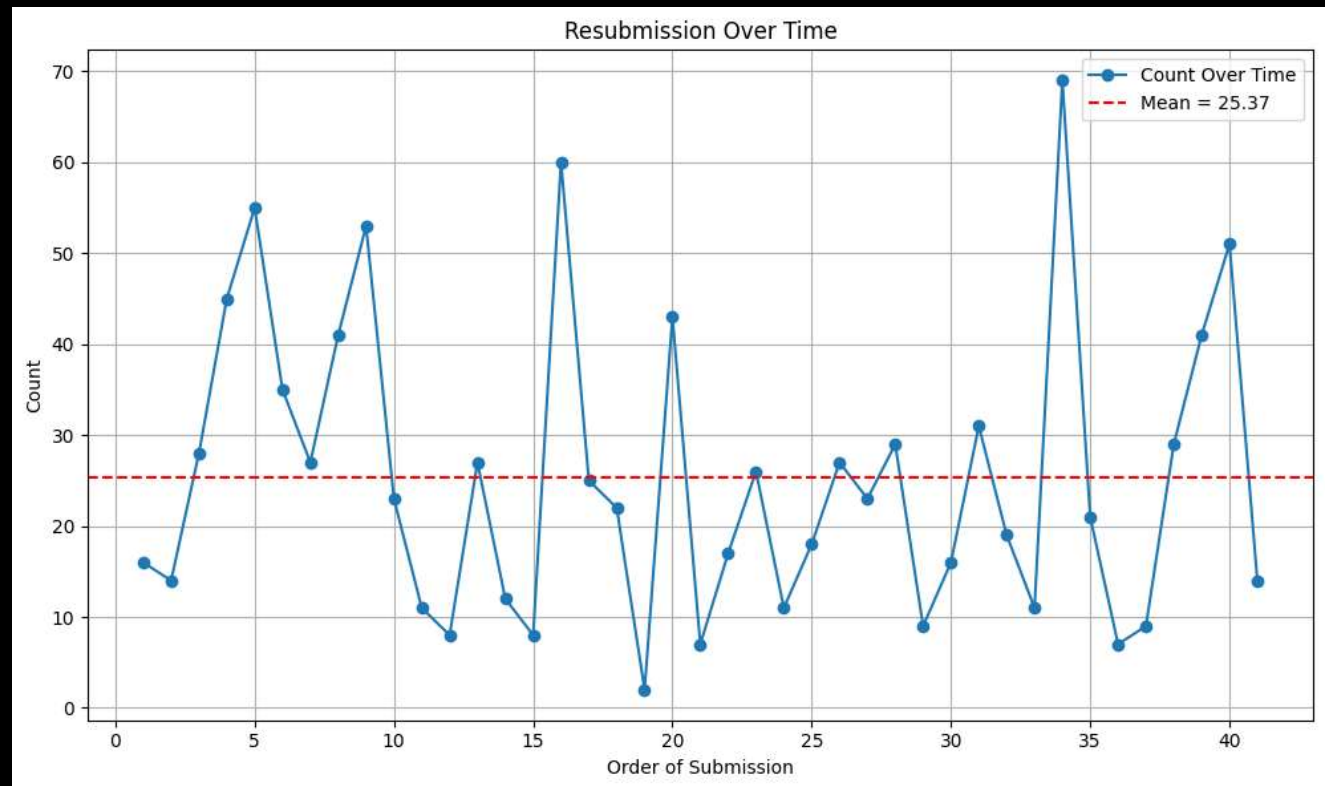
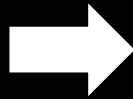
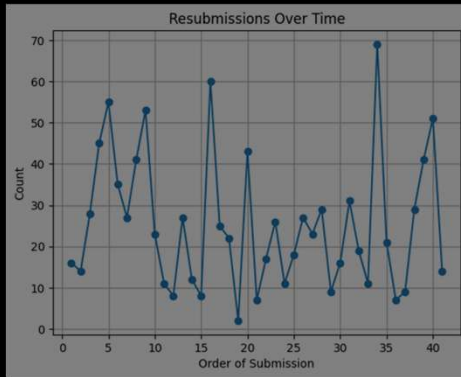
Visuals for Storytelling with Data



