

Narrative Models

- Freytag's Pyramid
 - Great for stories with clear conflict and resolution
- Aristotle's Tragedy
 - Simplified Freytag's Pyramid
 - Great for simple data stories
- Hero's Journey
 - Complex stories that have an obvious "hero" perspective
- All of these should have a hook

Story Points

- Change Over Time:
 - Shows how a variable changes over time
- Relationship
 - Describes a relationship between two or more data points
- Intersection
 - Shows when one variable surpasses or falls below another variable
- Project Forward
 - Predicts what will happen in the future
- Compare and contrast
 - Shows how two variables are different
- Drill Down
 - Start high-level, then talk about a specific subset of data
- Zoom out
 - Start specific and then describe how it applies in general
- Cluster
 - Describes what data has in common
- Outlier
 - Describes what is not common or unusual