

# Data Storytelling



# Recap



# Six Essential Elements of a Data Story

1



**Data  
Foundation**



**Main Point**



**Explanatory  
Focus**

4



**Linear  
Sequence**



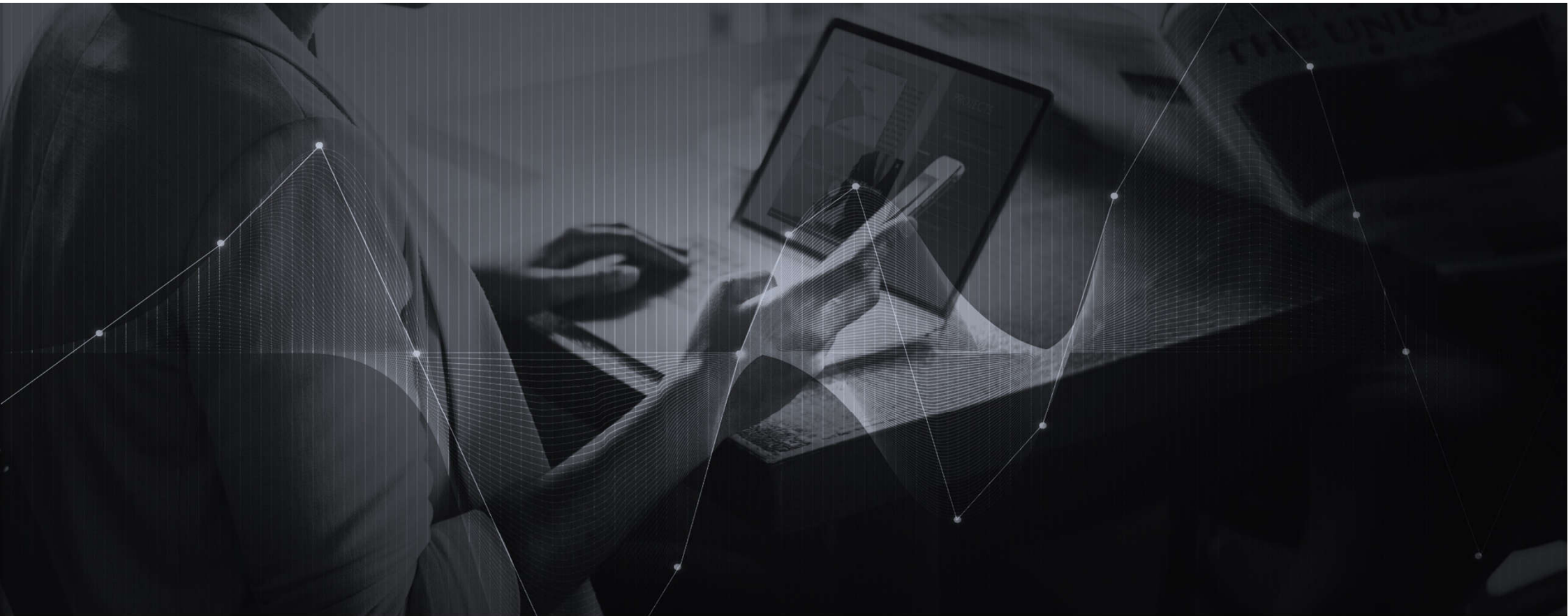
**Dramatic  
Elements**



**Visual  
Anchors**

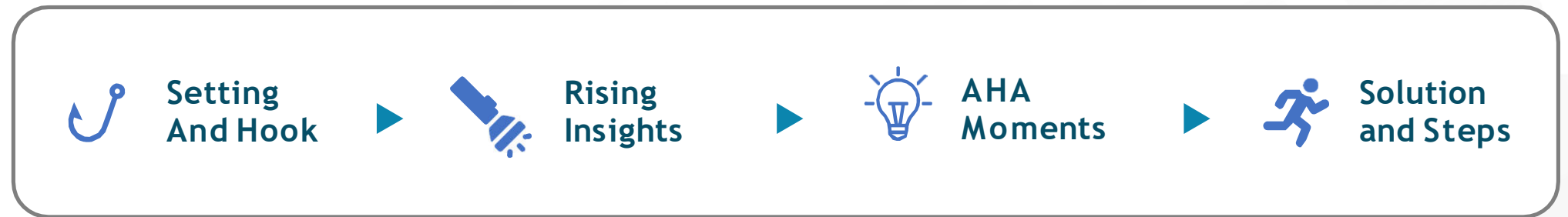
# The Two-Step Process for Developing a Data Story





