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Chapter - 9

Crafting your own Data Story

3 key objectives of Data Story →
Explain, Enlighten and Engage.

⇒ Deconstructing a data story →

- Going through the NCLB data story and how the storyteller used various principles in his data story.

⇒ Data Storyteller: A Guide and a Change event.

In order to becoming a data-driven change agent, each individual must progress through the following 3 stages:

i) Data literacy

Being good in interpreting data, basic statistical and domain specific metrics.

ii) Data curiosity →

The desire & capacity to be curious
ask questions of the data, and
seek to expand your knowledge.

iii) Data storytelling:-

Efficiently communicating insights such
that they can be understood and
acted upon.