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Effective data Storytelling

Chapter - 1

- People and organisations aren't always open to new findings - deliberately or unintentionally - that can better their performance or position.

Insight \Rightarrow change

- If you want to be insightful and introduce change, you can't just inform an audience, you must engage them.
- Why change is important
- Everyone becomes an analyst.

Data Literacy

Data Literacy \rightarrow

Ability to understand and communicate data.

- Without action, insights are empty numbers.

2) What is an insight →

- Unexpected shift in the way we understand things..
- Not all insights are meaningful.
Meaning insights offer some increase in revenue, cost savings, reduced risk and so on.

⇒ Effective communication turns insight into actions.

Relationship with the insight:-

- i) Personal ii) Insider iii) Outsider

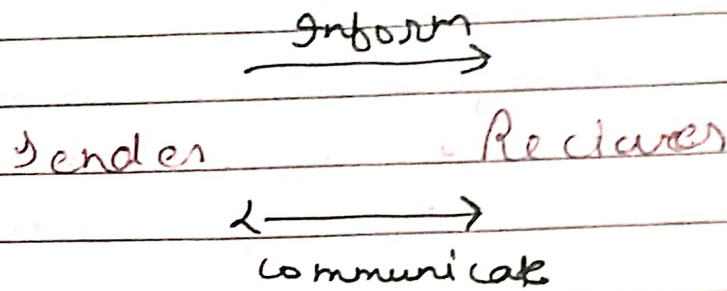
• Five key steps to drive value from analytics:-

- i) Data ii) Information iii) Insight
iv) Decision v) Action → Value

⇒ Data driven change isn't easy.

Courage and determination is required for sharing insights that may be viewed as disruptive or unconventional.

⇒ Strive to communicate, not just inform.



Where informing strives to connect with just the ~~heart~~ head, communicating seeks to touch the mind and heart.

⇒ Telling the story of your data.

- The first step in any change process is to create a sense of urgency that helps people understand why a change is necessary.