# Data Story

# Comparison of Communication Models

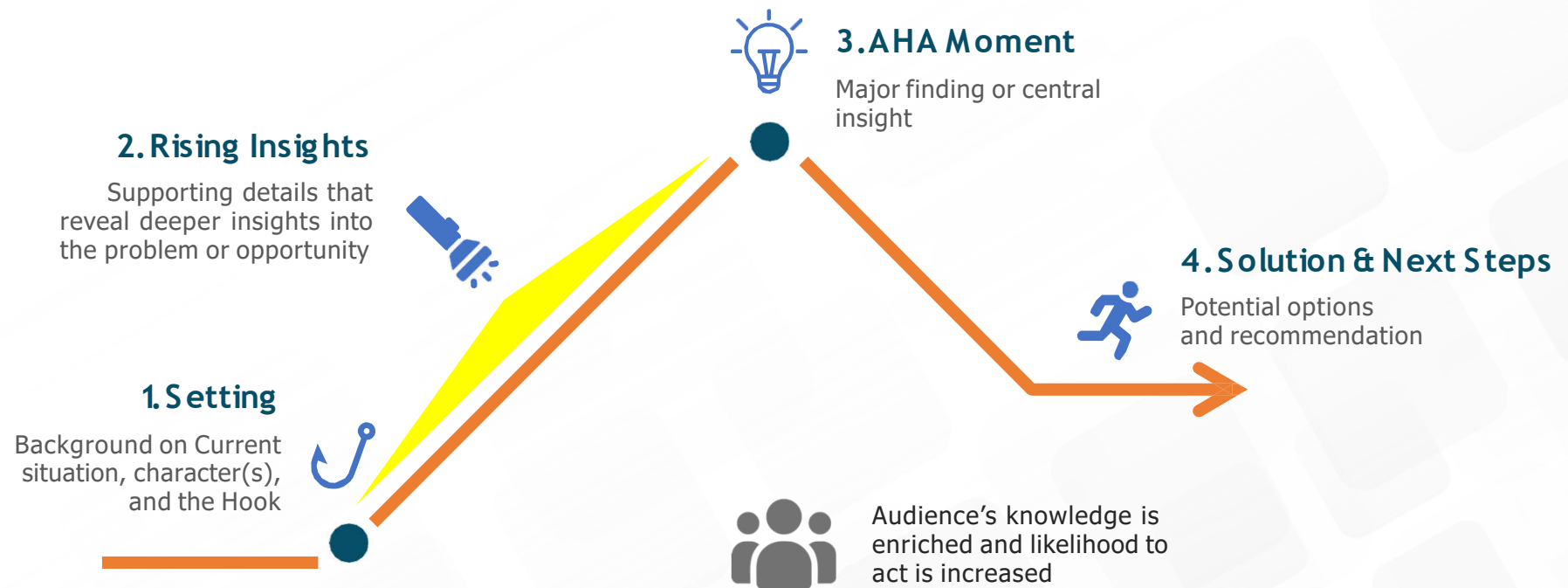


● — Past — ● — Present — ● — Future — ●

● — Problem — ● — Solution — ● — Benefit — ●

● — What? — ● — So What? — ● — Now What? — ●

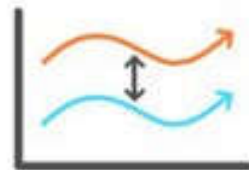
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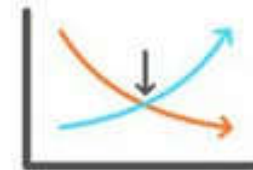
# Nine Common Types of Story Points



