



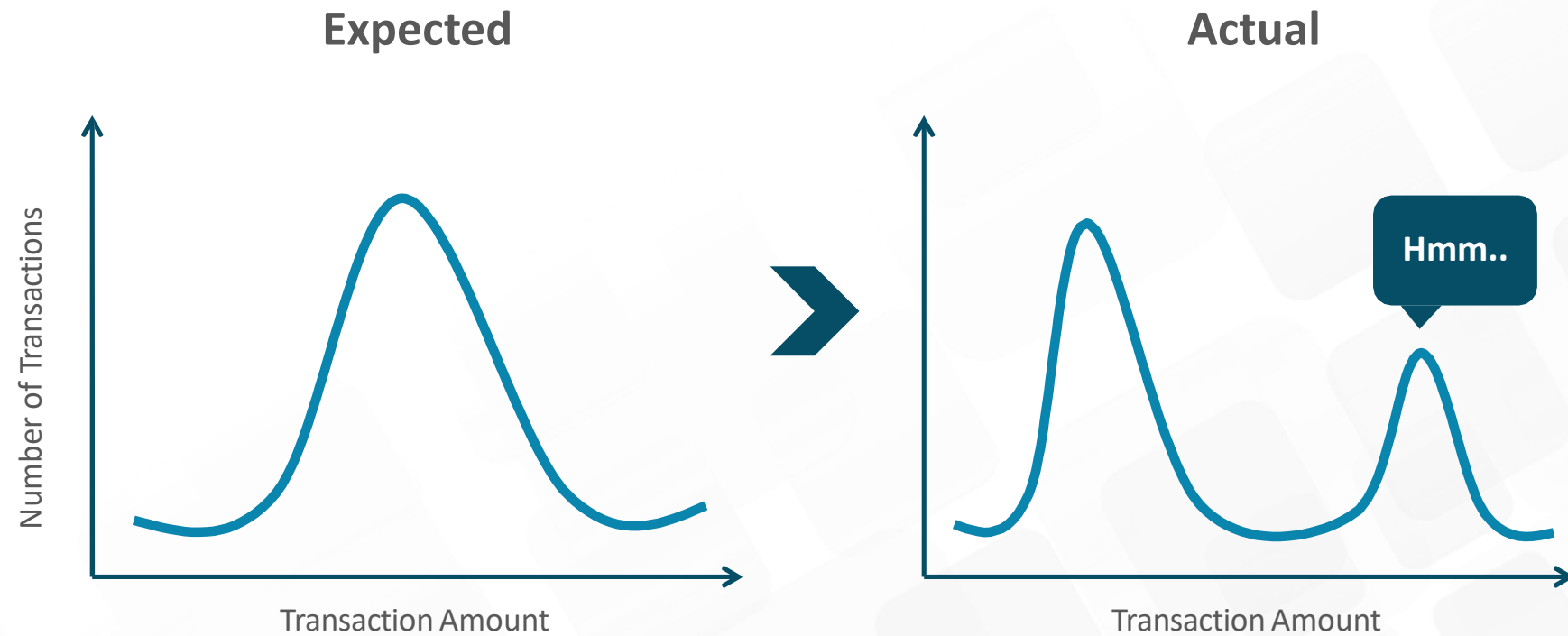
Introduction



Intuition is the use of patterns they've already learned, whereas insight is the discovery of new patterns

Gary Klein, Psychologist

Transaction Amount Histogram for B2C Retailer



Relationship With the Insight



Personal

Ketika kita menganalisa data untuk urusan personal, maka kita tidak perlu memikirkan cara mengkomunikasikan *insight* tersebut dengan orang lain