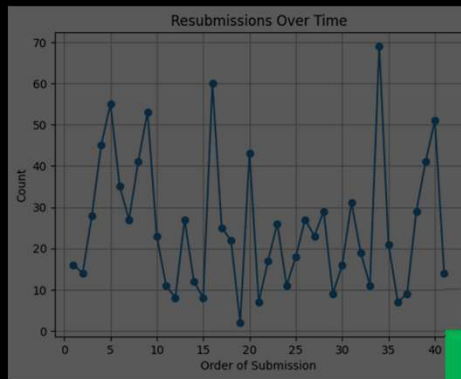
Visuals for Storytelling with Data



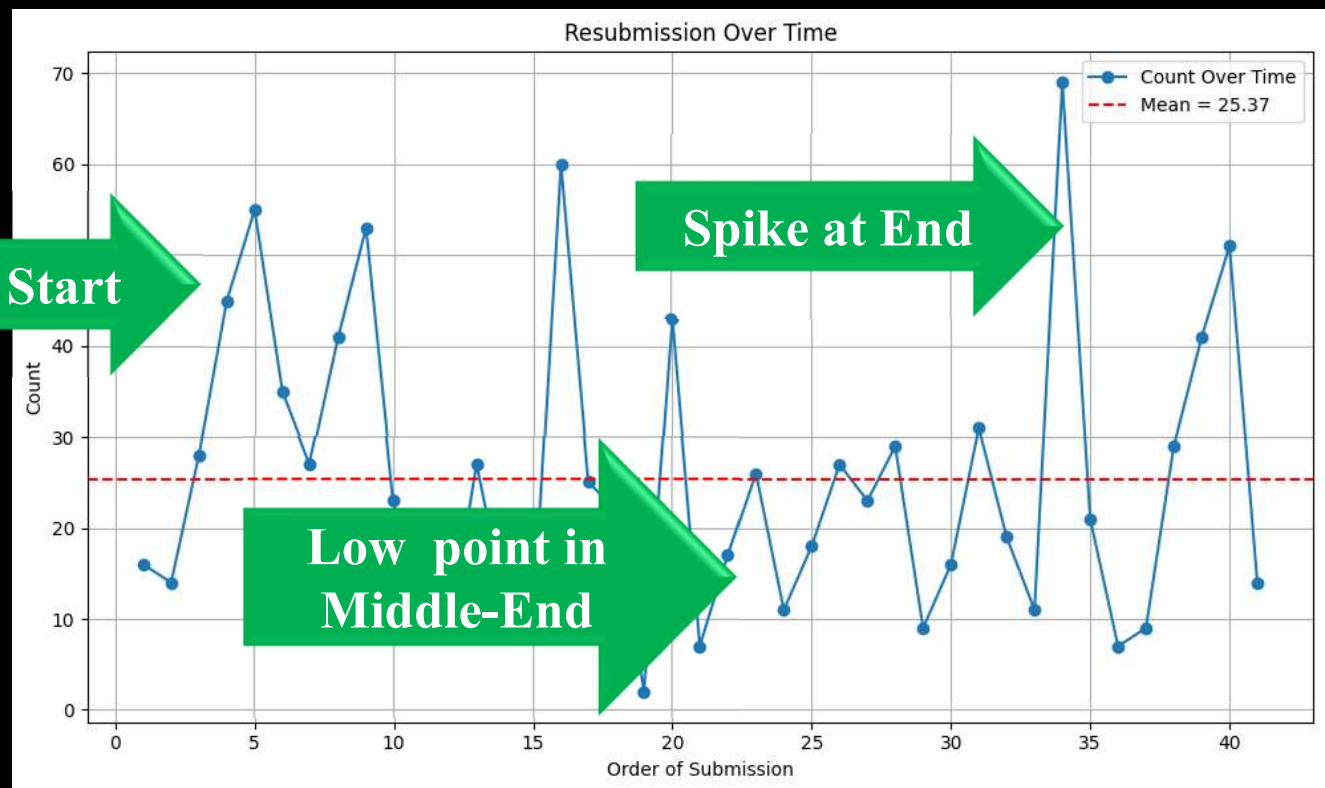
