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## Chapter - 2

### Why tell stories with data?

"Sometime reality is too complex,  
Stories give it form."

- When it comes to inspiring people to embrace some strange new change in behaviour, storytelling isn't just a better tool, it's the only thing that works.

#### ⇒ Humans are storytelling creatures:-

- Discussed about how storytelling has been important in past and continues to be till today.

#### ⇒ Stories beat statistics:-

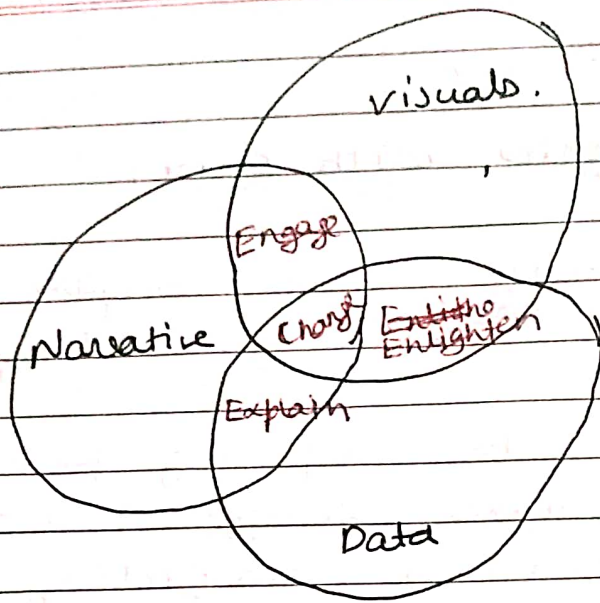
#### 7 Three essential Elements of Data Stories:-

"Stories are just data with soul"

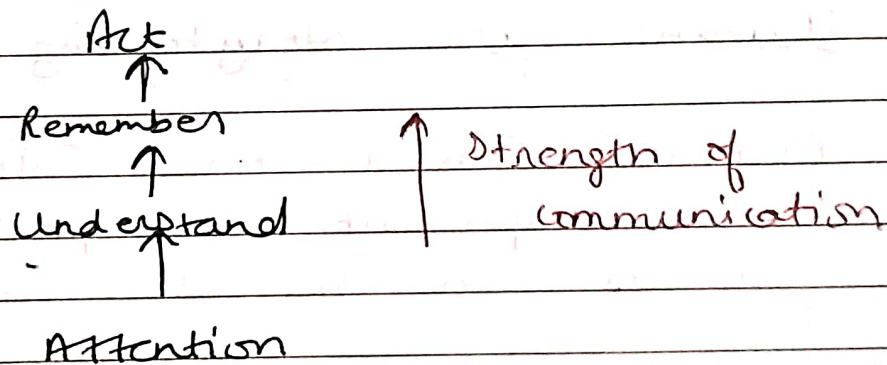
- Data story has 3 key elements:-

i) Data                      ii) Narrative                      iii) Visuals.

- Data serves as foundation for narrative & visuals.



⇒ Driving action with Data Stories.



- All that an insight can offer is potential value. There's no guarantee that an insight will deliver on its promise when it is acted upon.

⇒ Why your insights need narrative and visual?

- Without narrative and visual data can't convey its message in a

memorable and persuasive way.

• Why visuals?

- Our brain understands pictorial data better
- Easier to share insights.
- More ~~per~~ persuasive effect