

Storytelling with Data

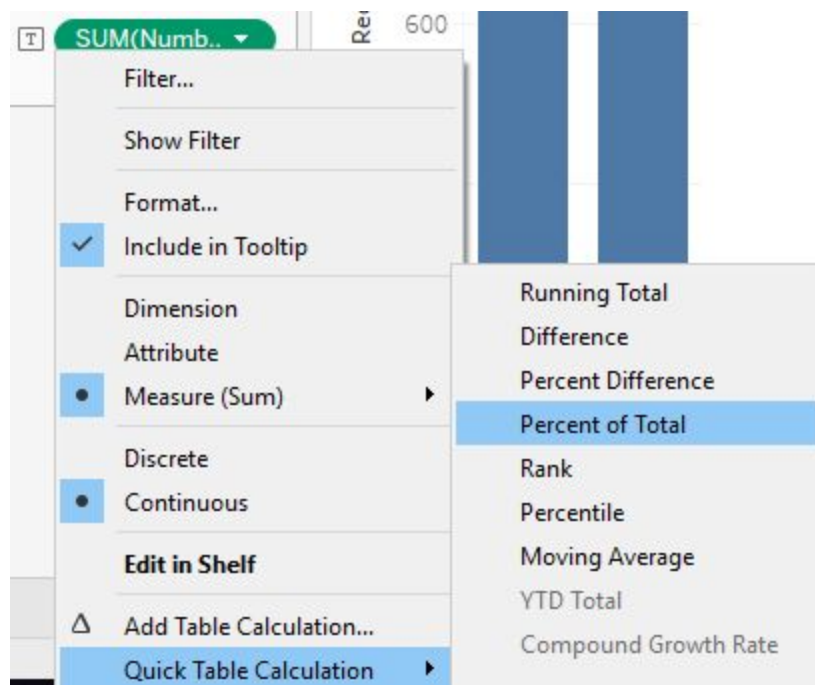
Professor Ernesto Lee

How to tell a Data Story

- Creating a Tableau Story
- Setting the narrative of the Story
- Choosing the right charts
- Writing effective headlines
- Recommendation and executive summary
- Formatting the Story

<https://github.com/fenago/tableau2019/tree/main/Chapter%207>

- **Aware of recycling possibility:** This variable describes whether a person knows that milk carton packaging can be recycled in Serbia. The values of the variable are yes and no.
- **Milk carton disposal:** This variable concerns a person's typical place of milk carton disposal. The values of the variable are recycling garbage can and standard garbage can.
- **Read labels:** This describes the respondent's habit of reading labels on products that they purchase. The variable values are yes and no.



Pages

Columns

Milk cartons disposal

Rows

SUM(Number of Rec..

