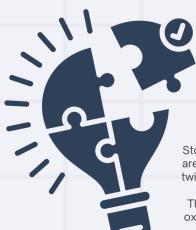
THE POWER OF DATA **STORYTELLING**

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



Persuasiveness

Stories engage with multiple areas of the brain, producing twice the expected outcome compared to statistics. They trigger the release of oxytocin, fostering trust and connectedness.

FREYTAG'S PYRAMID STEPS

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

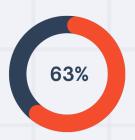


Introduction

Sets up the background and context for the data analysis. Provides an overview of the problem or question being addressed.

Memorability

Only 5% remember statistics, while 63% recall stories. Story telling enhances memory retention and attention, making information more memorable and compelling.



Rising Action

Present supporting facts and evidence to build the narrative. Identify data trends, patterns or correlations leading to the main insight.



Climax

Reveal the main insight or key finding derived from the data analysis. The most impactful moment where the audience discovers the answers to the question posed.

ENHANCING NARRATIVE EFFECTIVESS

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





Conclusion

Summarize the main insights and discuss its implications. Provide recommendations or next steps based on the analysis conducted.



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.





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Manager



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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