Chapter - 4

The Anatomy of Data Storytelling

• Just like Parable helped Truth (acc. to Jewish folktale) gain access to villager's home, story can help insights enter into the mind of audience.

Data visualization	Data storytelling
Informative	Insightful
Exploratory	Explanatory
Abstract	Concrete
Continues	Finite
Automated	Curated

                    Information   Insight
Data → • Story framing → Storytelling → ↓
                                              Action

⇒ The 6 essential elements of Data Story.

i) **Data Foundation** +
The quality and trustworthiness of data will determine how credible and powerful the data story is.

ii) main point +

Instead of a random collection of interesting but disconnected facts, our data story must have a main point.

iii) Explanatory focus

* Explain, not Describe.

To describe - To represent or give an account of in words or pictures

To Explain - To make plain or clear; render understandable or intelligible.

iv) Linear sequence

* ~~Insta~~ Instead of uploading all of the information on the audience at the same time, the data is exposed to them in stages.

* Each new detail should built on the previous ones till a main point or conclusion is reached

v) Dramatic Elements:

Adding character/plots to engage audience on more emotional level.

vi) Visualizing anchors →

The Data Visualization can help people to see patterns, trends and anamolies in the data that they would often miss without them.

2) Data Stories come in all shape & sizes.

The data story and its ~~influence~~ delievery is heavily influenced by two key factors: the storyteller and the audience.

→ Every data story needs a storyteller.

This sections mentions how Nigthingale and Snow were able to convert their insight into action, unlike Semmelries, which proved to be life-saving.

- As a data story teller one must be able to :-
- Identify a key insight
- minimize or remove bias
- Gain adequate context
- Understand the audience
- Curate the information
- Assemble the story
- Provide narration
- Choose the visuals.
- Add credibility.

⇒ Know your audience before telling a story.

There are eight key audience considerations that can influence how you approach your data story :

1) Key goals and priorities
2) Beliefs & preferences
- Specific expectations
- Opportune timing
- Topic familiarity
- Data literacy
- Seniority level
- Audience mix.

⇒ When it makes sense to craft
Data Stories & when it does not.

Agreeable		Unpleasant
Conventional		Disruptive
Expected		Unexpected
Simple	Need of →	Complex
Safe	data story	Risky
Inexpensive		Costly
Intuitive		Counterintuitive