Filters

Marks

Automatic

Color

Size

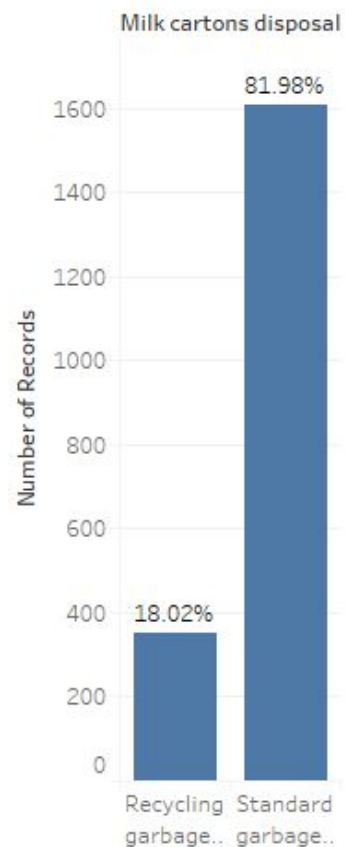
Label

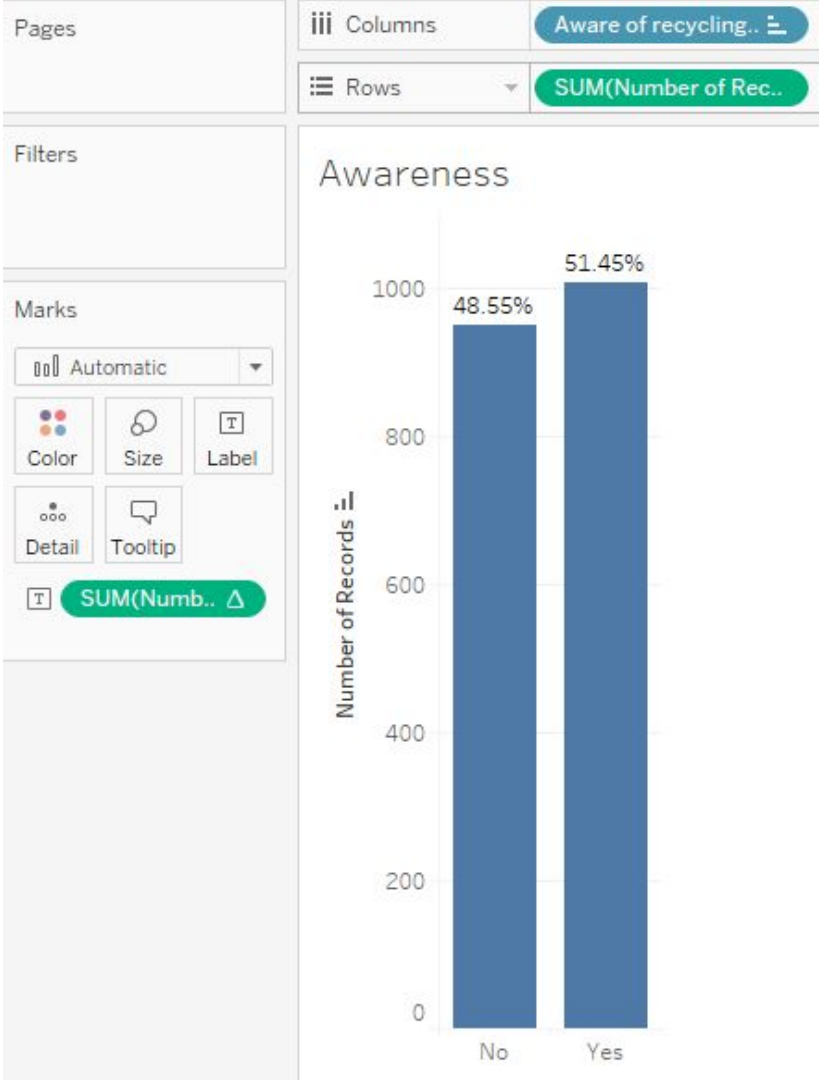
Detail

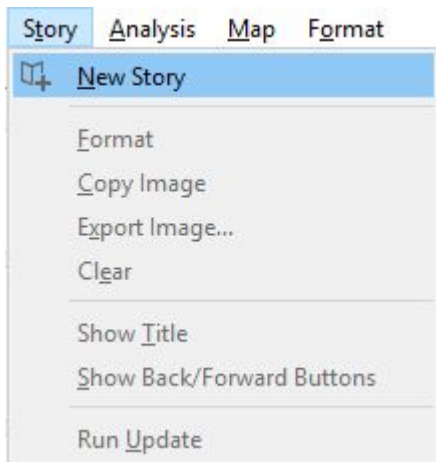
Tooltip


SUM(Numb..

Recycling

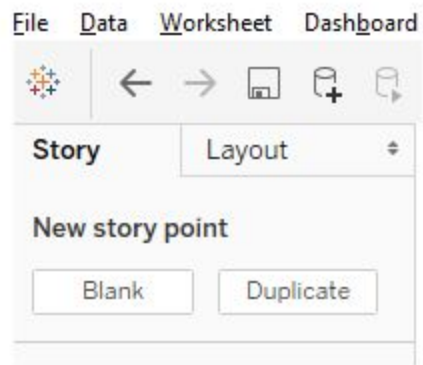




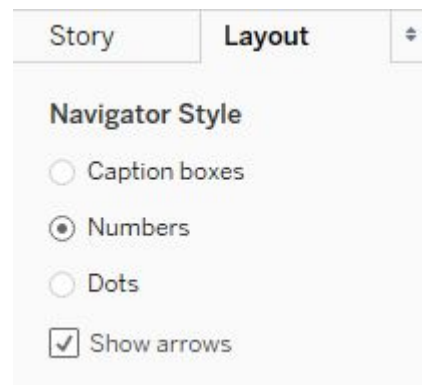
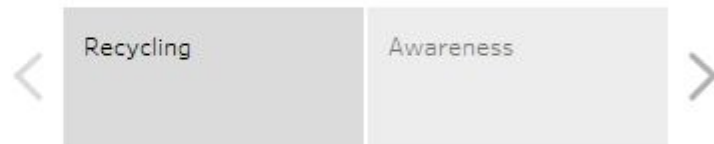


Data Source	Awareness	Usage	
2 marks	1 row by 2 columns	SUM(Number of Records): 1,959	

