Storytelling with Data

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The Objectives

1. Student can makes complex data more accessible and understandable
2. Student can build convincing narratives backed by data build trust and influence stakeholders
3. Student can tell a great story with data

Overview

Component of Data Storytelling

Any representative picture
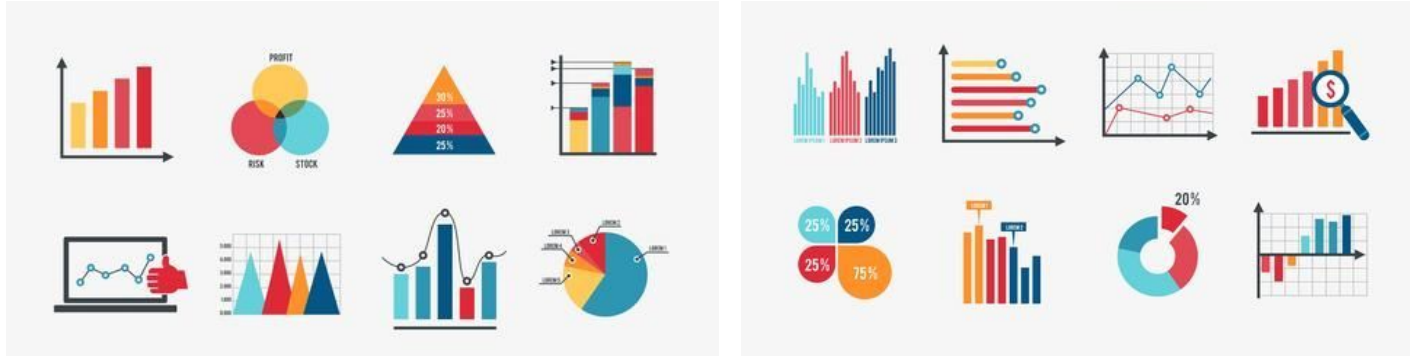
Component #1: Data

This is the information we collect and analyze. It could be numbers, words, pictures, or other stuff we gather to learn things.

Component #2: Story

This is like a tale we tell using the data. We put the data in order to make sense and tell a story with a beginning, middle, and end. It's like **explaining why the data is important or interesting**.

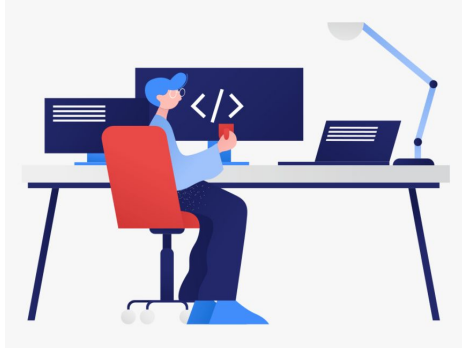# Component #3: Visualization

This means turning the data into pictures or graphs. Instead of just looking at numbers, **we make charts or diagrams to help people understand the information better**. It's like painting a picture with the data.
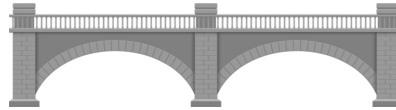
Benefit of Data Storytelling

Any representative picture
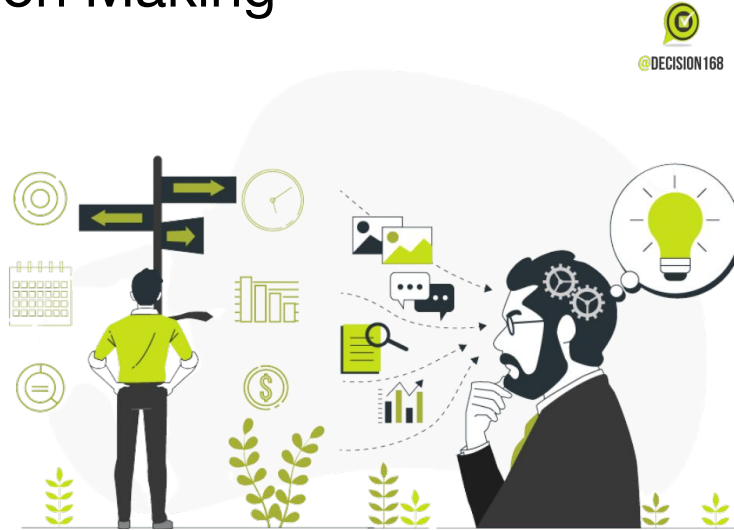
1) Better Communication
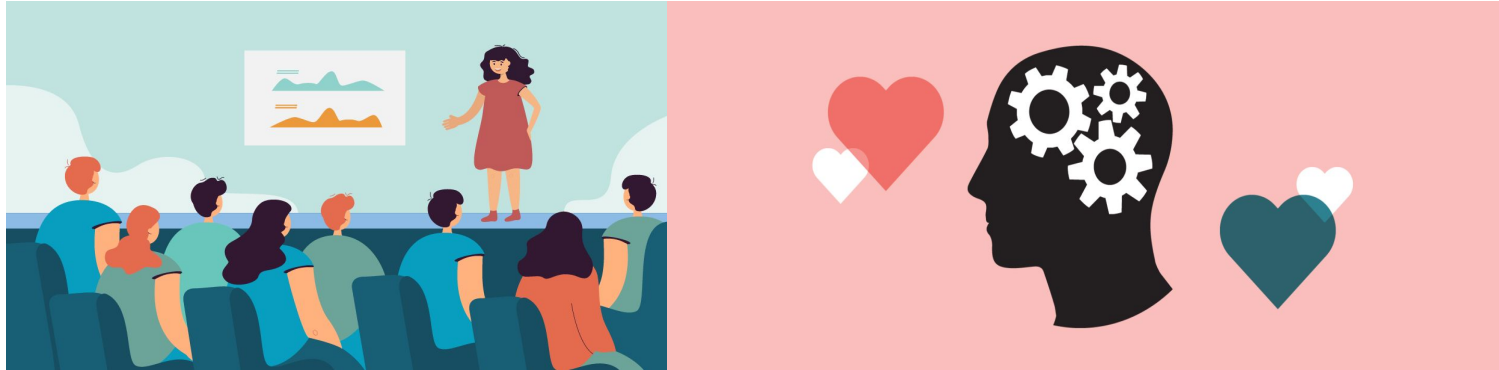

