



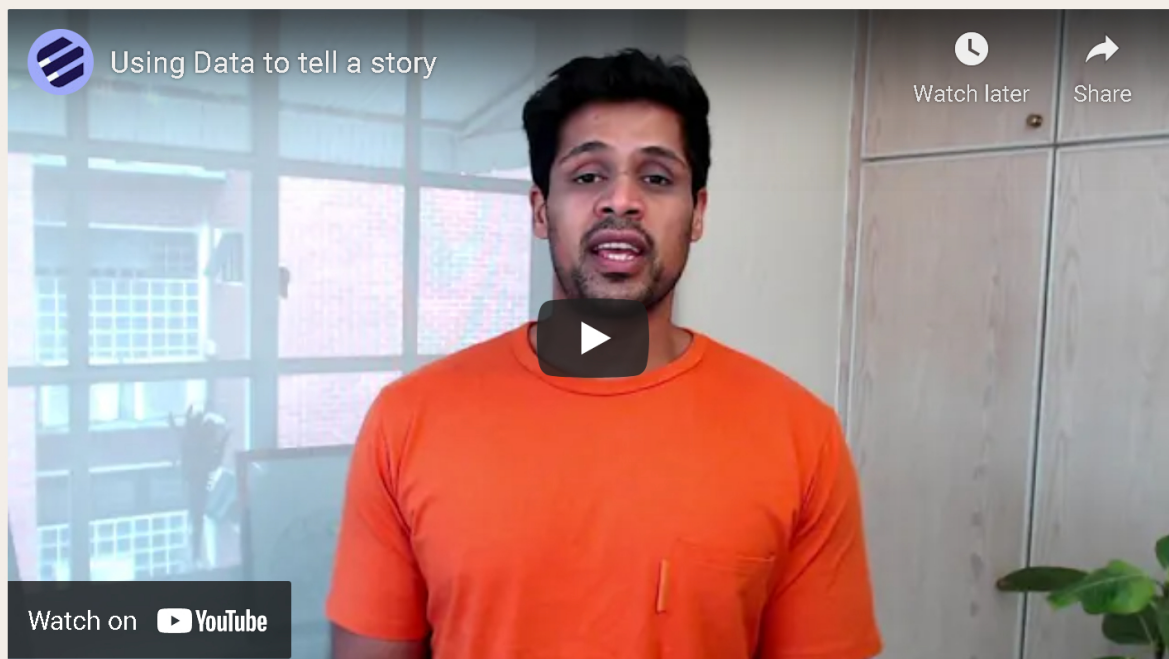
# Module 5: Reporting and Narrative

## Mission 5.0 - Excel Worked Example

 Data Analyst Working Sheet.xlsx 1535.1KB

Use the sheet above to check your work. *Please note that the data used here may be different to your own data*

## Mission 5.1 - Using Data to tell a story



A good data story is a key vehicle to convey insights, with visualisations and data being important proof points. Facts simply present data; a story provides context, which augments our understanding and drives valuable insights. Creating a data story allows users to build trust in your analysis because you are answering their questions as they ask them and proving your insights for them.

A good data story leverages three major components - Data, Narrative and Visuals.

**Data** - requires having accurate data to reach correct insights.

**Visuals** - helps us comprehend the vast amounts of data collected. They provided at-a-glance snapshots of data, lacking the context needed to explain why something has happened.

**Narrative** - The third and most vital part of a data story. Narrative uses language in a format that suits our particular needs, helping us comprehend of new information. A strong narrative to makes sure that everyone who is reading your findings can follow the intuitive path towards the insights you have found.

As you develop your report, the minimum components to cover when conveying your data story are:

- Project Description (the background of the project)
- Design (What steps have you taken to clean the data. What visualization tools have you used to share the data and why. )
- Findings (include your tables from Excel and visuals from Tableau)
- Analysis (your findings from the root cause/5 Whys analysis)
- Conclusion

[Further reading on using analytics to tell a story.](#)

### **Task**

Create a report with your visualisations from Excel and Tableau to tell a story with your data.  
Submit your report as a PDF

### **Submission**

[https://docs.google.com/forms/d/e/1FAIpQLSdJ4x34i0n4gyL74ZZ31w45IkKFvPv2w8\\_zjjgv5tSY\\_Ji5Sg/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdJ4x34i0n4gyL74ZZ31w45IkKFvPv2w8_zjjgv5tSY_Ji5Sg/viewform)