Add a caption

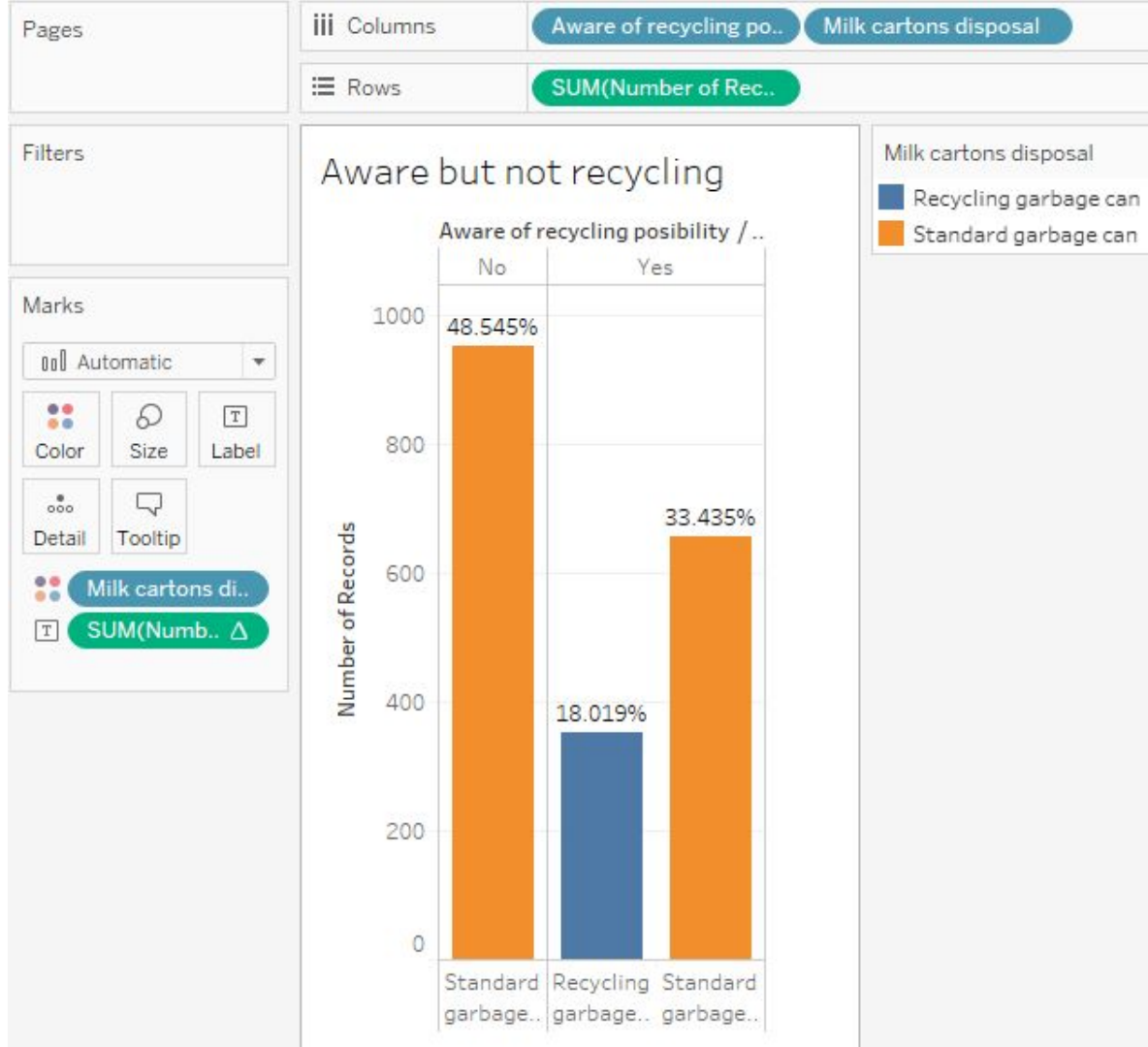


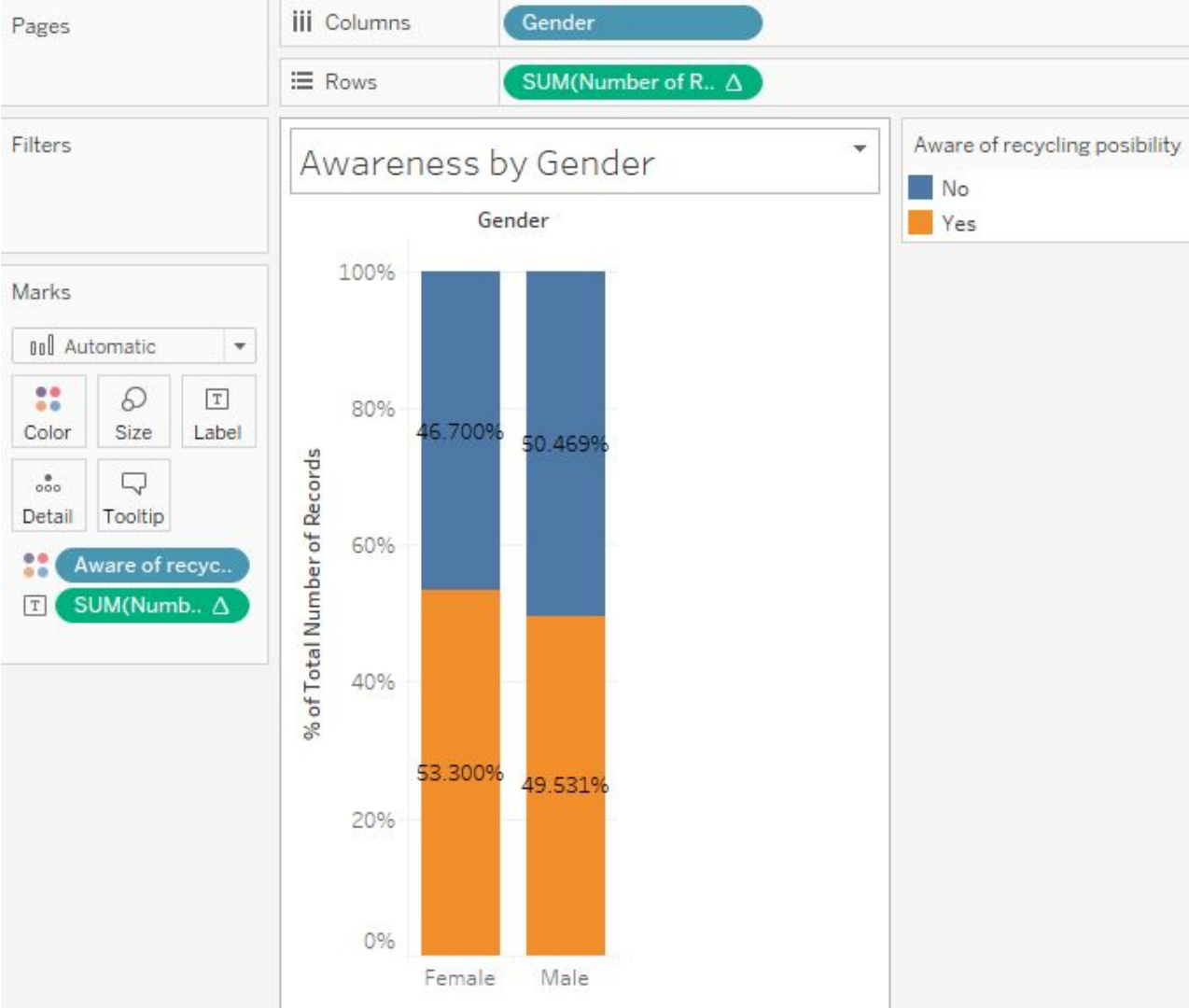
Effectiveness of Recycling Promotion

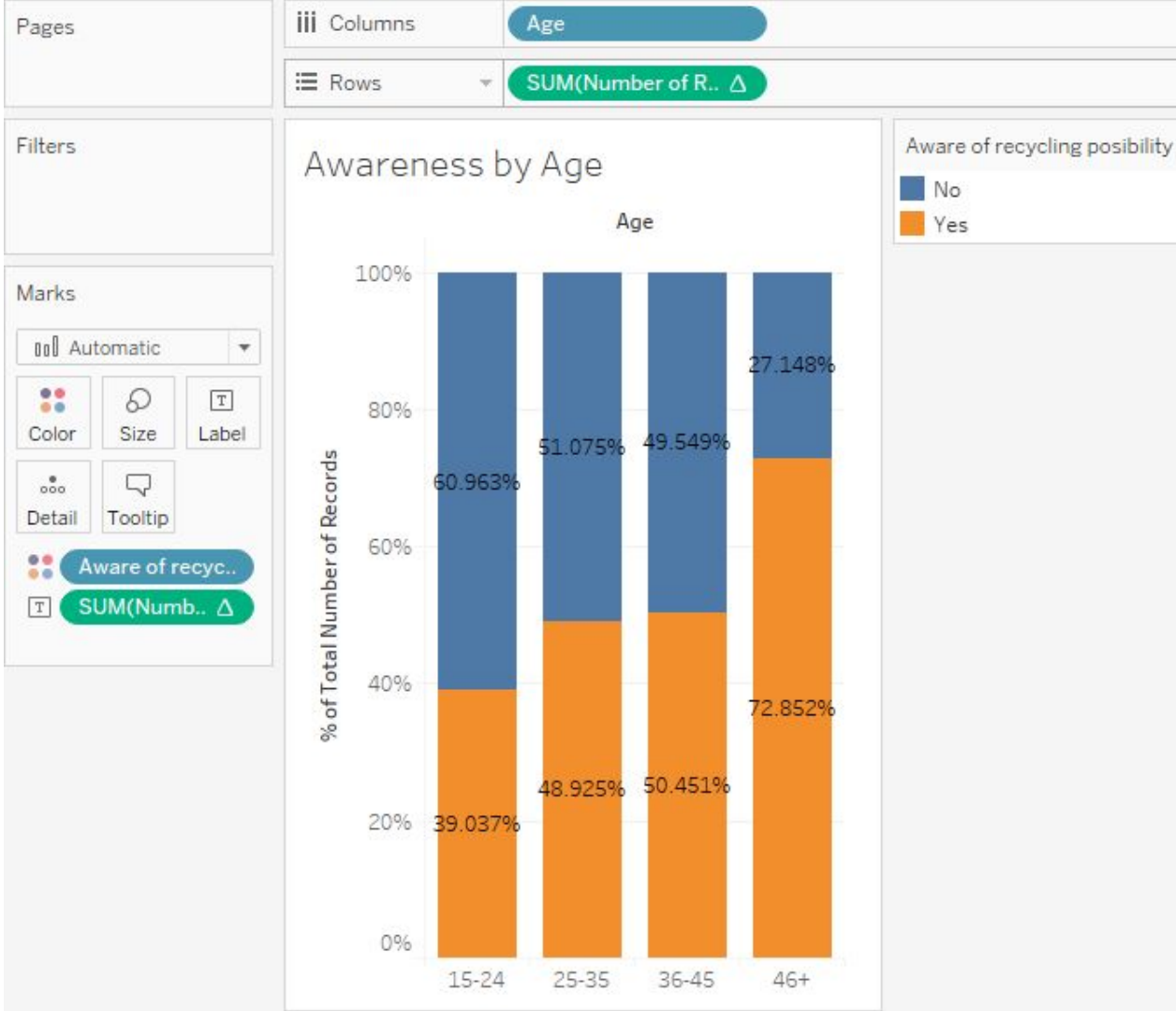