Visuals for Storytelling with Data

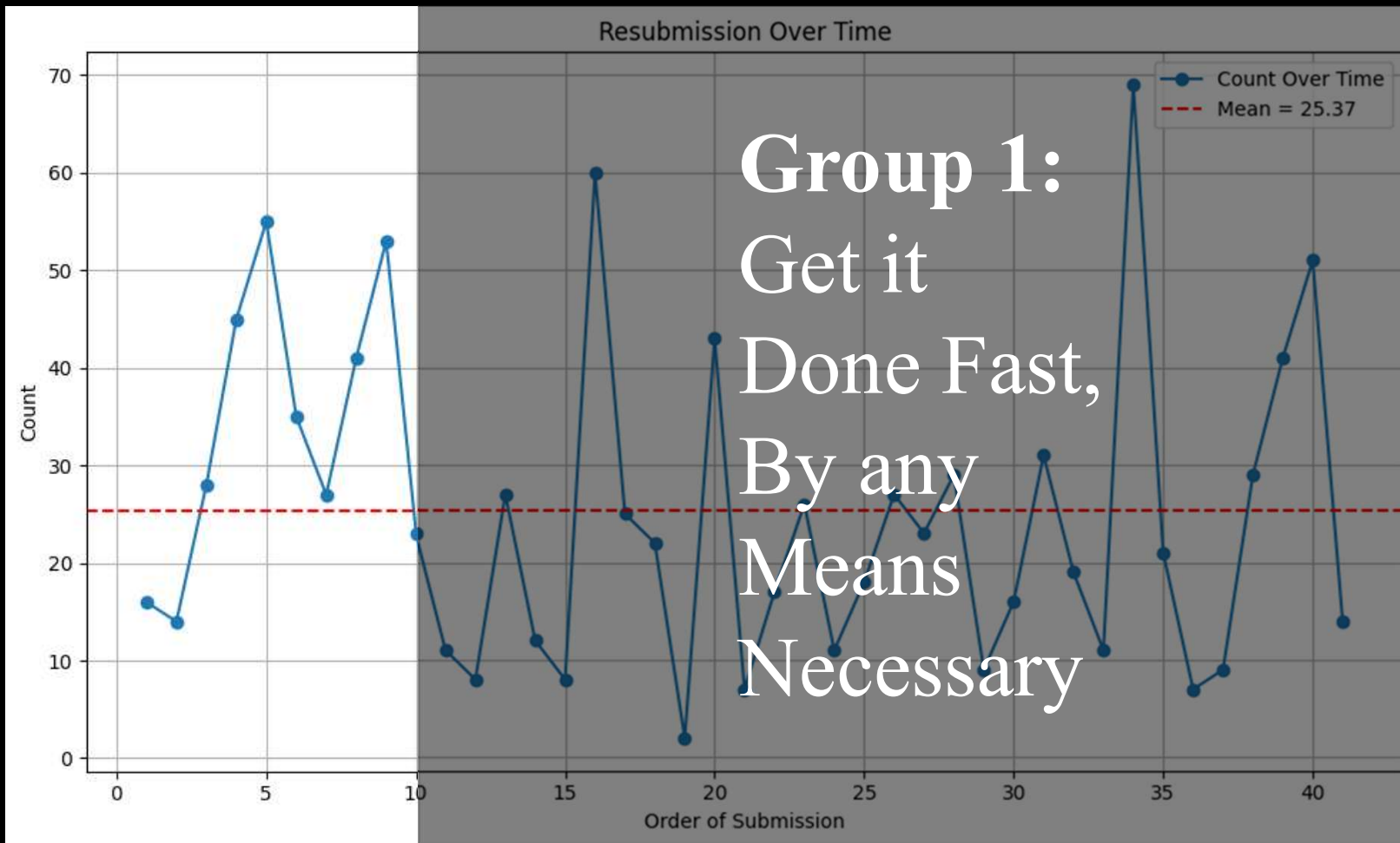


Visuals for Storytelling with Data

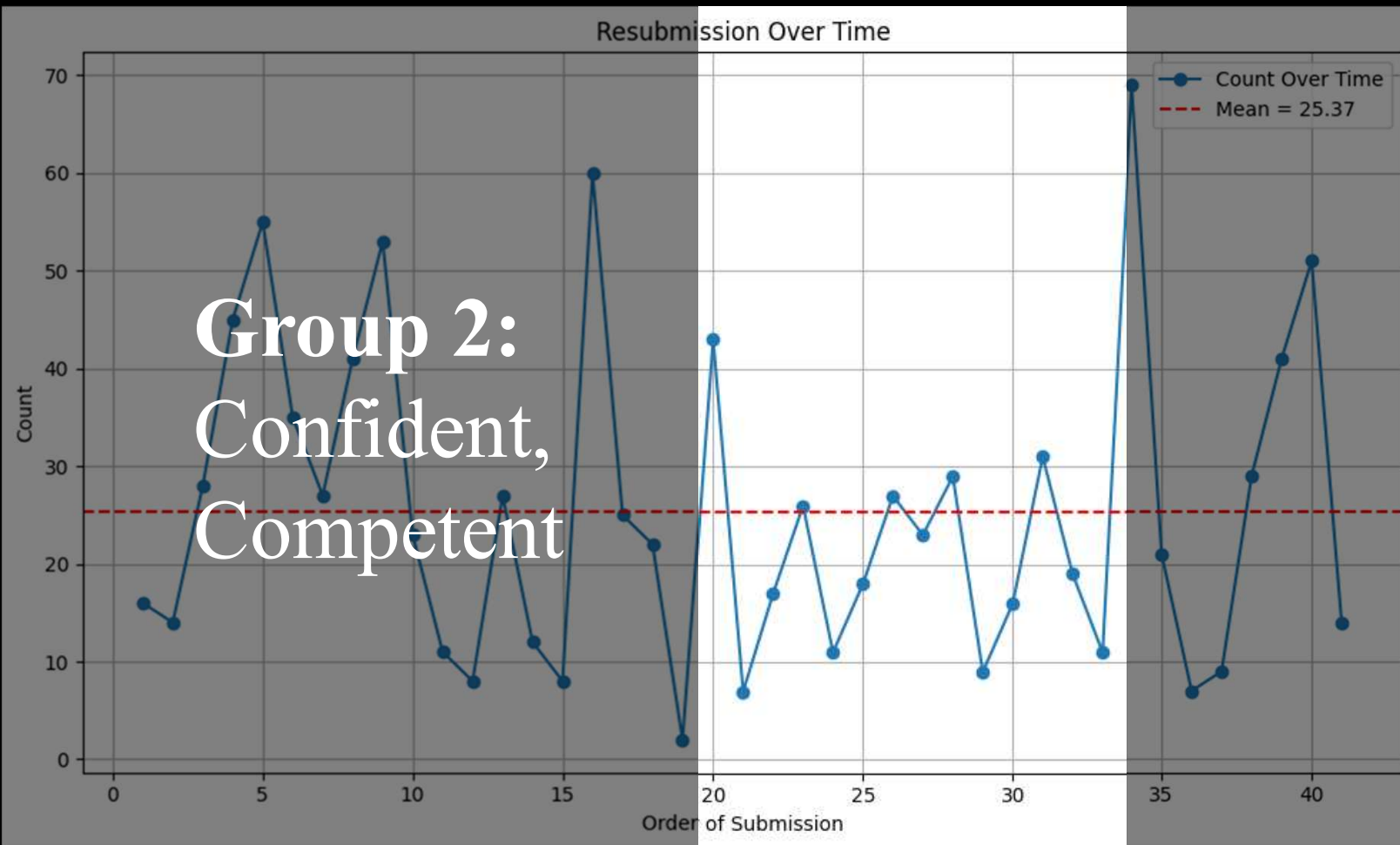


