Firstly, we can start by explaining the difference between exploratory analysis and explanatory analysis along with some examples between the two of them. For exploratory analysis, it is the process of getting familiar with the data, ask questions, visualize the data in a number of forms, and look for relationships between the variables, look for outliers, patterns and trends in data. (Vidya, 2019) In this situation, we are not going to be presenting any data or answers to an audience, but only for us to gain a strong understanding of the data that we are looking into at the time. A simple example would be if you are looking for how many times the word “love” appears in the romantic love story of Romeo and Juliet. (2020) With explanatory analysis, it occurs when you come across one or a few interesting observations in the data and desire to create visuals to presenting these interesting findings. (Vidya, 2019) The output of this analysis will be used specifically for an audience whether it be for the general public for a specific committee. For example, let’s say you are looking at the results of a survey for if a customer was satisfied to a certain level. Once you have an idea of what percentage of customers were very satisfied from an exploratory analysis, you can then create the visuals to represent these customers and how they compared to the other customers satisfaction levels.

Next, we can understand more about the 3 minute story as well as the big idea and how they connect to the process of data visualizations and presentations. In the 3 minute story, it is the situation where you are only allowed to have three minutes to summarize and explain to an audience the point of your story. In the big idea, it revolves around three aspects which are: it must articulate your unique point of view, it must convey what’s at stake, and it must be a complete sentence. (Reynolds, 2019) In other words, it focuses on the who, what, and how when explaining an idea to an audience. For example, with the unique view, you would need to consider your viewpoint and how you approach situations in your thinking. At the same time, it is important to be able to support your idea with different material. Author Jon Reynolds sums it up to, “Being mindful of the existing dynamics will result in higher rates of success, as people will be more receptive.” Connecting these pieces to data presentation and visualization, we do not always have the opportunity to speak with everyone that looks at visuals that we create for an audience. Because of that, we would have to be explain a story to someone in a short amount of time while representing a bigger idea overall.

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