Elements of a Story

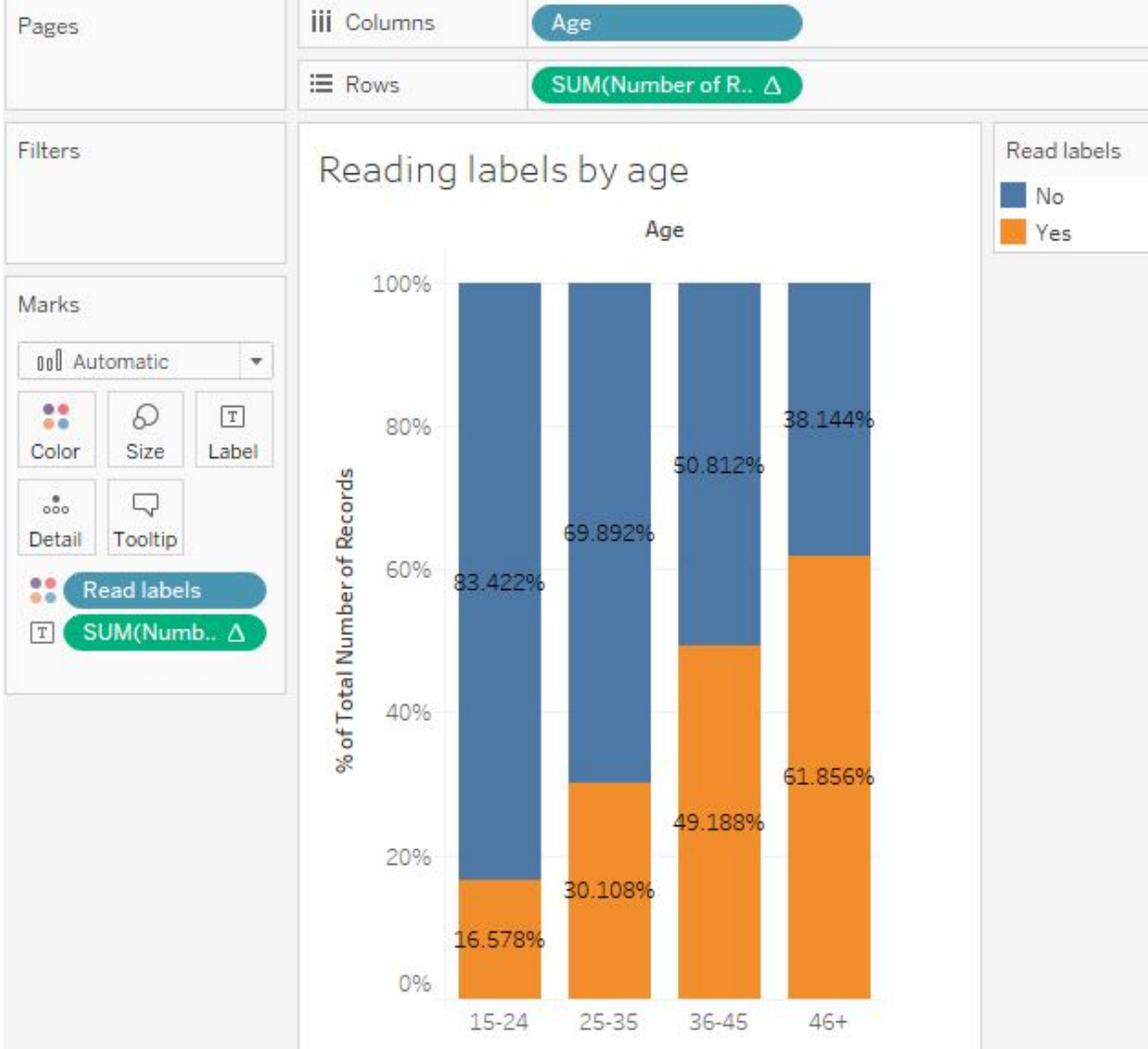
- **Introduction**
- **Conflict**
- **Development**
- **Climax**
- **Resolution**