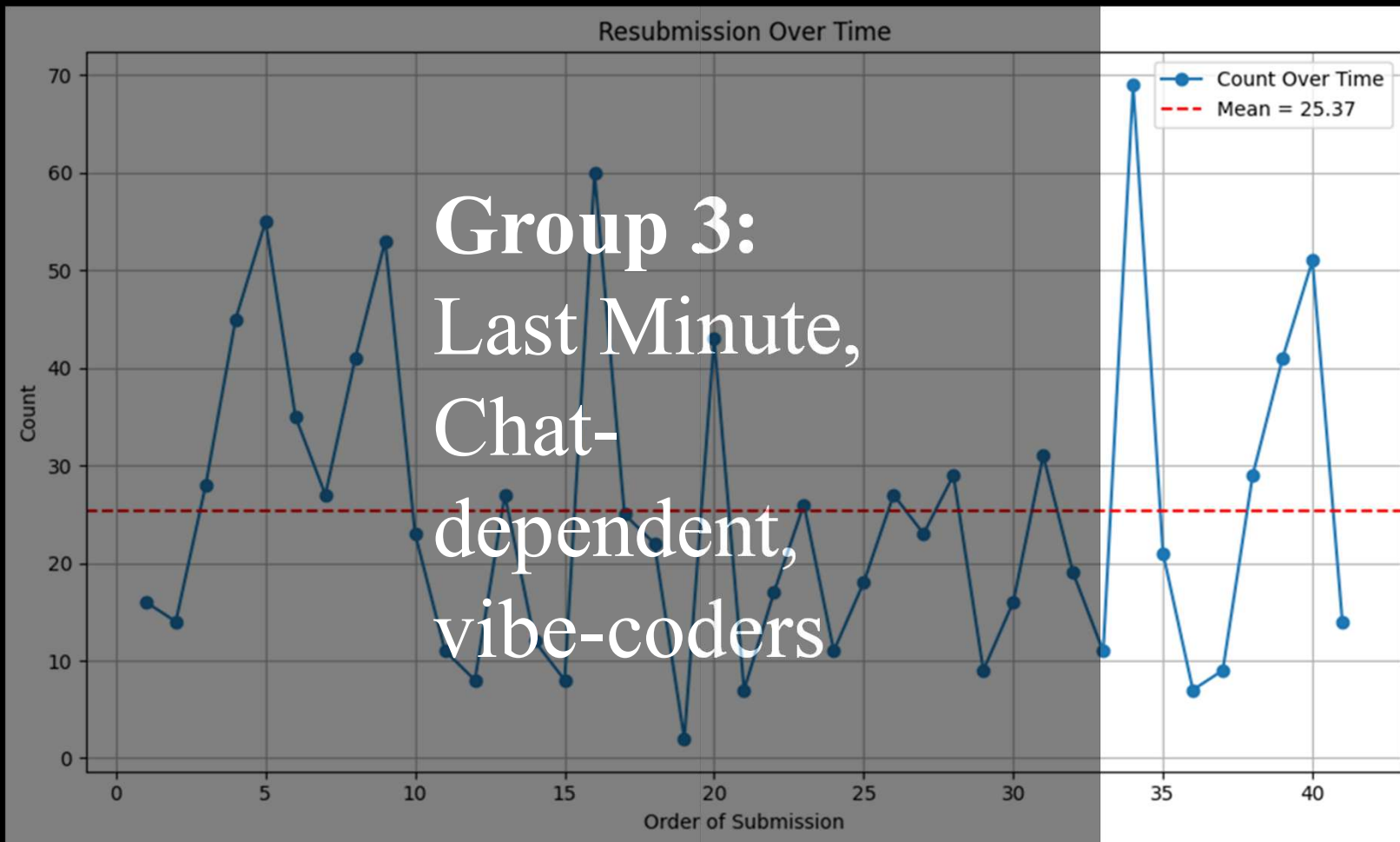
Spike at Start



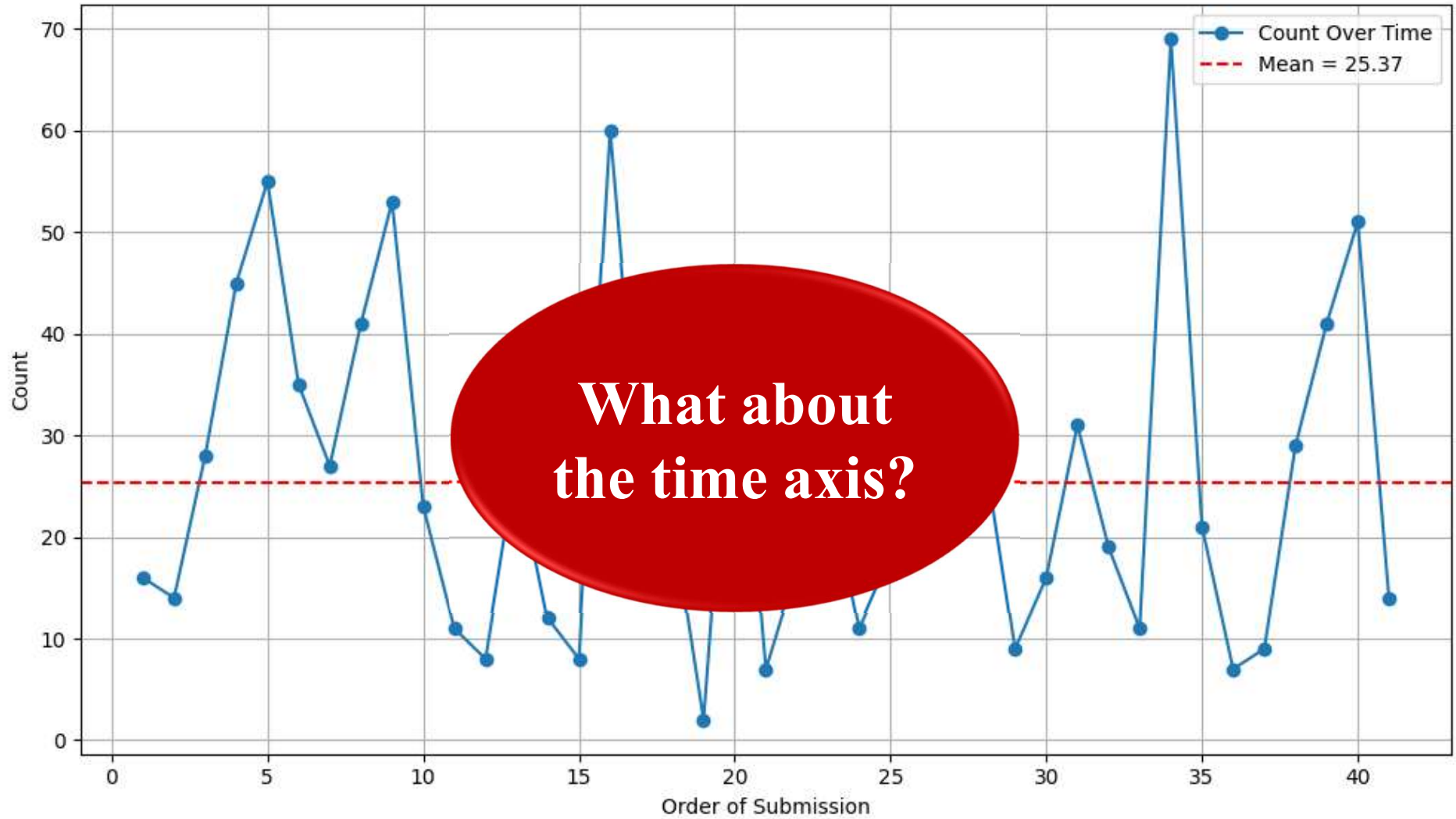


Group 2: Confident, Competent