Change over time



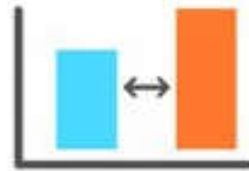
Relationship



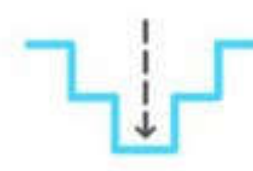
Intersection



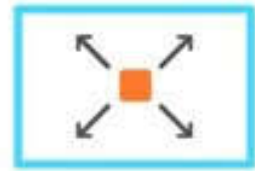
Project forward



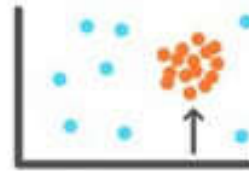
Compare and contrast



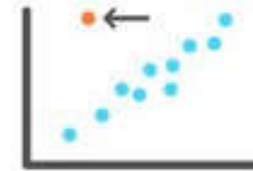
Drill down



Zoom out



Cluster



Outlier



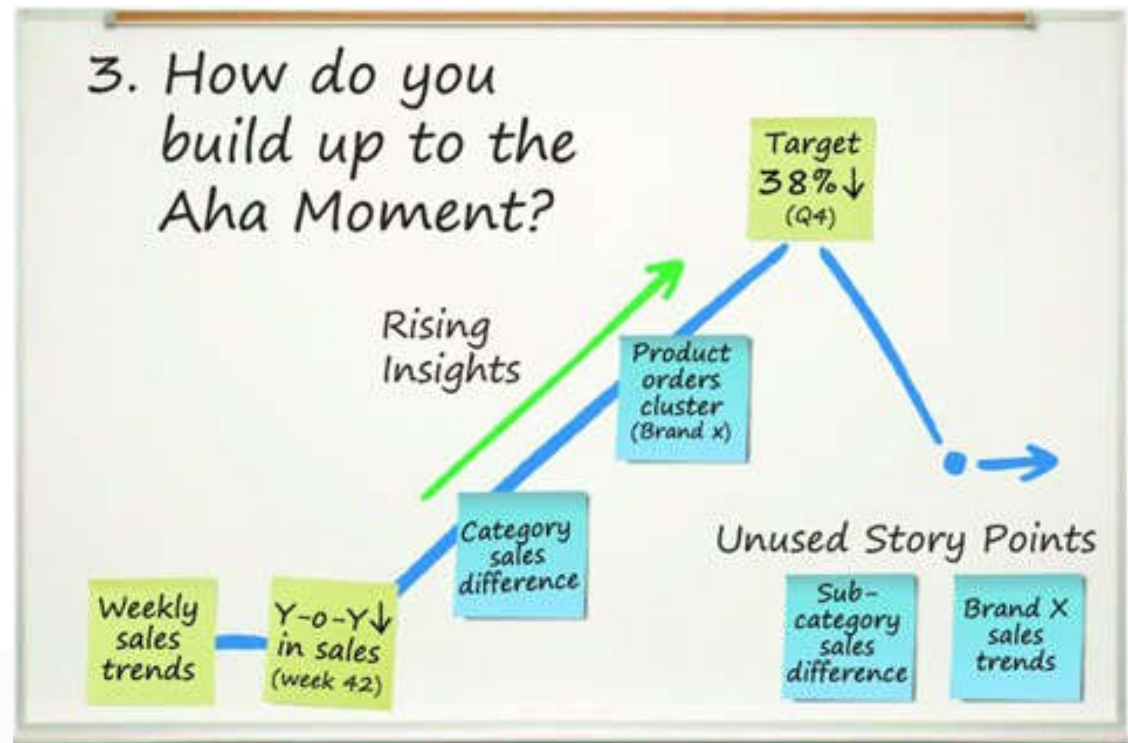
## Step 1: Identify Your Aha Moment



## Step 2: Find Your Beginning (the Hook and Setting)



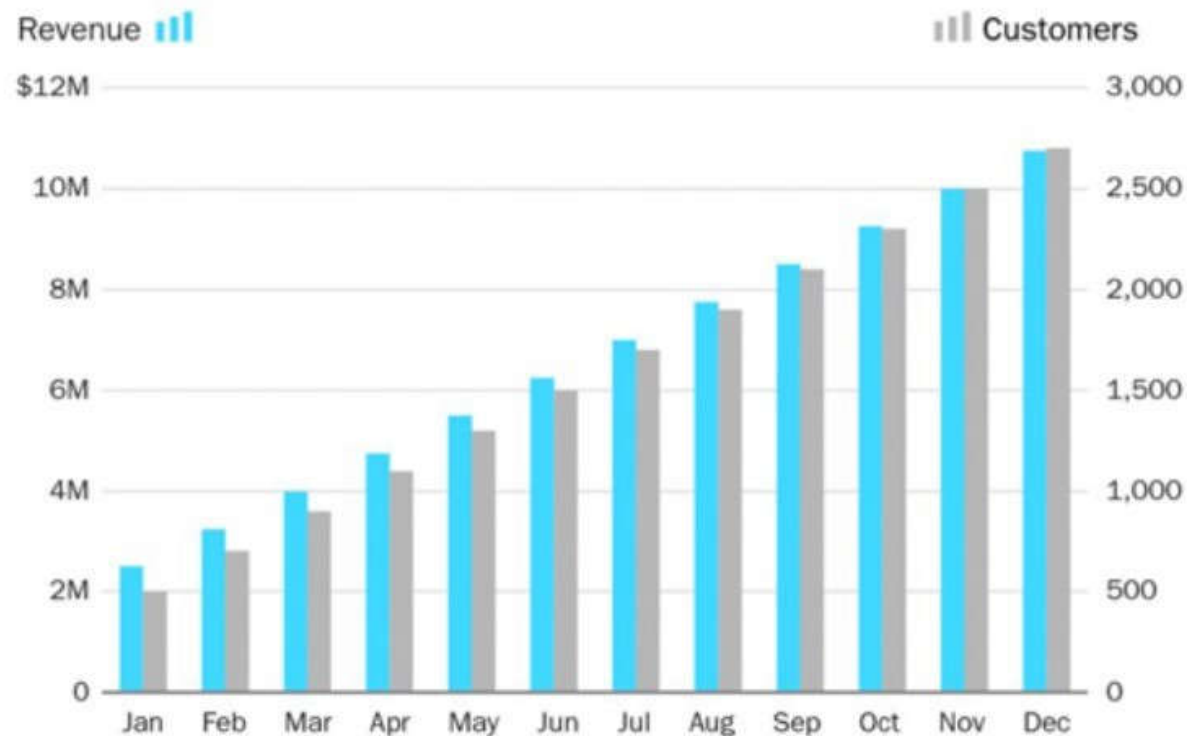
## Step 3: Select Your Rising Insights



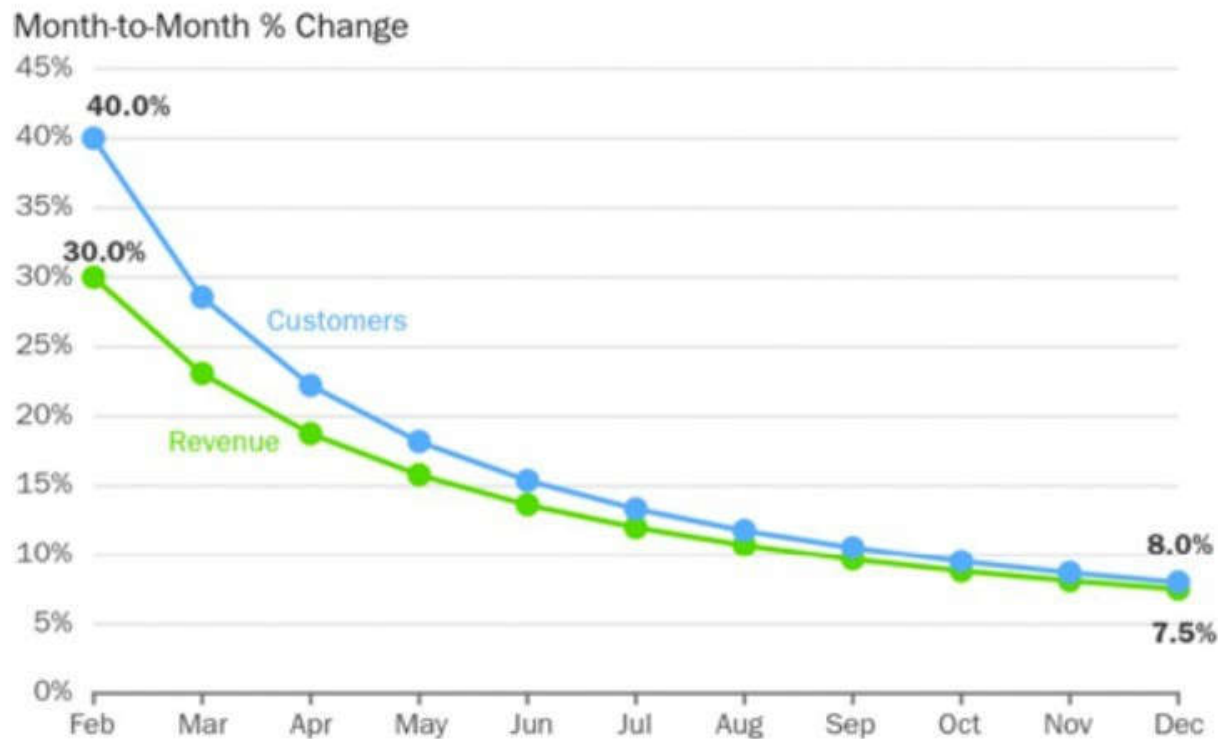
## Step 4: Empower Your Audiences to Act