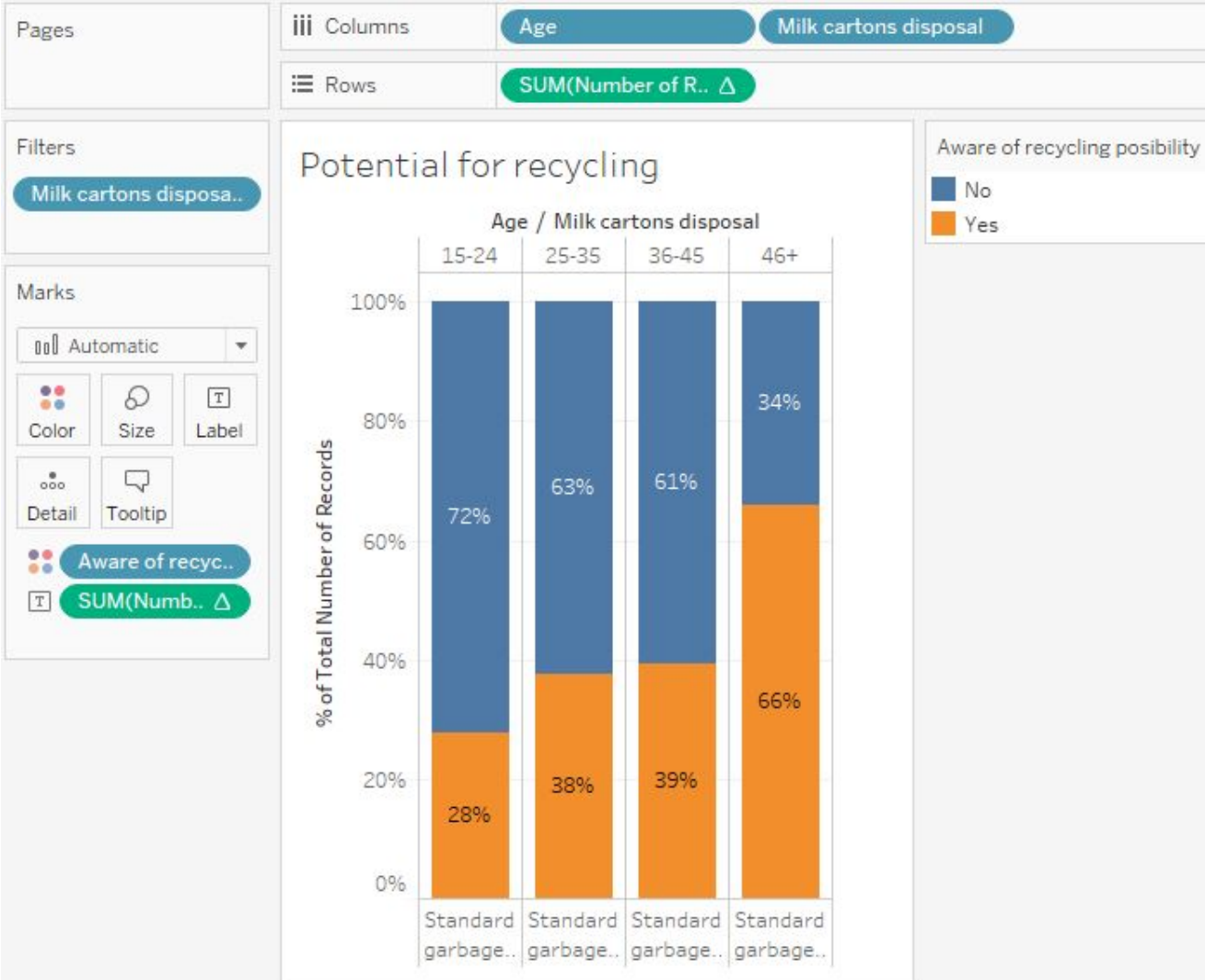












Make sure you pick the right charts


Story


Layout


New story point


Blank


Duplicate


 Awareness



 Recycling

 Aware but not recycl...

 Awareness by Gender

 Awareness by Age

 Awareness by readi...

 Reading labels by age 

New story point

Blank

Duplicate

-  Awareness
-  Recycling
-  Aware but not recycl...
-  Awareness by Gender
-  Awareness by Age
-  Awareness by readi...
-  Reading labels by age 