Insider

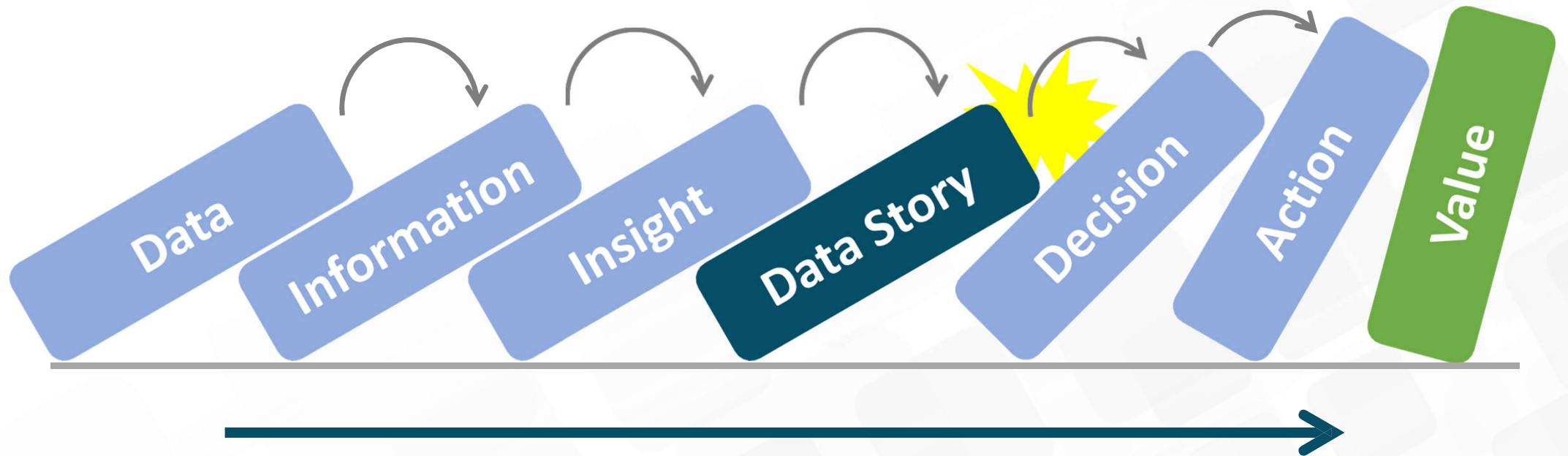
Ketika kita membagi *insight* kepada tim kita, maka kita memiliki keuntungan karena tim kita sudah memiliki konteks dan pengetahuan dasar dari data yang dipunyai



Outsider

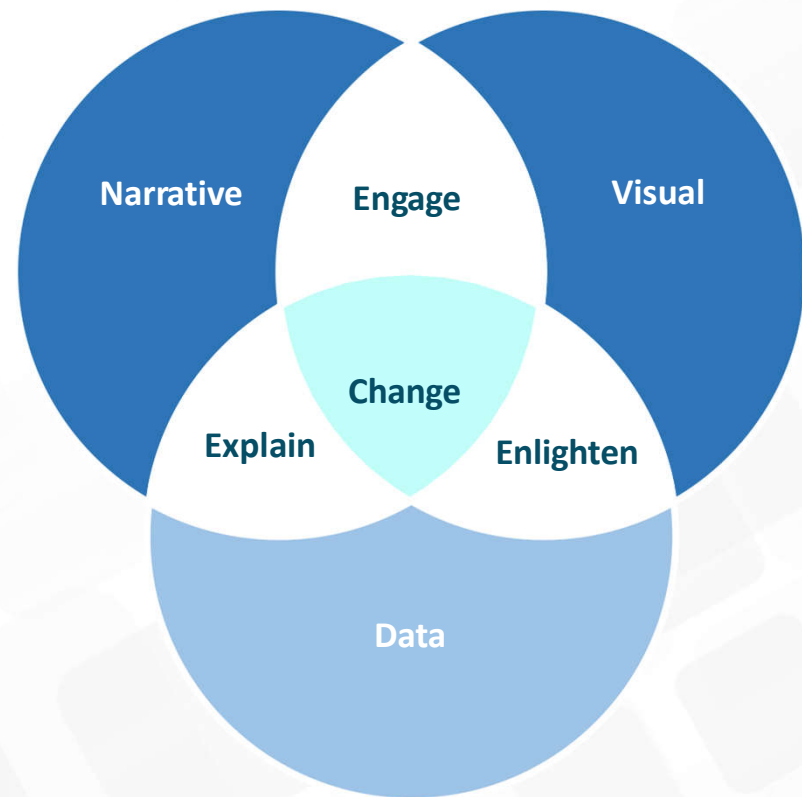
Ketika kita membagi *insight* kepada tim lainnya, maka kita harus terlihat objektif, dan tidak memiliki kepentingan apapun terhadap *insight* tersebut