DE/ DA/ DS

Business User

Data storytelling can help **bridge the gap** between technical and non-technical teams

2) Improved Decision Making

When data is presented in a compelling and easy-to-understand way, decision-makers can make informed decisions **more quickly** and **confidently**

3) Increased Engagement

This can increase engagement and retention of information,
as **people are more likely to remember and act on data that is presented in an engaging way**
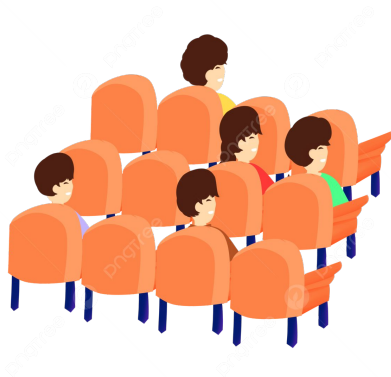
4) Greater Impact

When people understand the impact of data, they are more likely
to **take action** and **make changes based on that data**.

Principles of Data Storytelling

Any representative picture

1) Know Your Audience

Understand who your audience is, what they care about, and what they already know

Do you want to inform, inspire, or persuade them? Do you want them to take action, share feedback, or explore more data?

2) Choose the Right Format

"Choosing the right format for your data visualization is like selecting the perfect outfit for an occasion"

Choose the most appropriate format for your data visualization story

Decide how to structure your story, whether it is linear, non-linear, or exploratory.

3) Use visual hierarchy and contrast

Visual hierarchy
the way you arrange and emphasize the elements of your story, such as the title, subtitle, captions, labels, legends, axes, and data points
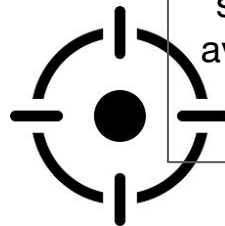
Visual contrast
the way you use colors, shapes, sizes, fonts, and spacing to create differences and similarities among the elements of your story

4) Tell Coherent and Honest Story

use **words** and **visuals** to create a coherent and engaging narrative that connects the data points and explains their meaning and significance
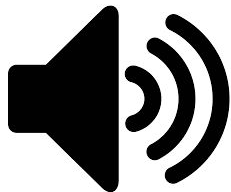
use **appropriate** and **accurate** data sources, methods, and scales, and avoid misleading or manipulating the data or the audience

acknowledge any **limitations**, uncertainties, or biases in your data or analysis, and provide sources and references for further verification

5) Add Emotion and Personality

use elements such as **colors, images, icons, animations, sounds**, or **stories** to evoke feelings and emotions, such as curiosity, surprise, joy, anger, or sadness

use elements such as **humor, anecdotes, metaphors**, or **questions** to add personality and voice to your story, and to invite the audience to relate and interact with you and your data.

Hands On:
Data Story
Development

Any representative picture

Session Summary

Now that we have a good understanding of how to build a clear data story, let's dive into a few final tips and tricks that can help ensure the narrative is as effective as possible:

1. Visual are necessary
2. Relevance is key
3. Data must be timely
4. Use data ethically
5. Create a clear narrative

References

IF ANY
Font Helvetica or **Lato**
The font size can be adjusted

Thank you!

When we stop learning, we stop growing #neverstoplearning