A Drag to add text

☒ Show title

Size

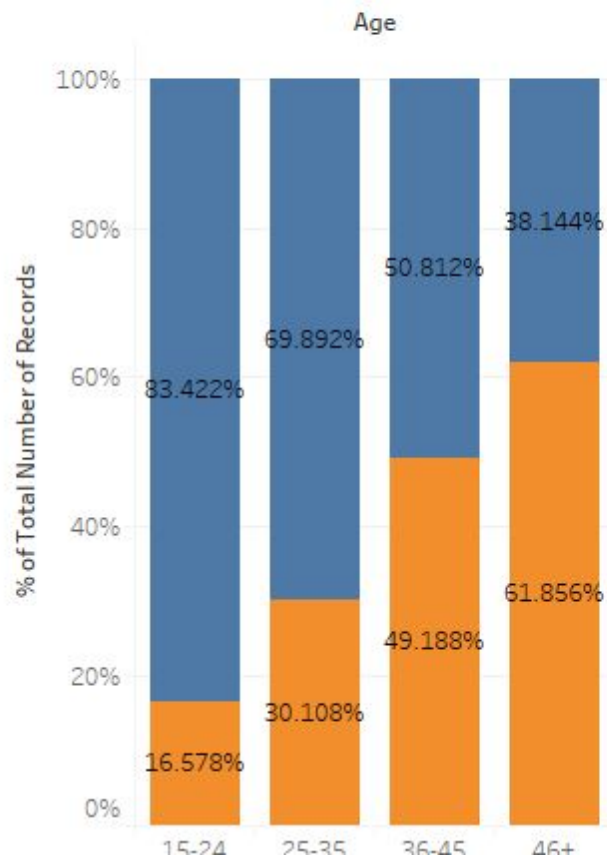
Laptop Browser (800 x 600) ▼



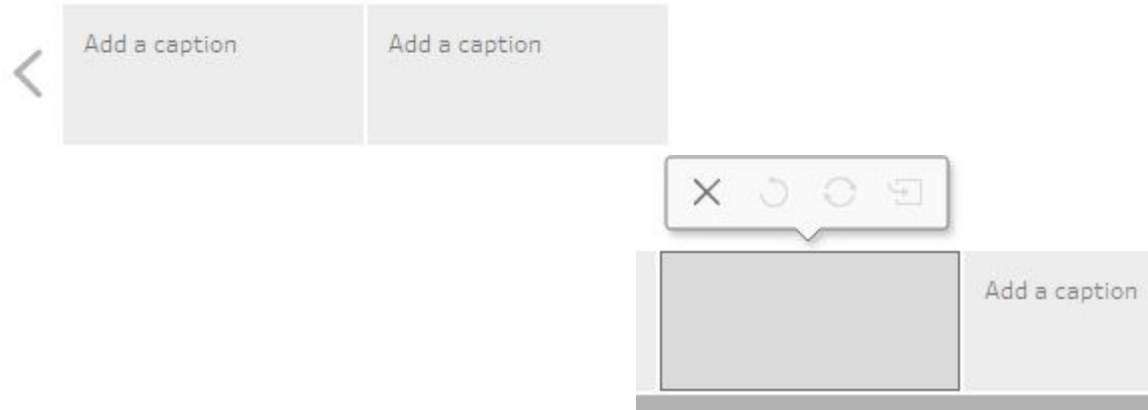
Add a caption

Add a caption

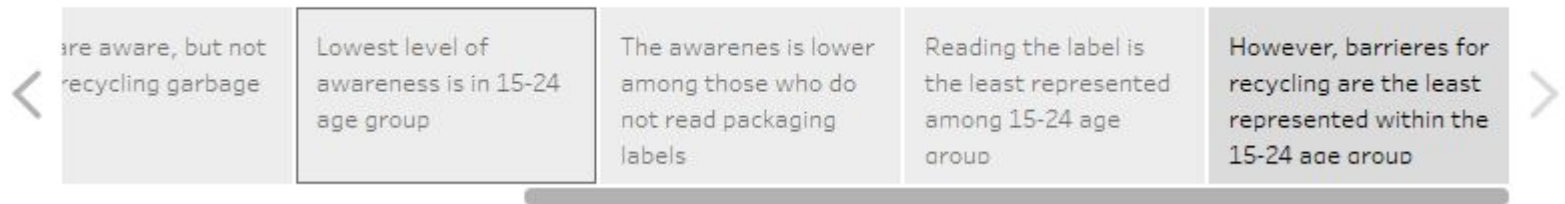
Add a caption



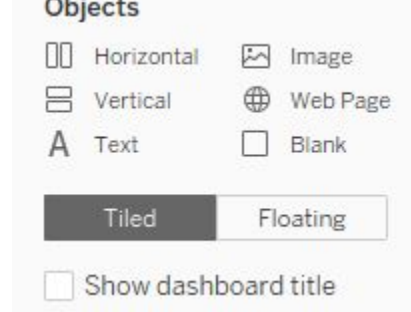
Write Good Headlines



Promotion of milk carton recycling among buyers in Serbia

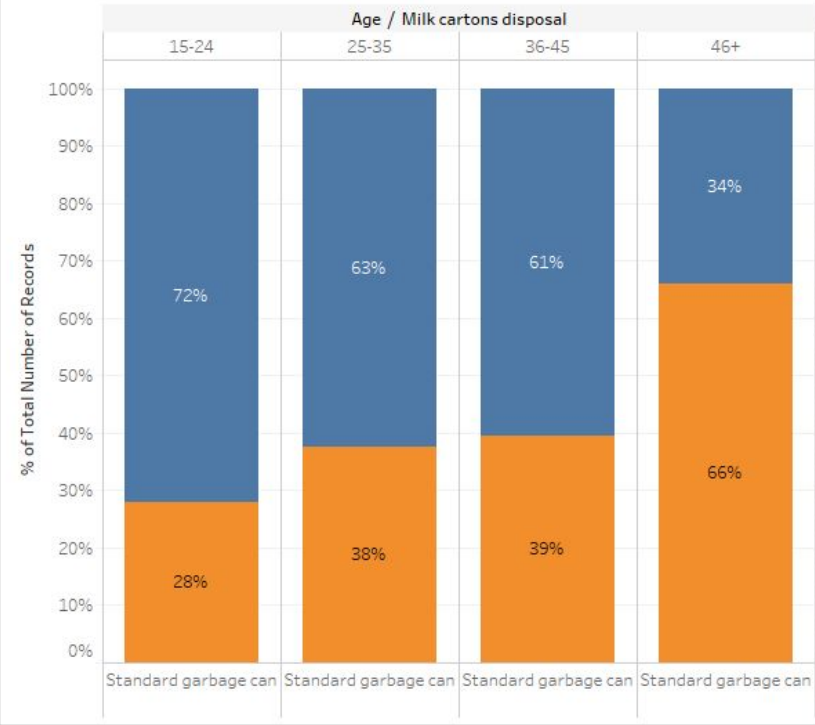


Executive Summary

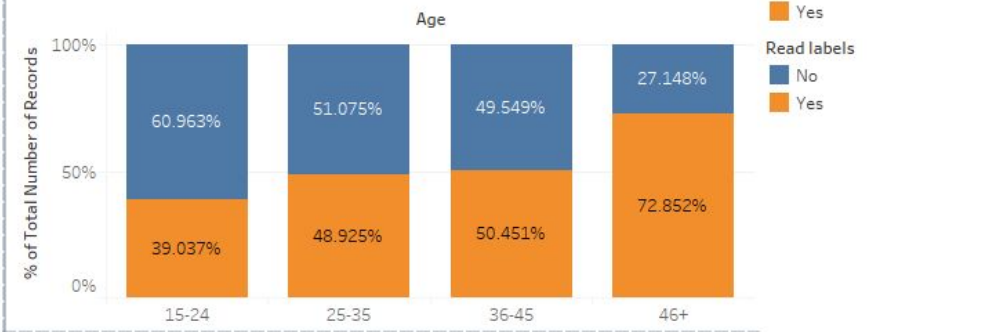


Based on the results of our study, we can expect that promotional activities focused on the 15-24 age group can have a significant effect on their recycling habits. Because of that, our recommendation is to launch a promotional campaign that would be specifically designed in accordance with the media consumption habits of younger buyers. In this age group, we found that those who know about the possibility of recycling use it to a greater extent than the other