Analytics Path to Value (With Data Story)



Three Essentials Elements of Data Stories

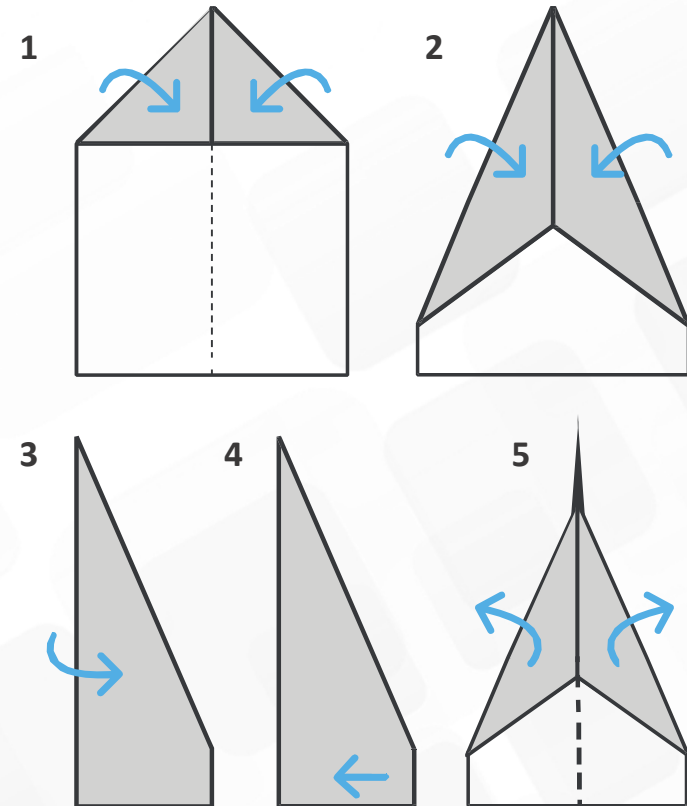
- **Explain:** Data + Narrative
- **Enlighten:** Data + Visual
- **Engage:** Visual + Narrative
- **Change:** Data + Visual + Narrative



How To Fold A Paper Plane (Text)

1. Fold a piece of 8.5x11" Paper in half lengthwise to create a crease down its center. Then fold the top two corners to the center crease.
2. Take the top two corners and fold them again into the center crease.
3. Fold the two sides inward to the center crease so they are touching.
4. Create the first wing by creating a fold along the length of the paper about 1-1.5" from the spine. The fold should make the wing perpendicular to the body of the plane.
5. Repeat the above step to create the other wing for your paper plane.

