

Data Visualization – Context



What

- What do we want our audience to know or to do?
 - Action
 - Mechanism
 - Tone



Data Visualization – Context



What – Action

- Make what we communicate relevant for our audience
 - Helps us in ensuring our audience care about what we have to say
- Our objective should be such that we always want our audience to know or do something
- Sometimes, we may not concisely articulate what we need to communicate
- This could be because we believe our audience knows better than us
 - This assumption is false
- We are the subject matter experts here because we are the one analyzing the data
- This puts us in a unique position to interpret the data and help lead people to understanding and take action
- If no action recommendation possible / feasible, then encourage discussion towards one
- In general, the presenter should take a more confident stance when it comes to making specific observations and recommendations based on their analysis

Data Visualization – Context



What – Mechanism

- How will you communicate to your audience?
- Communication mechanism can be placed on a continuum of:
 - Live presentation on one end to a written document/email on the other
- Broadly, three levels of communication mechanisms
 - Live presentation
 - Written document or email
 - Slideument
- The method we choose to communicate to our audience determines:
 - the level of control we will have over how the audience takes in the information and
 - the level of detail that needs to be explicit

Data Visualization – Context



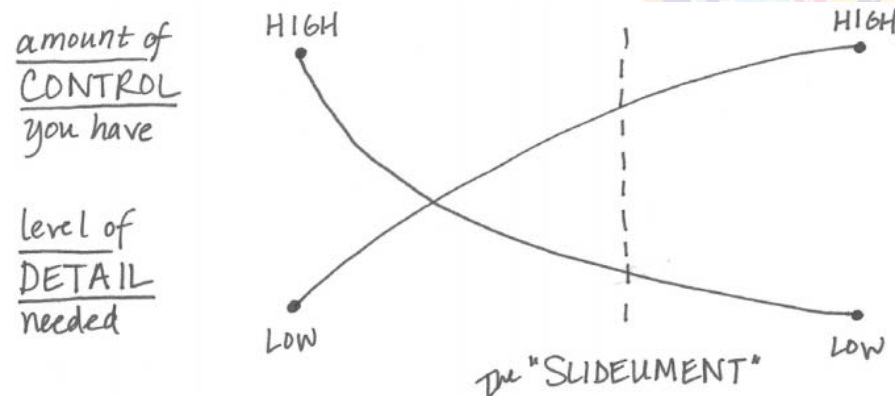
What – Mechanism



Live Presentation



Written Doc/Email



- At either end of the spectrum consider:
 - the level of control we have over how the information is consumed
 - the amount of detail needed

Data Visualization – Context



What – Mechanism

- Live Presentation

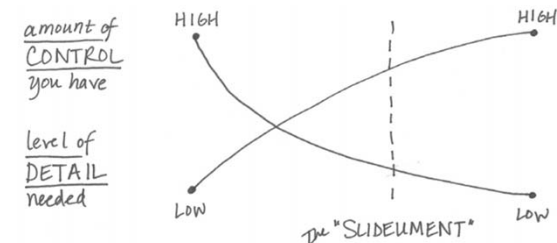
- We (the presenter) are in full control
- We determine what the audience sees and when they see it
- We can respond to visual cues to:
 - speed up, slow down, or go into a particular point in more or less detail
- Not all of the detail needs to be directly in the slide deck
- We, the subject matter expert, are there to answer any questions during the presentation



Live Presentation



Written Doc/Email



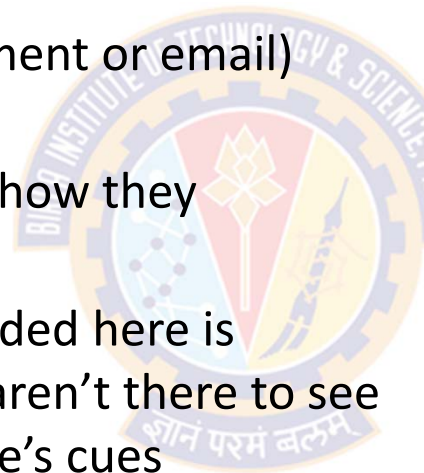
Data Visualization – Context



What – Mechanism

- Written Document/Email

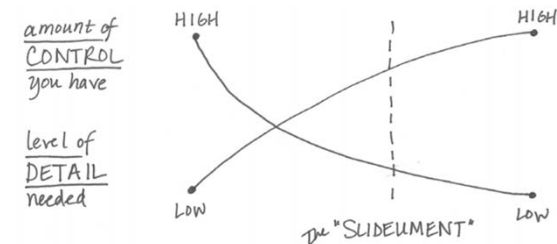
- We (the creator of the document or email) have less control
- The audience is in control of how they consume the information
- The level of detail that is needed here is typically higher because we aren't there to see and respond to your audience's cues
- Rather, the document will need to directly address more of the potential questions