groups. However, the awareness of the possibility of recycling milk cartons is lowest in this group. The current campaign was unsuccessful in raising awareness about recycling because it used a channel of communication that doesn't reach young people. We can conclude that milk buyers within the 15-24 age group are responsive to the appeal to recycle, but we have to find a way to get the message across.

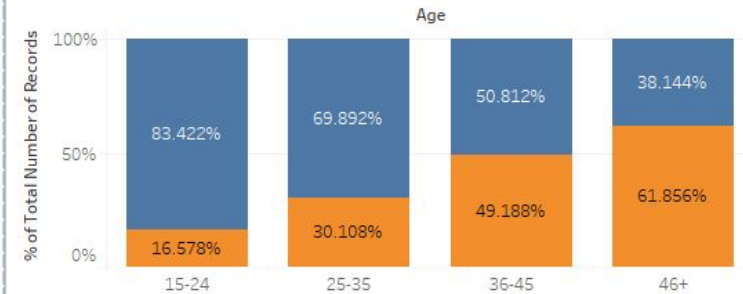
Potential for recycling



Awareness by Age

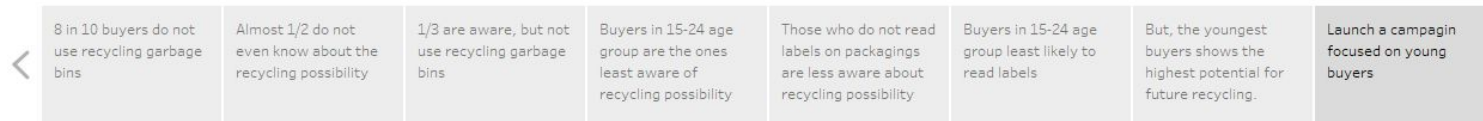


Reading labels by age

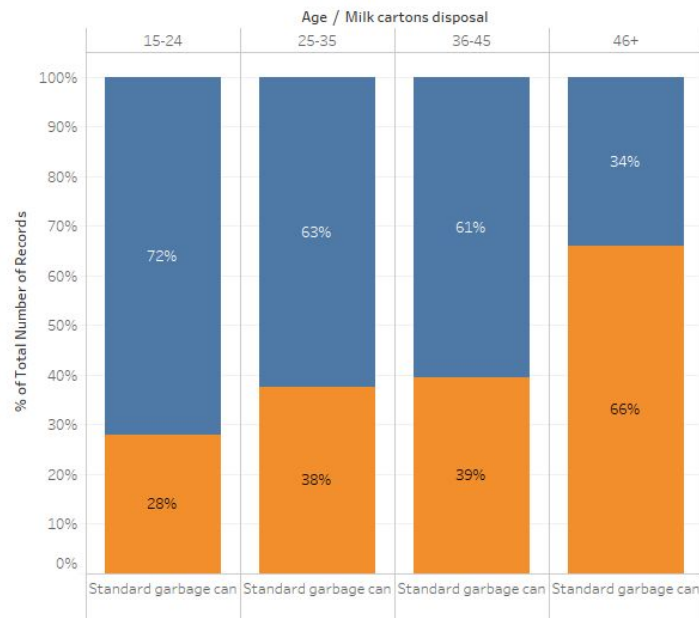


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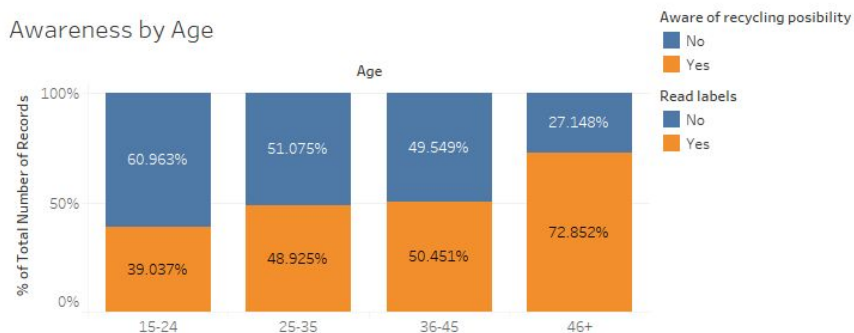
Promotion of milk carton recycling among buyers in Serbia



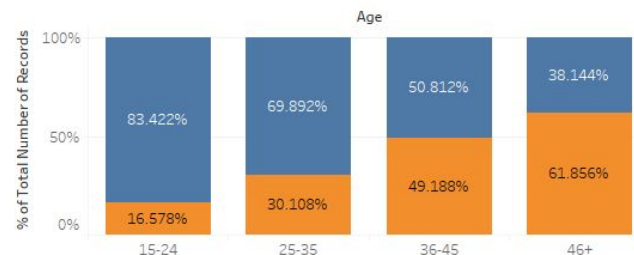
Potential for recycling



Awareness by Age



Reading labels by age



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Format % of Total SUM(...) x