How To Fold A Paper Plane (Visual)



Task & Responsibility Storyteller



Identify a
key insight



Minimize or
Remove bias



Gain Adequate
Context



Understand the
Audience



Curate the
Information



Assemble the
Story



Provide
Narration



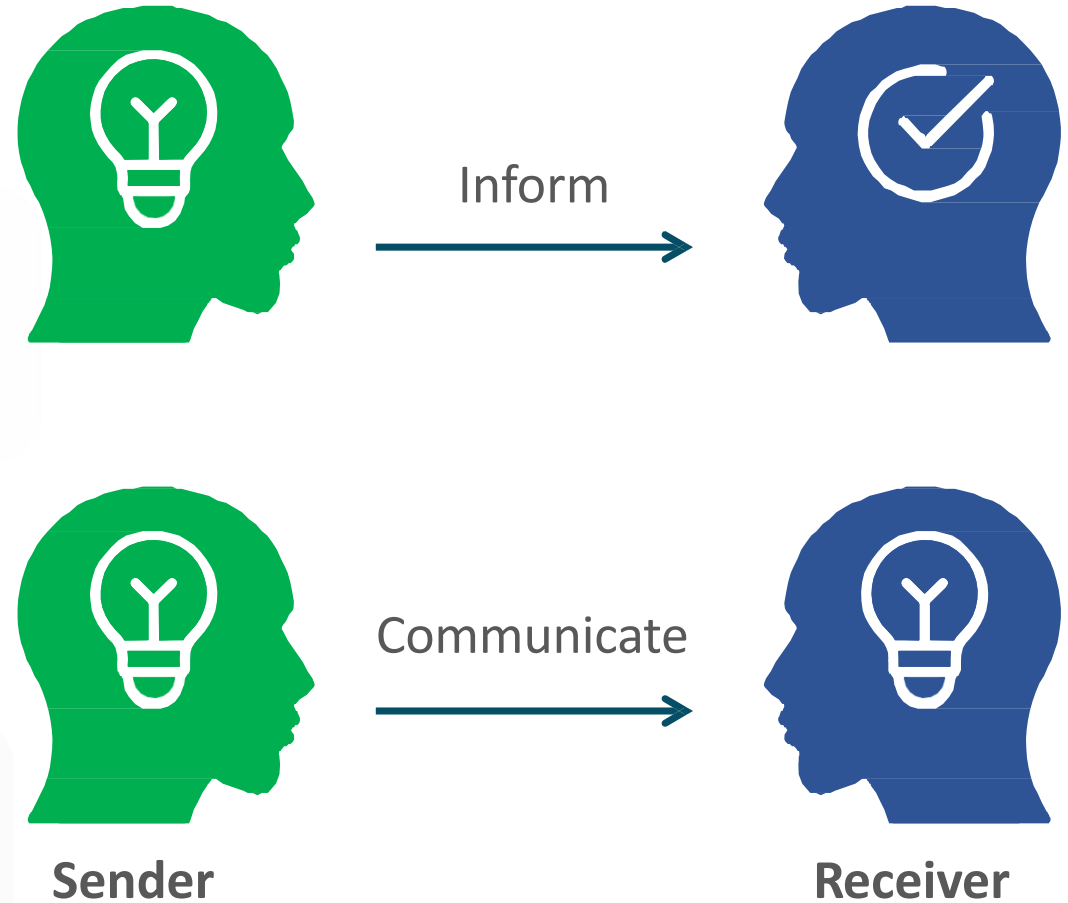
Choose the
Visuals



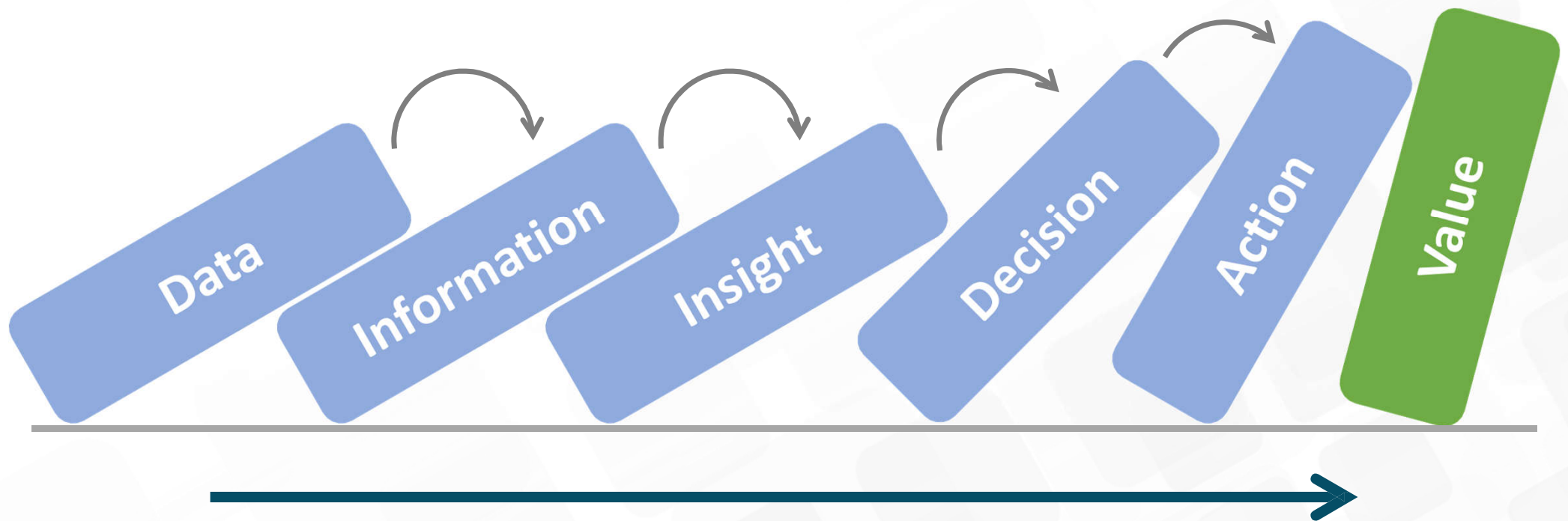
Add
Credibility



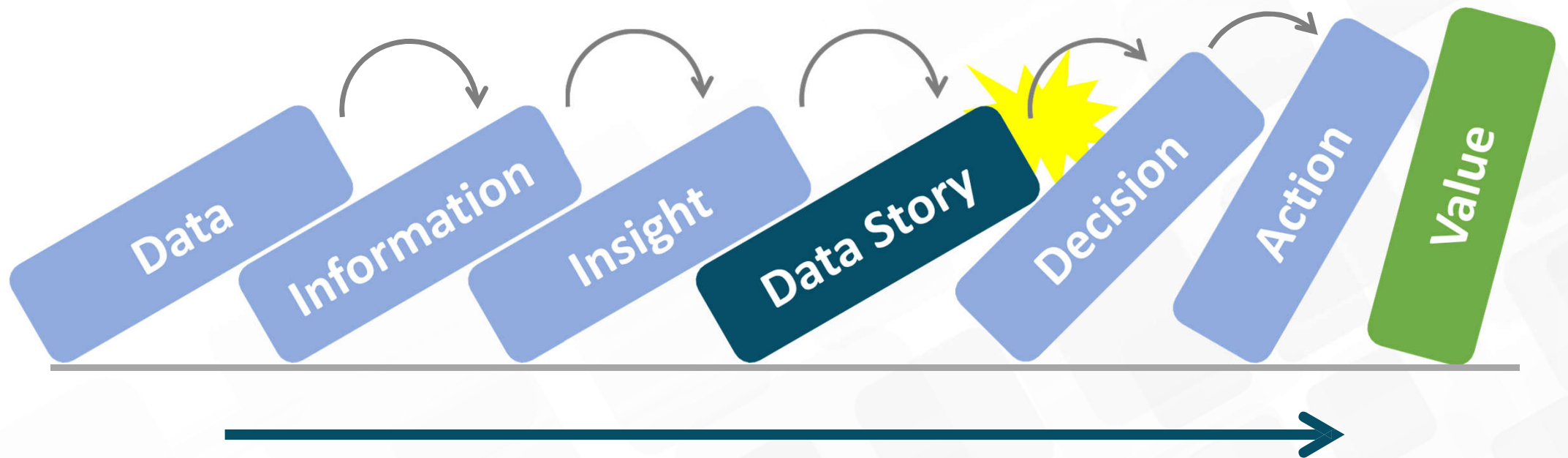
Informing and Communicating Are Different



