

Data storytelling  
techniques:  
**Presenting survey  
reports with  
hundreds of pages  
in ten minutes**

# What happened there?



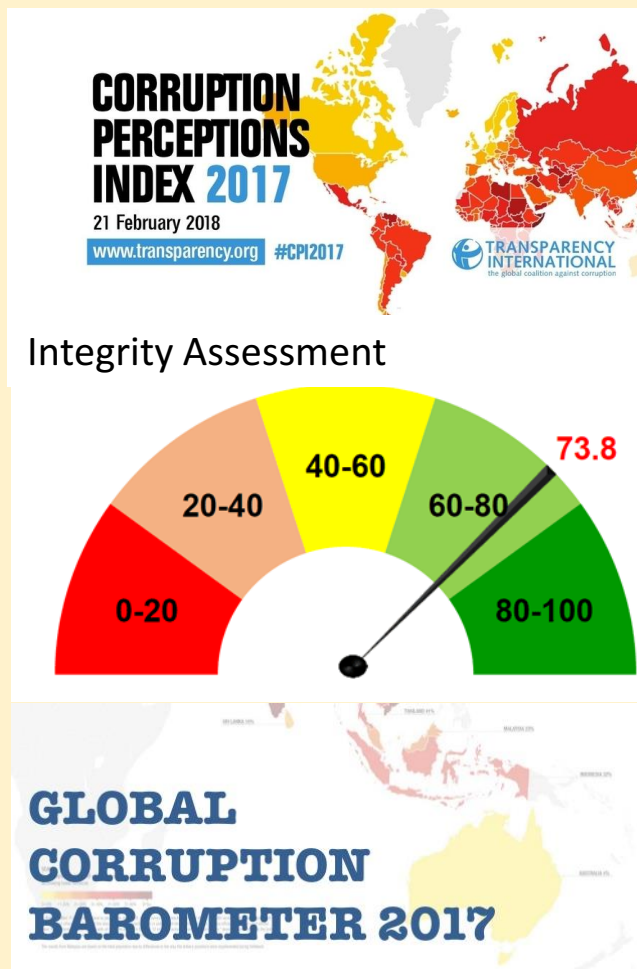
NATIONAL STATISTICS  
OFFICE OF MONGOLIA



TOGETHER  
FOR  
A CORRUPTION  
FREE SOCIETY



Mongolian Marketing  
Consulting Group



Social research  
Market research

MONGOLIAN LEADING  
RESEARCH COMPANY

MONGOLIAN MARKETING CONSULTING GROUP

KNOW MORE?

# Solution : Data storytelling technique

“ Storytelling is the mechanism used for sharing “knowledge” in the most engaging, memorable and persuasive way possible, a technique that dates back to Aristotle’s rhetoric. ”

## Social sector

Ashoka  
Changemakers



## Social research

Project & Program  
evaluation



## Market research

Marketing research &  
Business analysis



Business decision making  
Business strategy  
Marketing, branding & Communications

# What is the data storytelling?



Margaret Rose

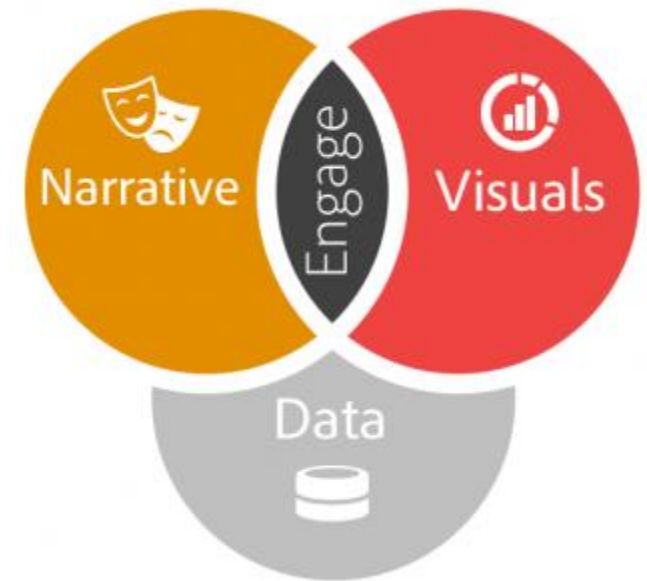
“Data storytelling is the process of translating data analyses into layman's terms in order to influence a business decision or action.”



“Data storytelling is the practice of building a narrative around a set of data and its accompanying visualizations to help convey the meaning of that data in a powerful and compelling fashion.”



