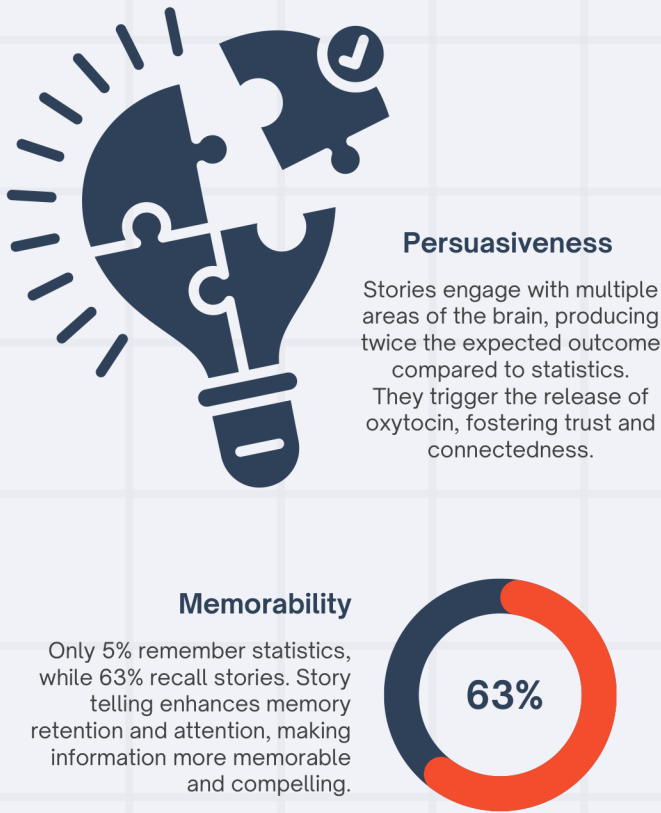


KEY INSIGHTS:

THE POWER OF DATA
STORYTELLING

Data Storytelling combines narrative techniques with data visualization to communicate insights effectively. Nick Mannon’s research highlights the effectiveness of storytelling compared to presenting plain statistics.

KEY POINTS



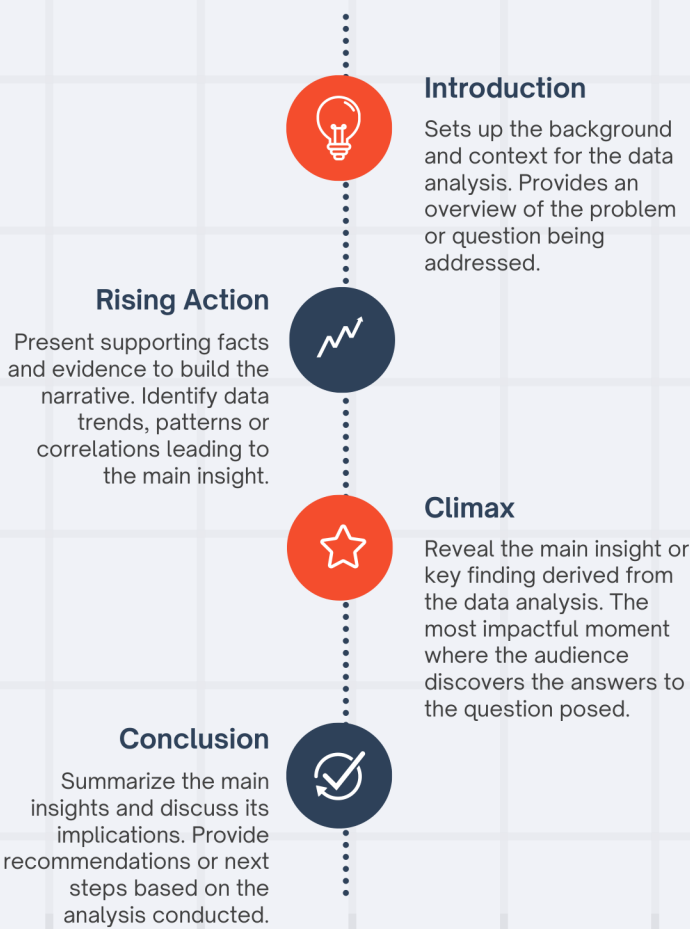
ENHANCING NARRATIVE EFFECTIVENESS

Techniques like sensory language, vocal variety and adopting the hero’s point of view can enliven stories.



FREYTAG’S
PYRAMID STEPS

How the literature expression of a plot story aligns with data storytelling



Active listening enriches the repertoire of stories gathered from personal experiences and interactions.

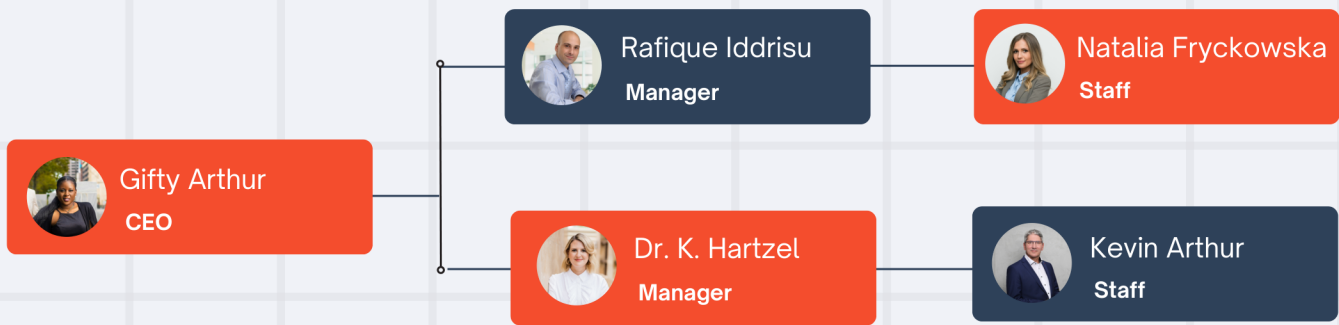
ADDRESSING ANALYTICAL SKILLS GAP

Companies often concentrate analytic skills in too few employees, failing to train others in analytical methodologies.



SOLUTION:

Develop more Informed Skeptics by increasing data literacy among workers and establish formalized decision-making processes incorporating data effectively.



SOURCES

Mannon, N. (2022, January 25). Persuasive Storytelling with Data Visualization | Blast Analytics Blog. Blast Analytics. <https://www.blastanalytics.com/blog/persuasive-storytelling-with-data-visualization>