Analytics Path to Value



Analytics Path to Value (With Data Story)

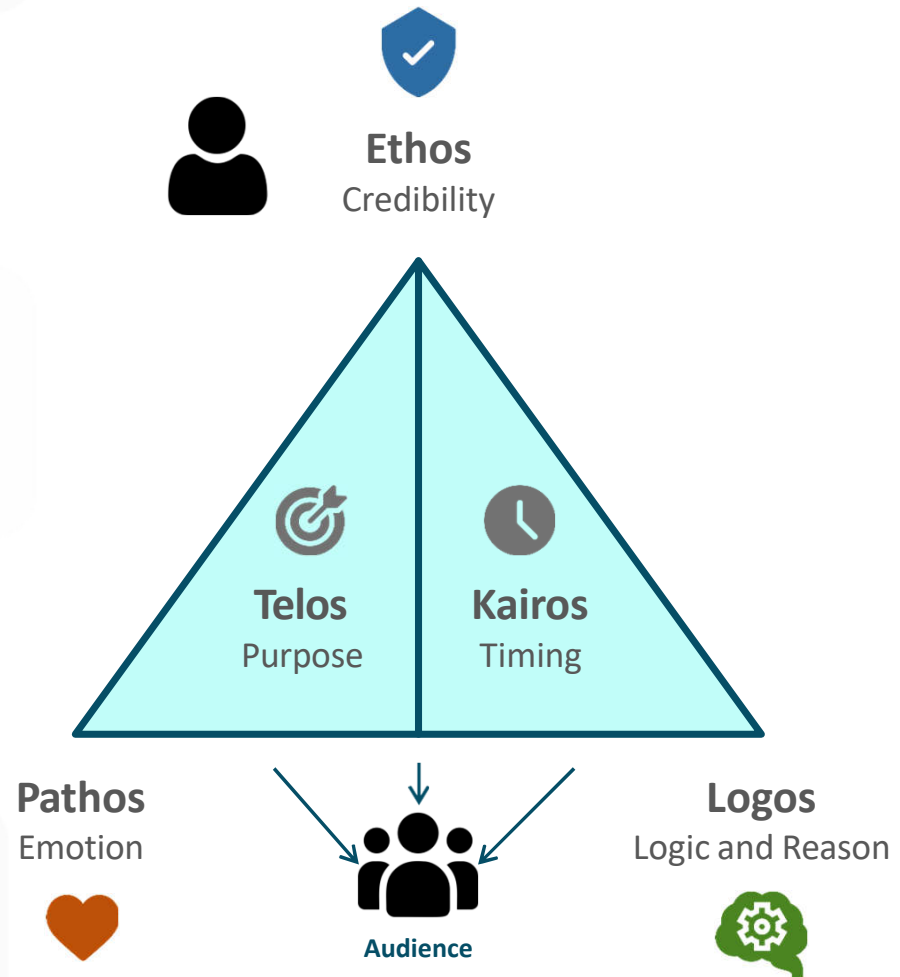




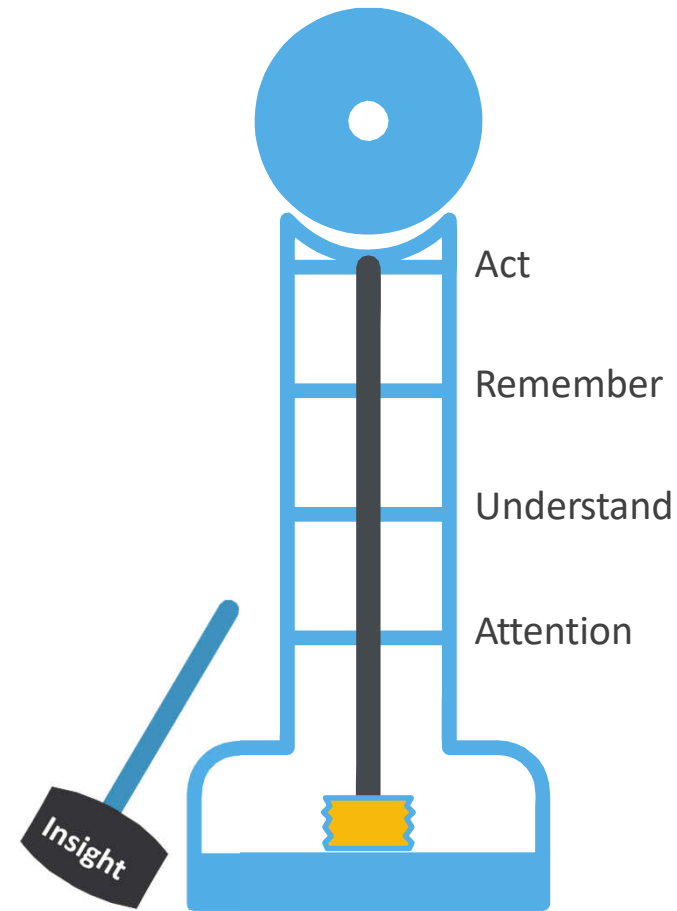
How well we communicate is determined not by how well we say things but how well we are understood

Andrew Grove, CEO Intel

Aristotle's Rhetorical Triangle



How Strong is Your Data Communication



How We React to Facts vs Stories

Facts

1. Kita akan meneliti lebih dalam fakta yang tidak kita sukai
2. Kita akan melawan fakta yang berkonflik dengan kita seperti ancaman fisik
3. Otak kita dapat menolak atau mematahkan fakta untuk mendukung bias yang sudah ada
4. Fakta korektif dapat berpotensi menguatkan misinformasi yang ada
5. Ketika fakta divisualisasi, akan lebih sulit untuk menolaknya

Stories

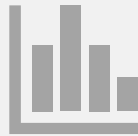
1. Cerita akan membuat otak kita lebih engage
2. Cerita akan membentuk hubungan yang unik antara pencerita dengan pendengar
3. Cerita akan meningkatkan perhatian dan empati
4. Cerita akan membuat kita lebih tidak skeptis dan terbuka dengan perubahan
5. Cerita akan meningkatkan komprehensi kita



Creating a Story From Your Data



Understanding
your audience



Choosing
the right data
and visualizations



Drawing attention
to key information



Developing a
narrative



Engaging your
audience



Understanding Your Audience



Whom are we
presenting to?



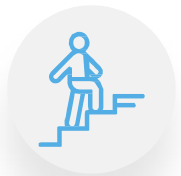
What do we
want them to
know?



What action
do we want
them to take?



Understanding Your Audience



Beginner

New to Subject, but eager for a deeper Understanding



Generalist

Most interested in major themes and High-level analysis



Specialist

Expert who wants information to be less story-driven and more exploratory



Supervisor

Seeks actionable insights, as well as access to details



Executive

Timer-conscious, and requires conclusions and implication upfront



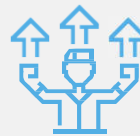
Audience Considerations



**Key Goals
And Priorities**



**Beliefs goals
And priorities**



**Specific
Expectations**



**Opportune
timing**



**Topic
Familiarity**



**Data
Literacy**



**Seniority
Level**



**Audience
Mix**



Assignment

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the right data
and visualizations



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to key information



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Engaging your
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Understanding Your Audience



Whom are we
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What do we
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What action
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