# "3E" approach to combine three key elements of data storytelling



# How to influence and drive change using data storytelling





## Ethos

- Trustworthiness or reputation
- Tone/style

## Pathos

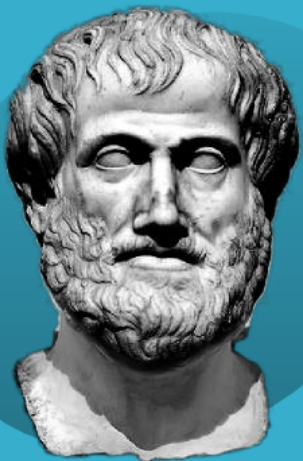
- Emotional or imaginative impact
- Stories

Aristotle's  
rhetorical  
triangle and  
data storytelling  
key elements



## Logos

- Reasoning or argumentation
- Facts, figures, case studies

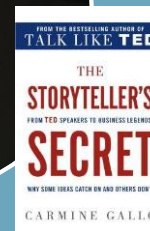
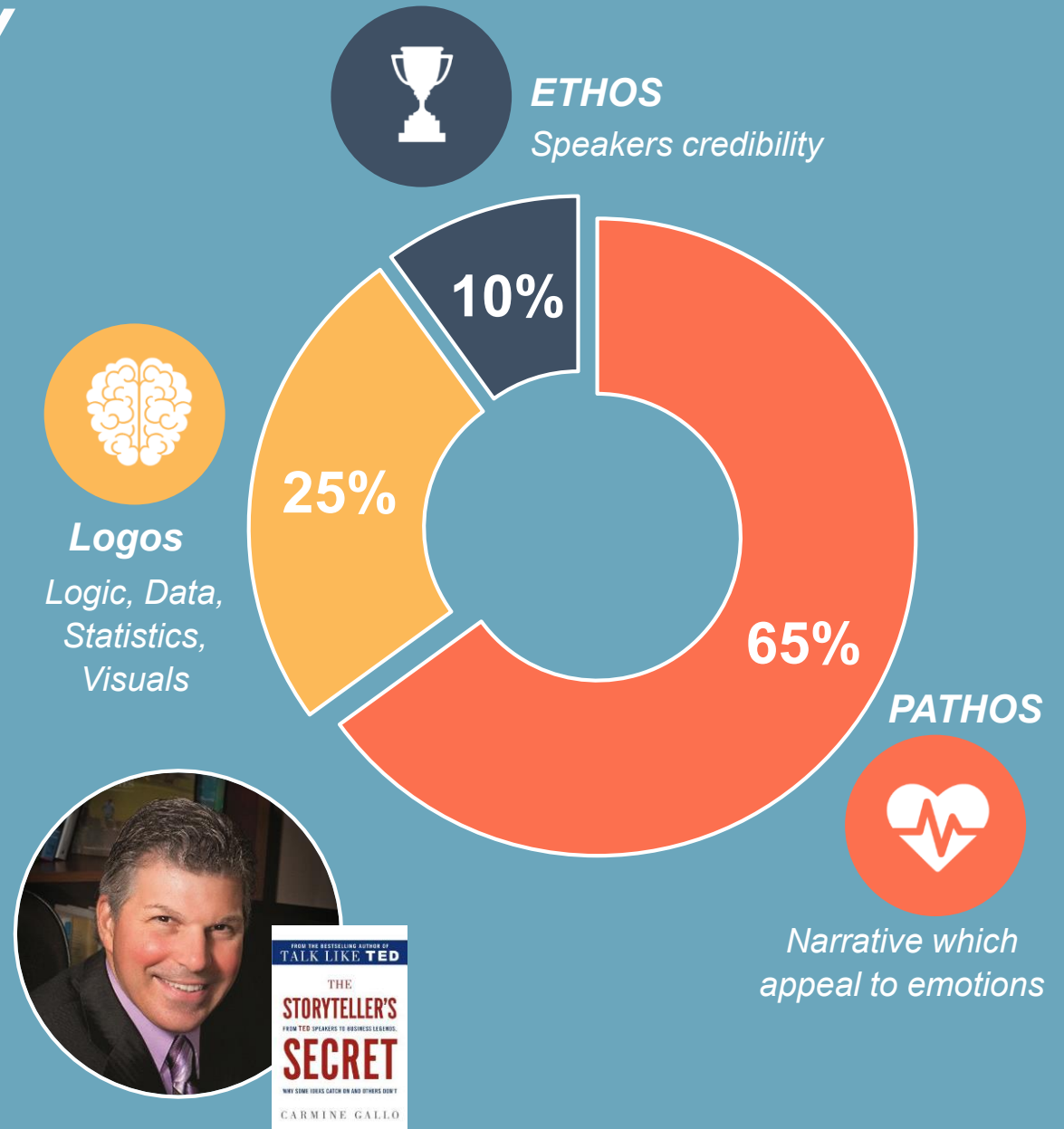


