

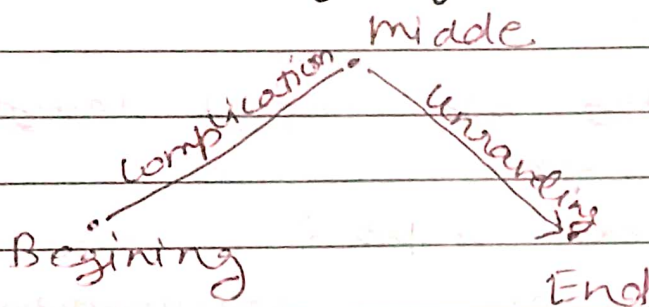
Chapter - 6 Narrative

The Structure of your Data Story

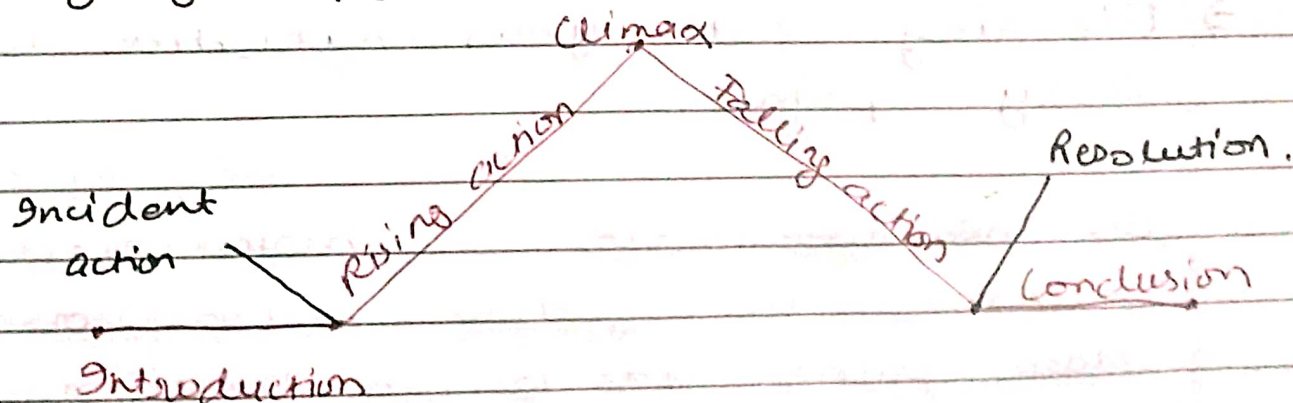
⇒ Defining a narrative models for data story.

The Three common narrative models:-

i) Aristotle's tragedy structure.



ii) Freytag's pyramid.



iii) Campbell's hero journey:

It's a bit complex structure.

- Data Storytelling Arc using Freytag's pyramid.

Setting: Background on current situation

Rising Insights: Supporting details that reveal deeper insights into the problem or opportunity.

Aha moment:

Major finding or central insight

Solution & next steps:

Potential options & recommendations

⇒ Fleshing Out your narrative with story points.

We ~~have~~ have a basic narrative structure to follow, ~~so~~ we now need data points to go on these structures to form data story.

Key data points:

- i) Change over time
- ii) Relationship
- iii) Intersection
- iv) Project forward

5. Compare and contrast
6. Drill down
7. Zoom out
8. Clusters
9. Outliers

⇒ Story boarding your data story :

- Now that we have data points, we need to organize them in an effective story line.

⇒ The 4 story boarding steps :

- Step 1 : Identify your aha moment

The first step is to find the key insight or central insight.

Should be shared so that it is memorable, fit shared in 1 or 2 sentences

- Step 2 : Find your beginning* (hook & setting).

Hook : A data point through which we observe a shift or change in a metric that indicated a potential problem or opportunity.

A hook can be an entry point in your data story that gets a curiosity of audience

- Setting :

Once we have hook, we will give 'just enough' background information so that the audience can orient themselves to the story points you're going to share.

- Step 3 : Select your Rising Insight

- We have the hook & the moment, we need a bridge to connect them.

- Sequence the data points in a logical manner,

- Step 4 : Empower your audience to act.

- We should share different approaches that can be taken along with a recommended approach.

- Also provide 'cost of not making a decision'.

⇒ Uncovering the heroes in your data story:

~~Most~~ Almost all of the data stories are directly or indirectly related to people.

- Depending on the audience, you choose the hero who matters to them in the data.

⇒ Adding heroes to data story:

if ~~Determine~~ where your ~~int~~

- i) Determine where your insights intersect with people.
- ii) Build a data driven persona of your hero
- iii) Give your hero an identity
- iv) Give your hero a voice.
- v) Show your hero's journey.

⇒ How conflict Amplifies the impact of Your Data Narrative :

Conflict is the challenge or problem the story's main character must overcome to achieve their goal.

- Build tension and suspense to your data ~~story~~ narrative.
- "Make the audience put things together, Don't give them 4, give them $2+2$ "

⇒ Some ways to employ $2+2$ strategy:

- What Happened next?
- Fill in the blanks.
- Do you see what I see

⇒ Make your ideas more digestable with Analogies.

"One good analogies is worth 3 hours of discussion"

- Can be used to explain complex topics.
- It should be relatable, sound, clear, concise, interesting.