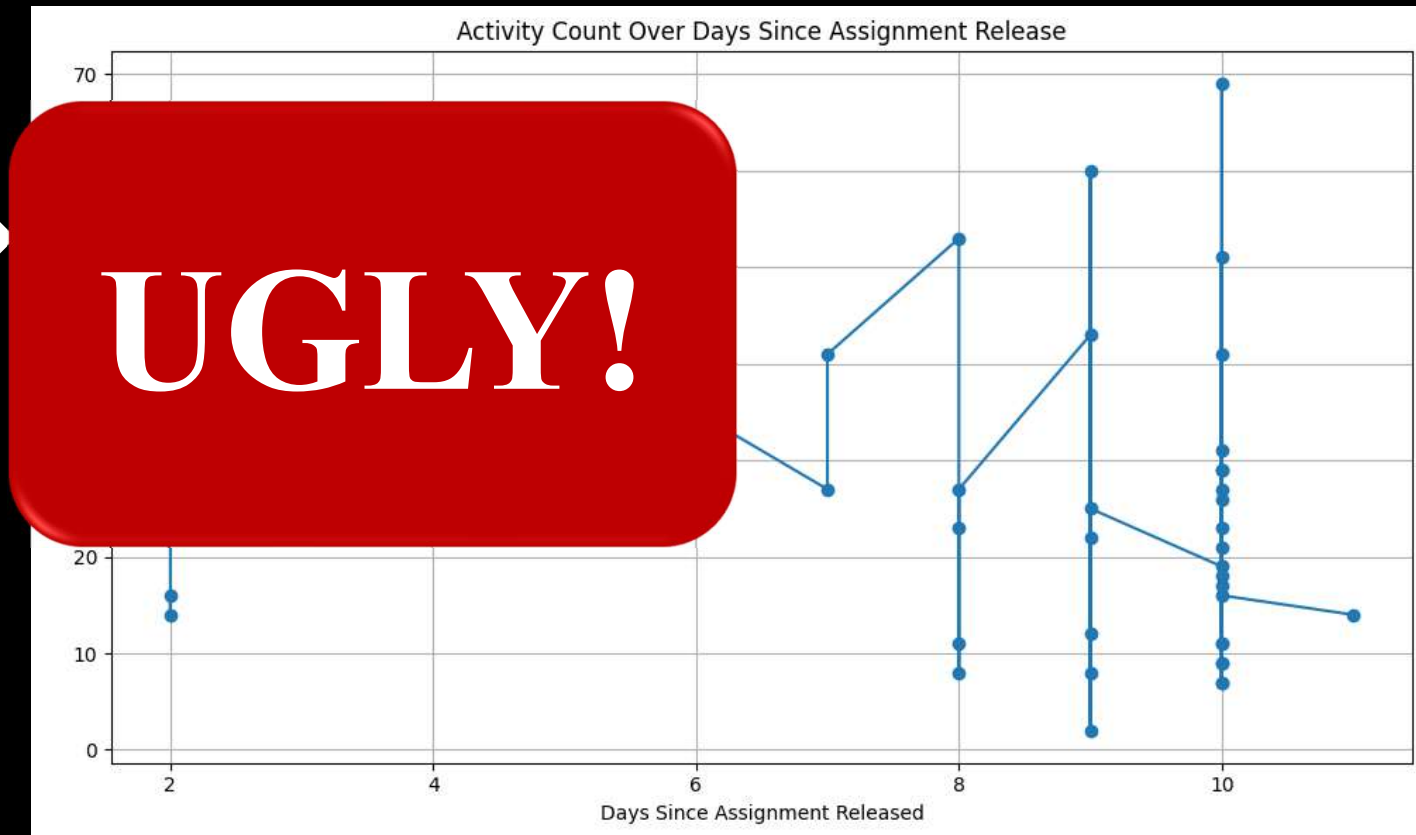
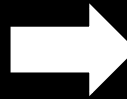
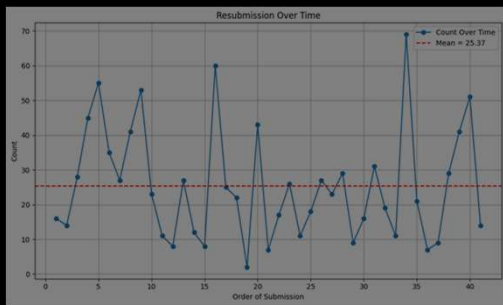