A [icon] [icon] [icon] [icon] Fields ▾

Axis Pane

Default

Font: Tableau .. ▾

Alignment: Automatic ▾

Numbers: 1234560... ▾

Totals

Font: Tableau .. ▾

Alignment: Automatic ▾

Numbers: 1234560... ▾

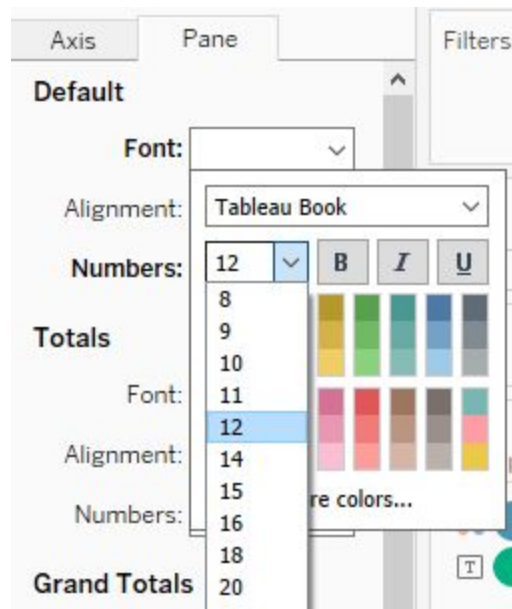
Format the story

Automatic
Number (Standard)
Number (Custom)
Currency (Standard)
Currency (Custom)
Scientific
Percentage
Custom

Percentage

Decimal places:

0



Edit Colors [Aware of recycling possibility]



Select Data Item:



No

Yes

Select Color Palette:



Assign Palette

Reset

OK

Cancel

Apply

Automatic



Color



Size



Label

Color

Edit Colors...

Opacity



Effects

Border: Automatic

Halo:

Edit Axis [% of Total Number of Records]

General

Tick Marks

Range

- ☒ Automatic ☒ Include zero
- ☐ Uniform axis range for all rows or columns
- ☐ Independent axis ranges for each row or column
- ☐ Fixed

Automatic

Automatic

0

1.05

0%

105%

Scale

- ☐ Reversed
- ☐ Logarithmic

Titles

Title: % of Total Number of Records

Subtitle: ☐ Automatic

Clear

OK

Cancel

Apply



Edit Axis [% of Total Number of Records]

General

Tick Marks

Major tick marks

- ☐ Automatic Every: units
- ☐ Fixed Tick Origin: 0
- ☒ None

Minor tick marks

- ☐ Automatic Every: units
- ☐ Fixed Tick Origin: 0
- ☒ None

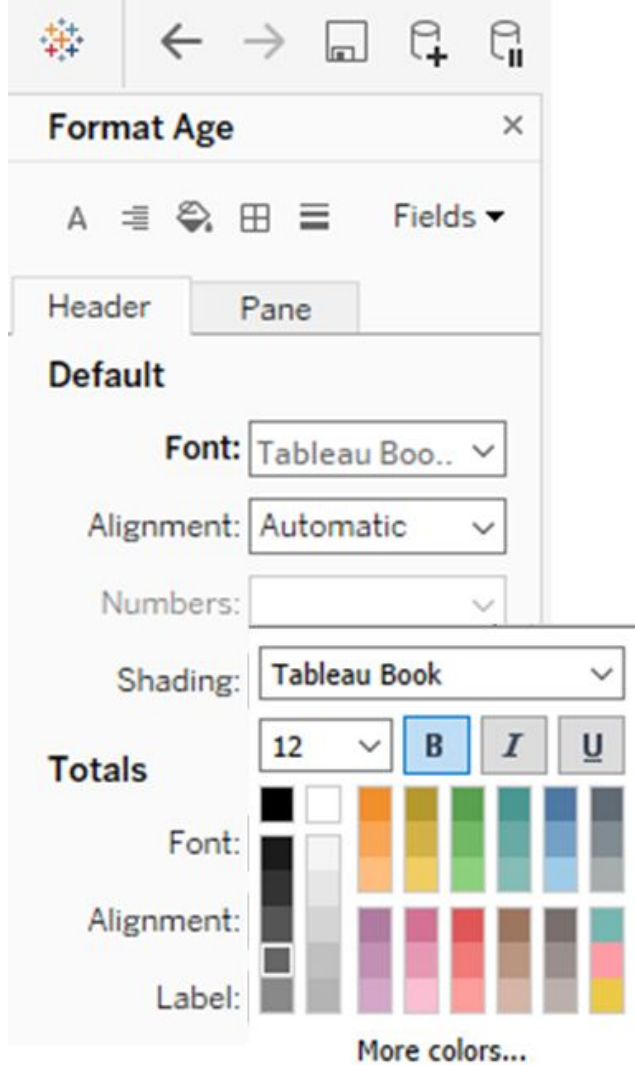
Clear

OK

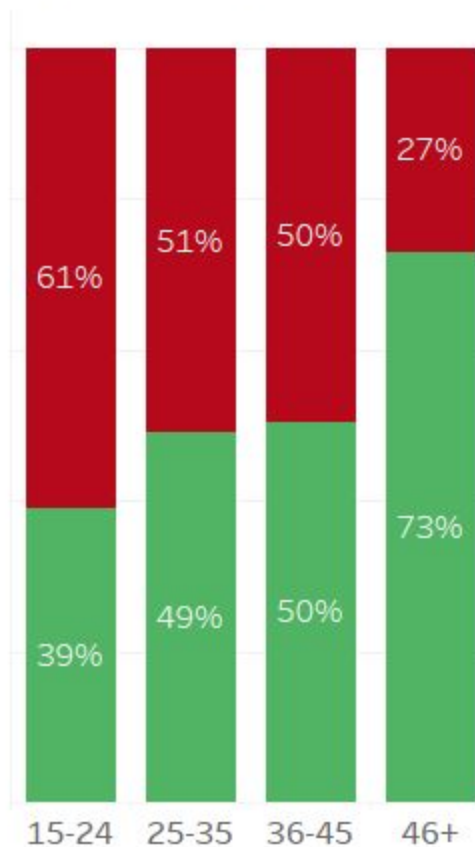
Cancel

Apply





Awareness by Age



Aware of recycling possibility

No

Yes

The End