# Proportion of the key elements



Bryan Stevenson

“We need to talk about an injustice”





# “5 BEST PRACTICES for telling great stories with data”

1

Think of your analysis as a story  
Use story structure

2

Be authentic... Your story will flow

3

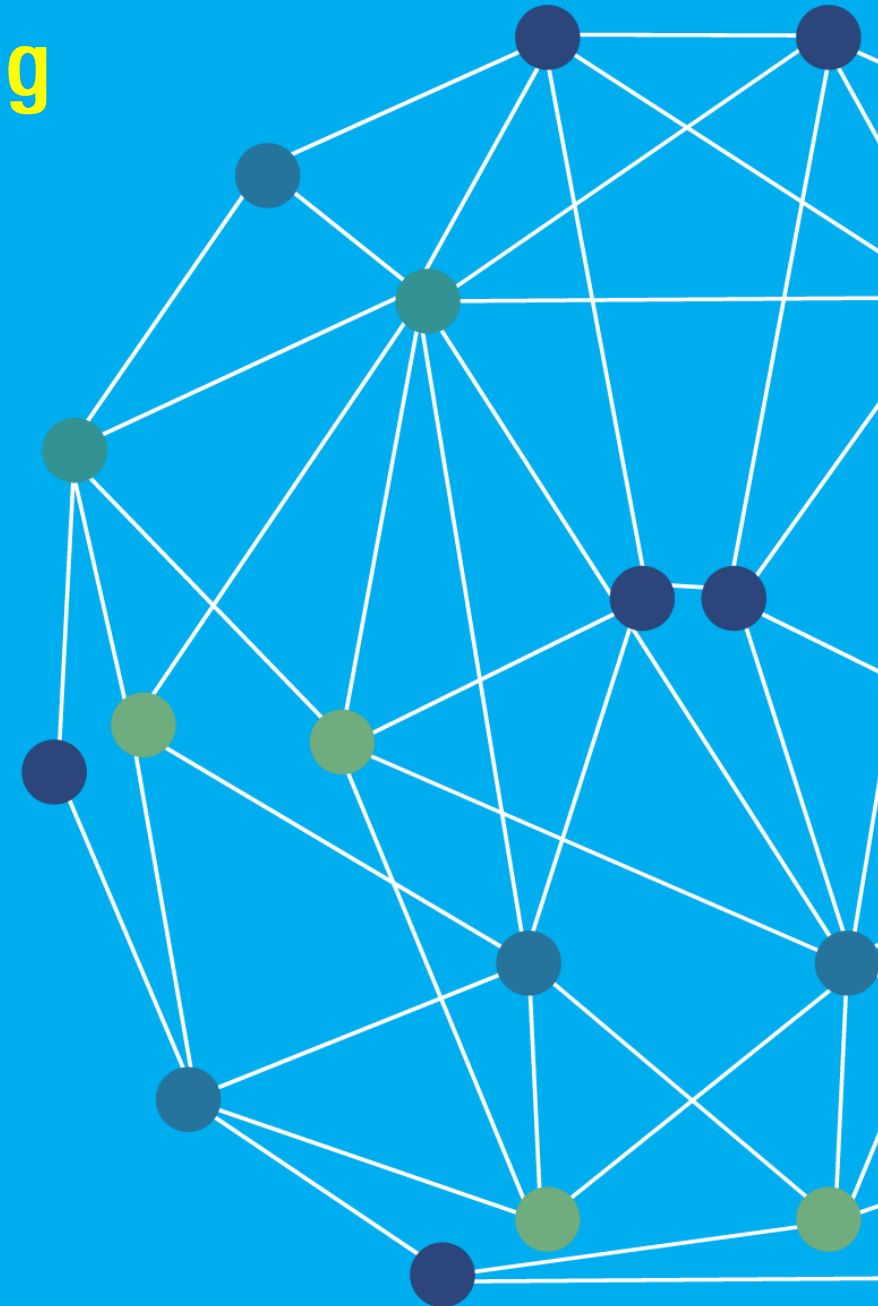
Be visual – Think of yourself as a film editor