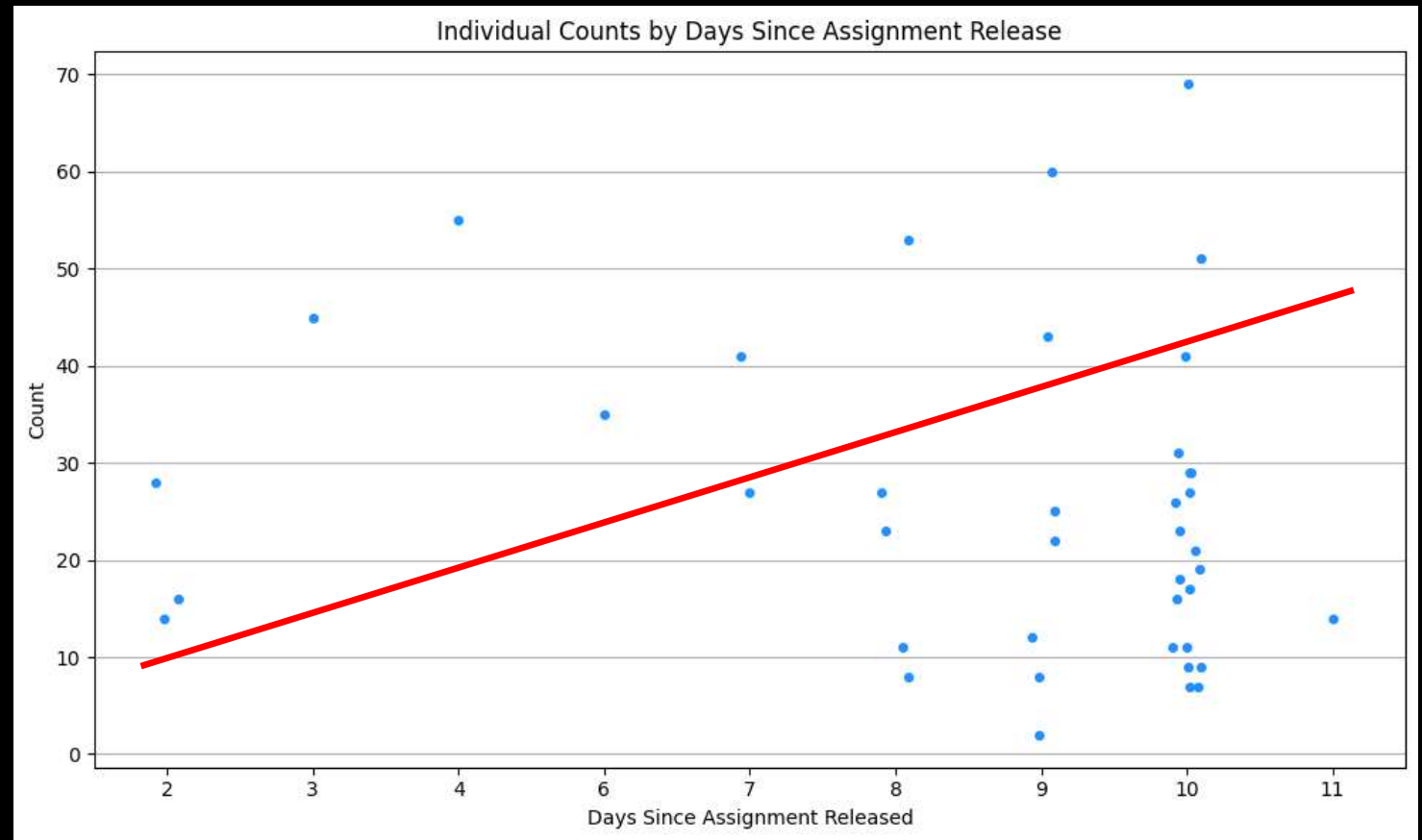
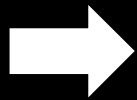
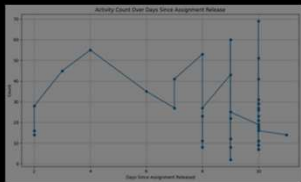
Resubmission Over Time



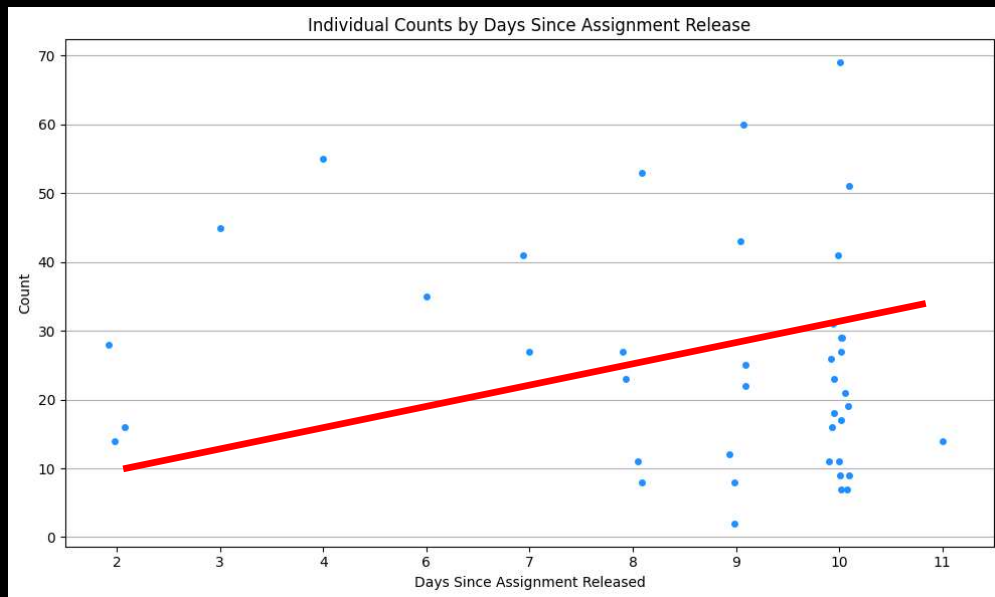
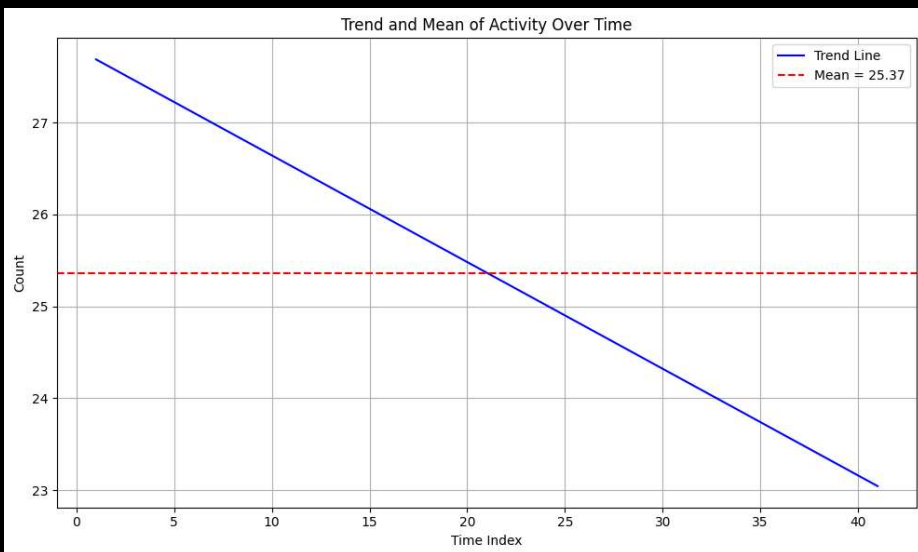
Visuals for Storytelling with Data