Live Presentation



Written Doc/Email



Data Visualization – Context



What – Mechanism

- Slideument

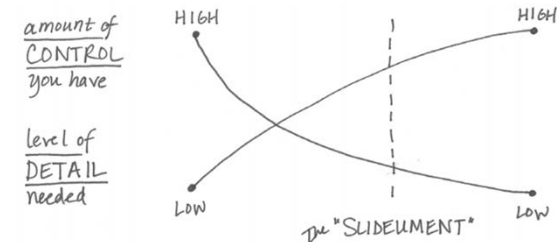
- In an ideal world we create a single document (slideument), to solve both of these needs
- This poses some challenges because of the diverse needs it is meant to satisfy
- It is important to identify the primary communication means we'll be leveraging:
 - live presentation, written document, or something else.



Live Presentation



Written Doc/Email

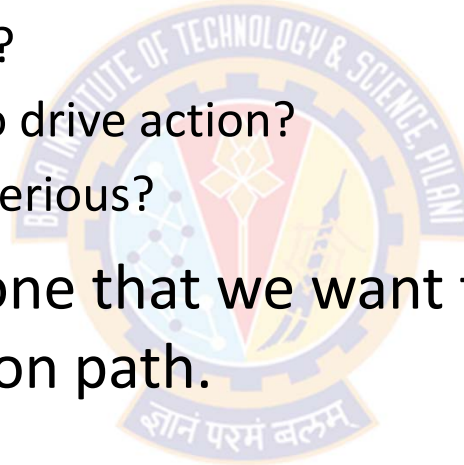


Data Visualization – Context



What – Tone

- What tone do we want our communication to set?
 - Are we celebrating a success?
 - Are we trying to light a fire to drive action?
 - Is the topic light-hearted or serious?
- Think about the general tone that we want to establish when we set out on the data visualization path.



Data Visualization – Context



How – Data

- Finally, after having a clear idea about our audience and what we need them to know or do
 - We can ask the question: What data is available that will help make our point?
- What data is available?
- How can we use data to help make our point?
 - Data becomes supporting evidence for our story





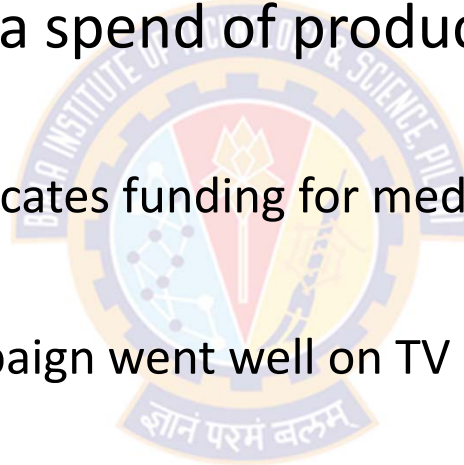
Context by Example

Context by Example



Scenario

- You are an advertising media analyst made responsible for providing recommendation on media spend of product
- Who:
 - The marketing team that allocates funding for media advertisement for a product
- What:
 - The current advertising campaign went well on TV but find very limited success in print media
- How:
 - Illustrate success with data available through analysis of spends and product revenues