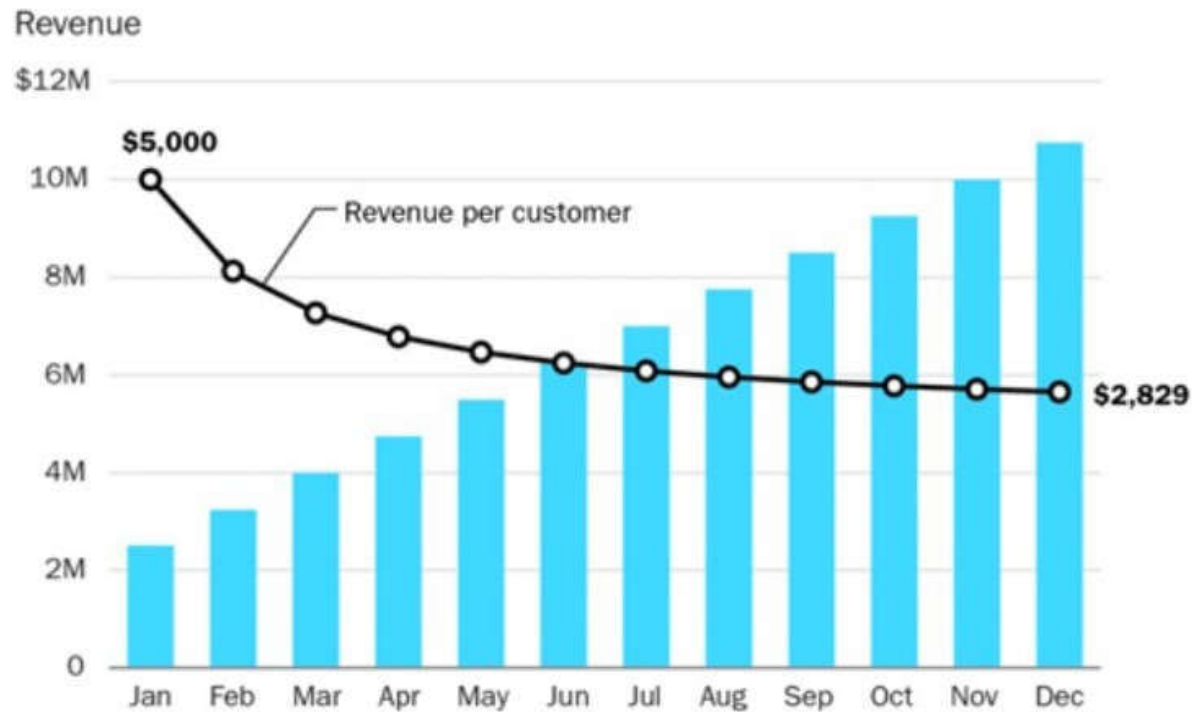
# Total Values May Not Communicate Your Pints as Effectively



# Percent Change Puts Different Metrics on the Same % Axis



# Calculated Metrics May Help Clarify a Problem



# Assignment





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