Visuals for Storytelling with Data



Visuals for Storytelling with Data





“You can beat your data to
say anything”

- Dr. Ryan Bockmon

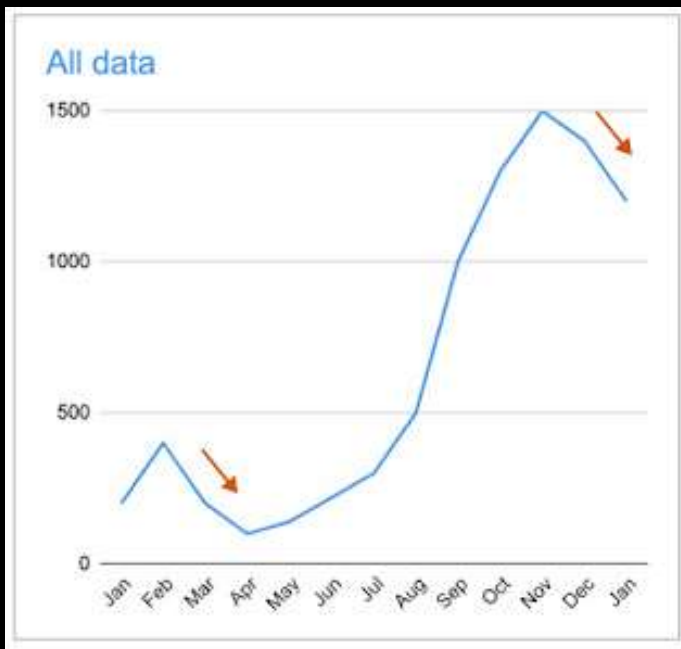


“ANYTHING...”