4

Make it easy for your audience and you

5

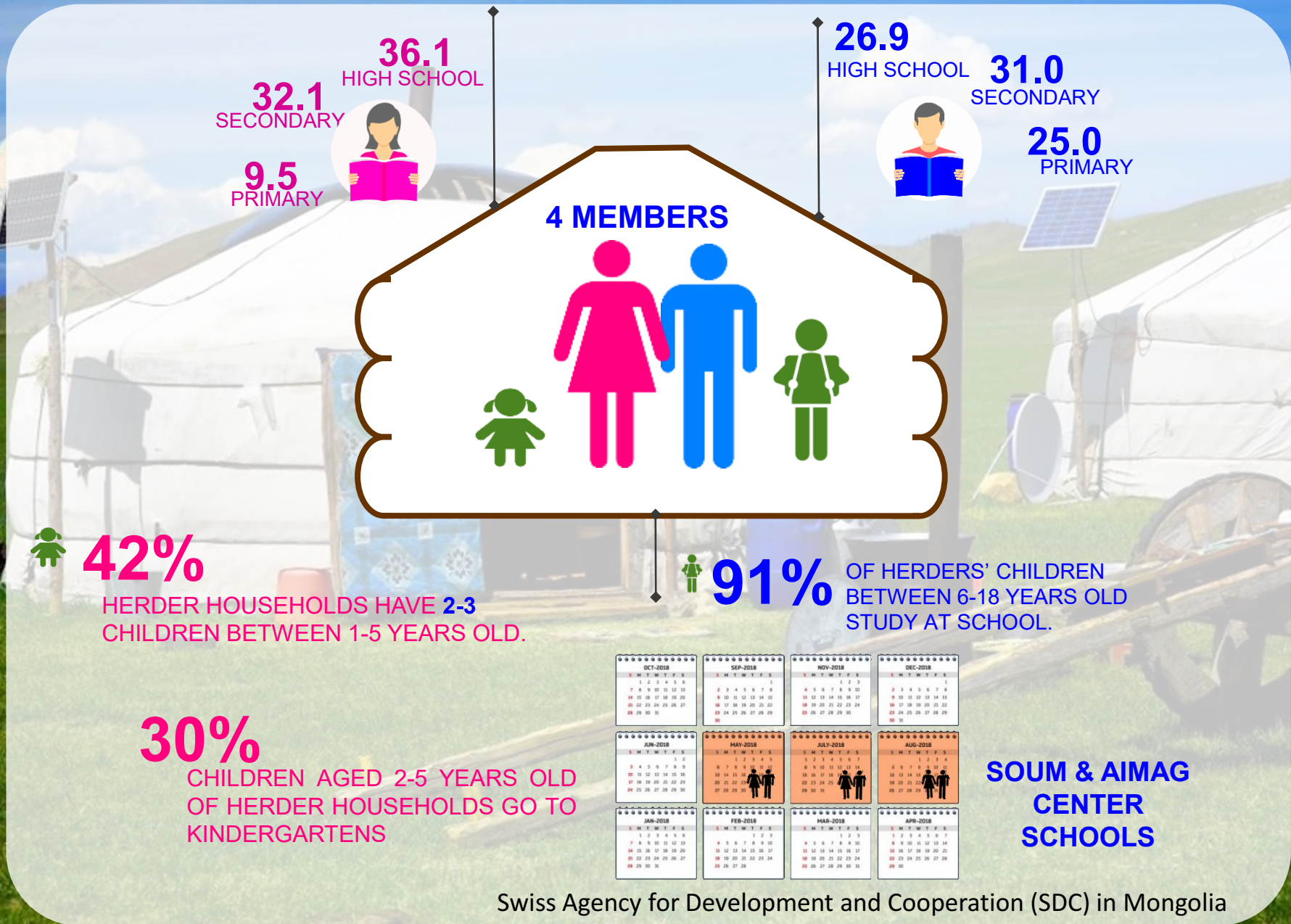
Invite and direct discussion



# Badmaa's Story



# CASE 2 - "Socio-economic baseline study of herder households"



## CASE 3

National Media  
Atlas Syndicate  
Survey of the  
MMCG Company.

Purpose of the  
survey is to provide  
information on  
media usage (9  
types of 300 media),  
lifestyle and  
psychological  
segmentations (9  
segments) of  
Mongolians.



# Conclusion

- Select protagonists and other characters
- Summary statistics of the quantitative survey – Mean, median, outliers
- Results of qualitative research and conclusions and recommendations from the study in general would be used for explaining and describing what our protagonists and characters think, perceive and intend.





# Thank You

