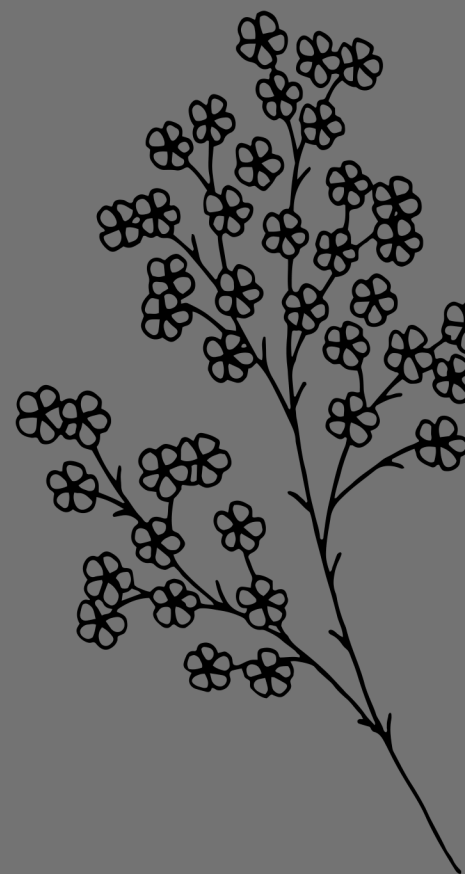




DataStory

Nancy Duarte

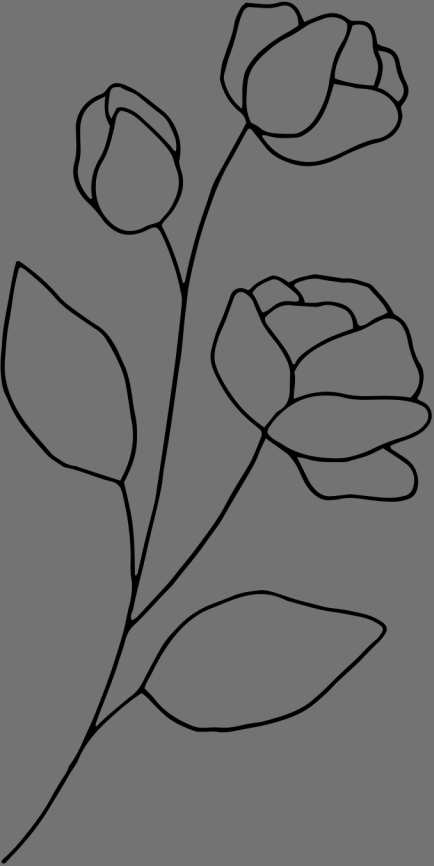




"Oh, the stories data would tell if
there were a teller to tell them."

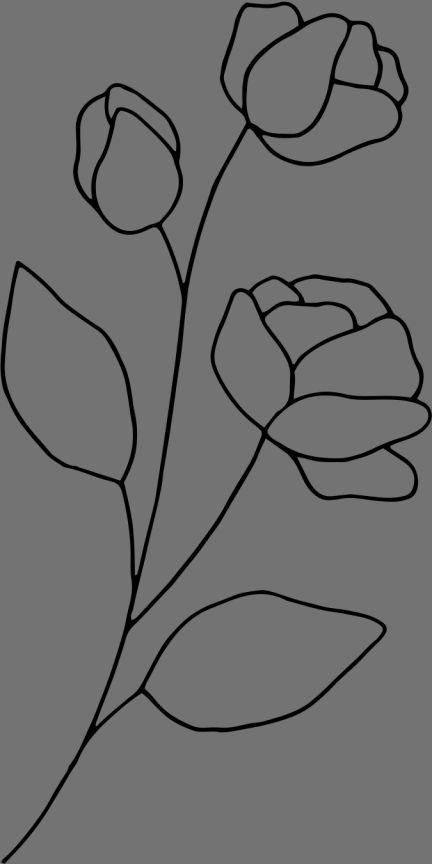
Nancy Duarte





Now,

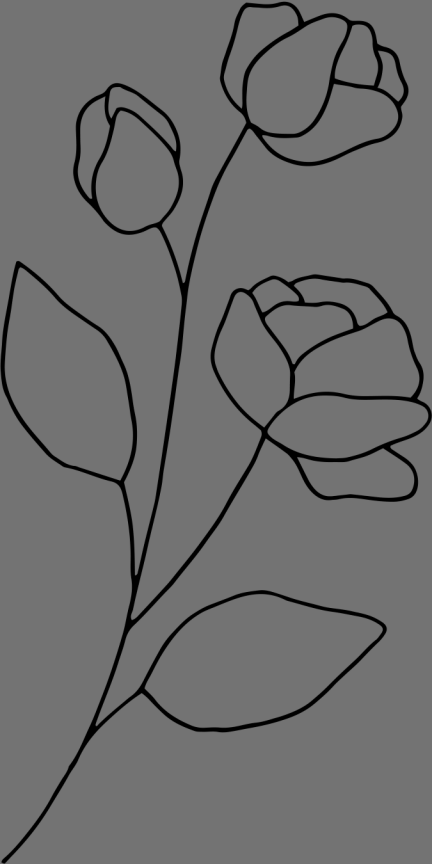
There are 3 ways to use data



Reactive

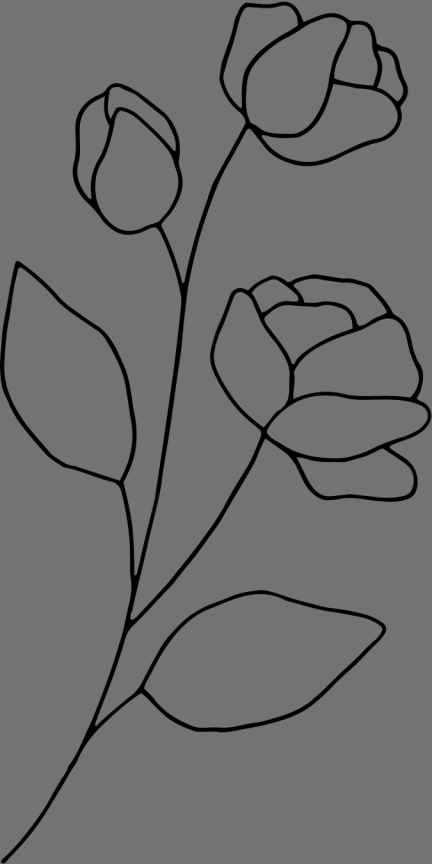
1

Data is used in response to an event



2 Proactive

Data is used proactively to avoid an event



3

Predictive

Data is used to anticipate what
might happen next