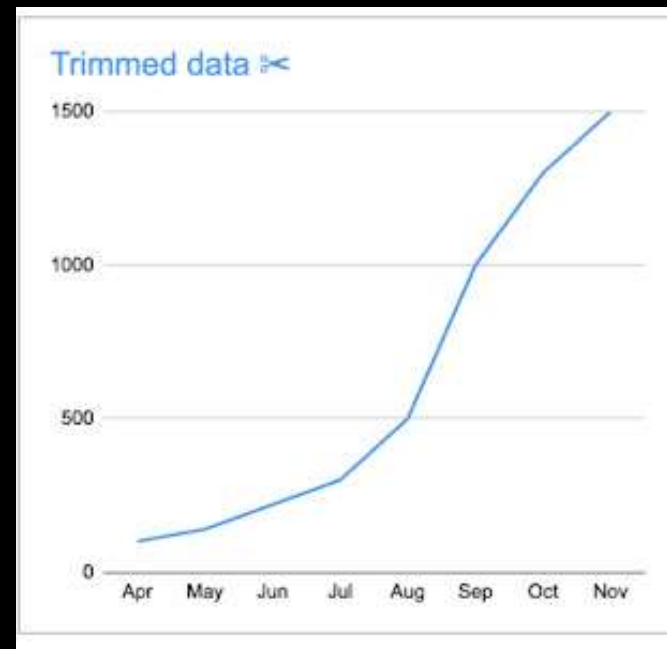
- Dr. Ryan Bockmon

Same Data, Different Stories

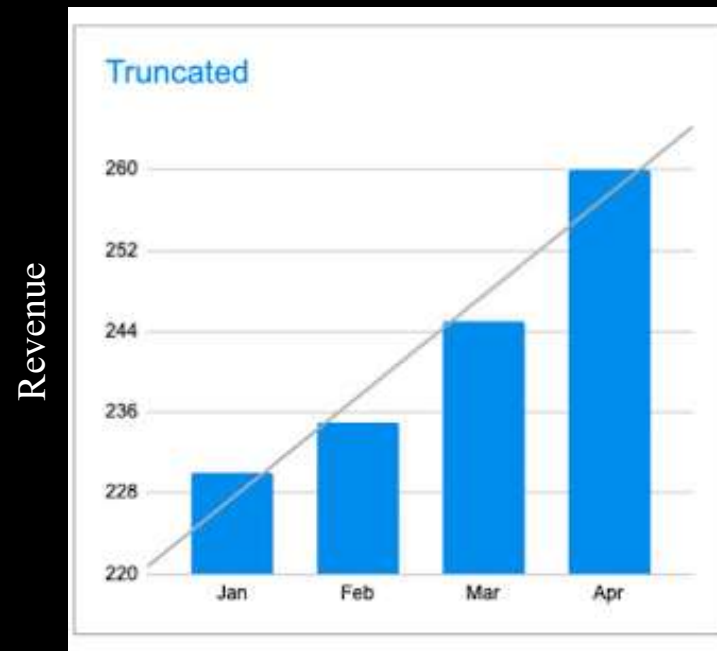
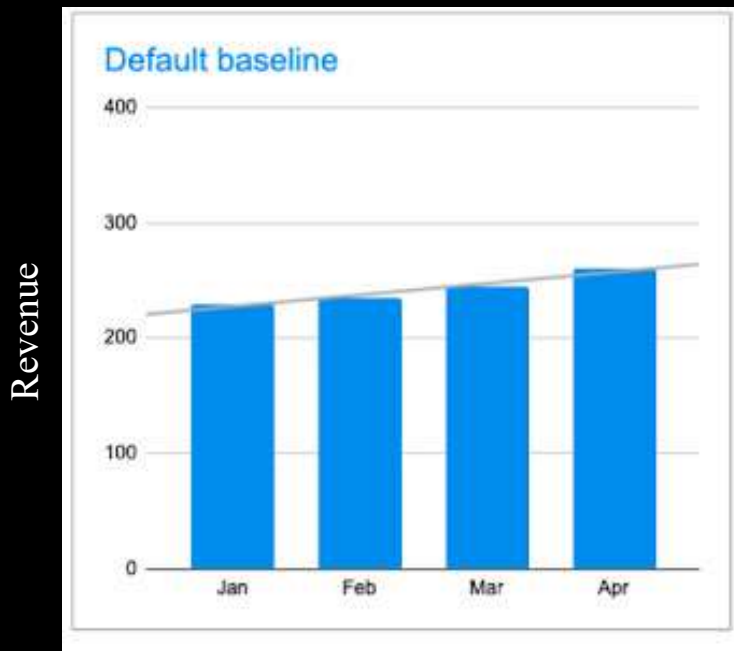
Revenue



Revenue



Same Data, Different Stories



Same Data, Different Stories

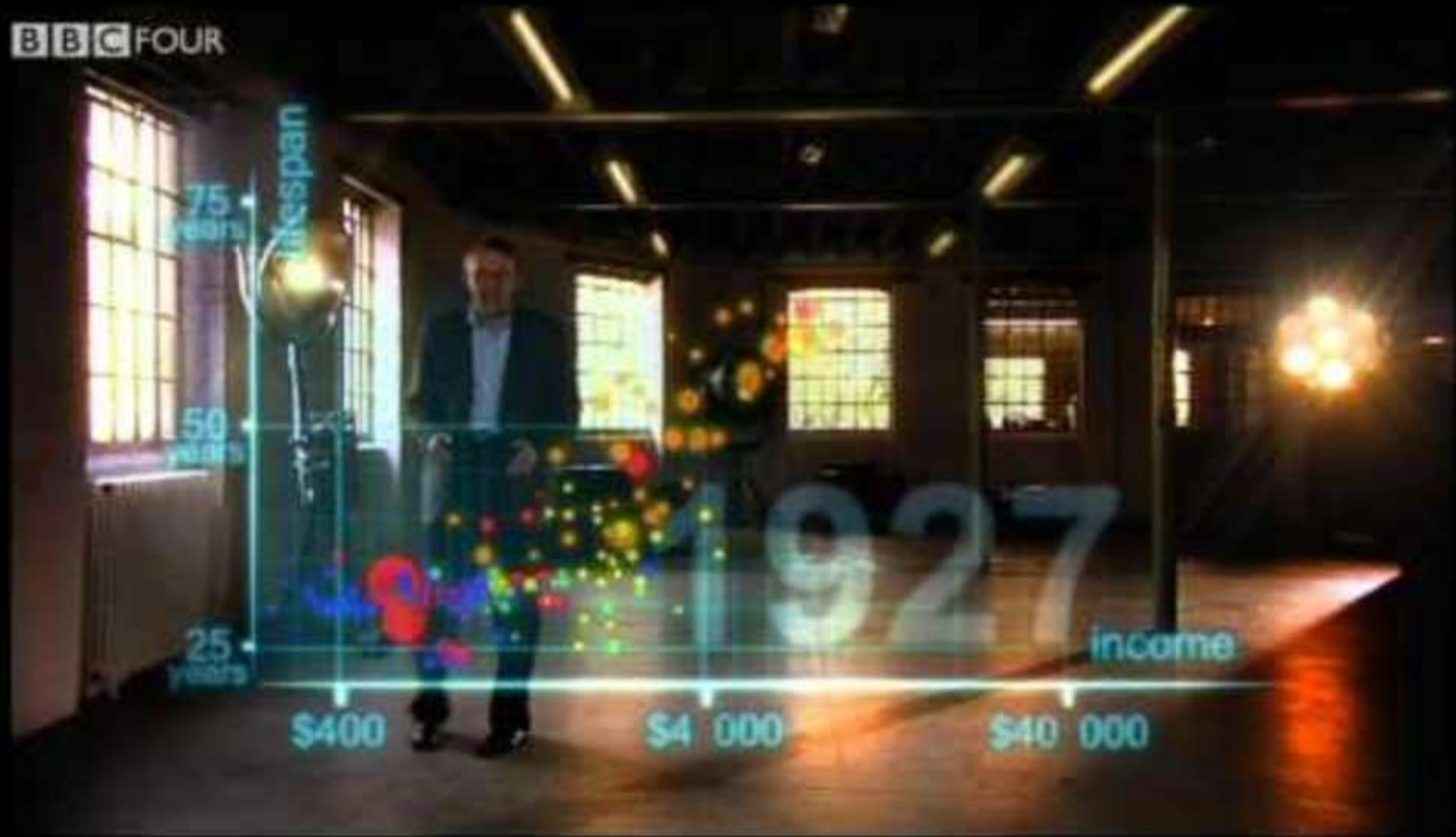
- Is cherry-picking data ever justifiable?
- Who decides which story gets told? What is the knowledge-bearer's responsibility?

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.