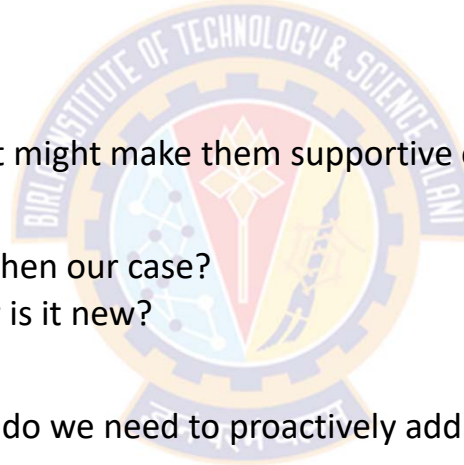


Context by Example



Question to ponder

- What background information is relevant or essential?
- Audience
 - Who is the audience or decision maker?
 - What do we know about them?
 - What biases does our audience have that might make them supportive of or resistant to our message?
- Data
 - What data is available that would strengthen our case?
 - Is our audience familiar with this data, or is it new?
- Risks
 - What factors could weaken our case and do we need to proactively address them?
- What would a successful outcome look like?
- If you only had a limited amount of time to tell your audience,
 - what they need to know, what would you say?



Context by Example



Storytelling Strategies

- Concepts for successful storytelling activity
 - The 3-minute Story
 - Big Idea
 - Storyboarding



Context by Example



Storytelling Strategies

- "I would have written a shorter letter, but I did not have the time."
-- Blaise Pascal
- ...boil the overall communication down to a single paragraph or to a single, most important message



Context by Example



Storytelling Strategies

- 3-minute story
 - Within 3 minutes we have to tell audience, what they need to know
 - This is a great way to ensure we are clear on and can articulate the story we want to tell
 - Removes dependence from supporting material like visuals, slides, etc., in our presentations
 - Helps in a situation where we have to give elevator speech, or if our half-hour agenda is cut short to ten minutes, or to five
 - We need to know exactly what data is saying
 - Being concise is more challenging than being verbose

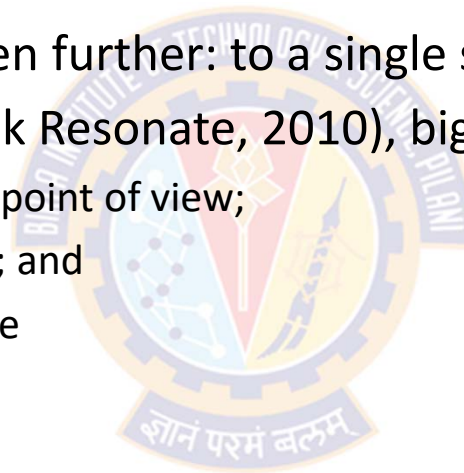
Context by Example



Storytelling Strategies

- Big Idea

- Boils the "so-what" down even further: to a single sentence
- Per Nancy Duarte (in her book Resonate, 2010), big Idea has three components:
 - It must articulate your unique point of view;
 - It must convey what's at stake; and
 - It must be a complete sentence



Context by Example



Storytelling Strategies

- Storyboarding

- A storyboard is a set of pictures which show what will happen in something such as a film or advertisement that is being planned
- Storyboarding helps ensure the communication we craft is on point
- A storyboard establishes a structure for our communication
- It is a visual outline of the content we plan to create
- It can be subject to change as we work through the details
- When possible, get acceptance from your client or stakeholder at this step.
 - It will help ensure that what you're planning is in line with the need

Context by Example



Storytelling Strategies

- Storyboarding

- Advice

- Don't start with presentation software
 - It is too easy to go into slide-generating mode without thinking about how the pieces fit together
 - ✓ In the end, we will create a massive presentation deck that says nothing effectively
 - As as we start creating content via our computer, we will form an attachment to it, which makes us resistant to making changes or deleting slides
 - Use a whiteboard, Post-it notes, or plain paper
 - It's much easier to trash or recycle a piece of paper or a Post-it note without developing much attachment towards it

Context by Example



Storyboarding Examples

Issue

Media spends for a newly launched product has not produced desired effect on the increase in sales of the product

Demonstrate Issue

Show media spending over various channels for last 2 months

Ideas for overcoming issues

Identify new media channels
Analyze the effectiveness of established media channels

Describe Goals

Show before and after survey data to demonstrate success of the program

Recommendation

Increase media spend in TV channels
Decrease/Stop media spend in print media channels

Context by Example



Recap

- Establishing context
 - Who
 - Audience and Us
 - What
 - Action, Mechanism, Tone
 - How
 - Data
- Story telling strategies
 - The 3-minute story
 - Big Idea
 - Storyboarding





Thank You!