

# The Art of Data Storytelling

By Kristi Pelzel

# In Practice



- Teaching
- Consulting
- Managing
- Pitching

# Objectives

1. Visually communicating metrics;
2. Storytelling with data vs. data visualization;
3. *Draw a three-part story on paper using an example;*
4. The fundamental laws of human thinking, artistic design, and storytelling;
5. Choosing visuals, removing clutter, and thinking like a designer;
6. Leave with a design cheat sheet (PDF).

Data Storytelling



Data Visualization

Data visualization is the graphic representation of data. Data storytelling uses the graphic representation of data, along with narrative, to create trusted meaning and value for a specific audience.

The number of countries offering **fast startups** has risen every year since 2003

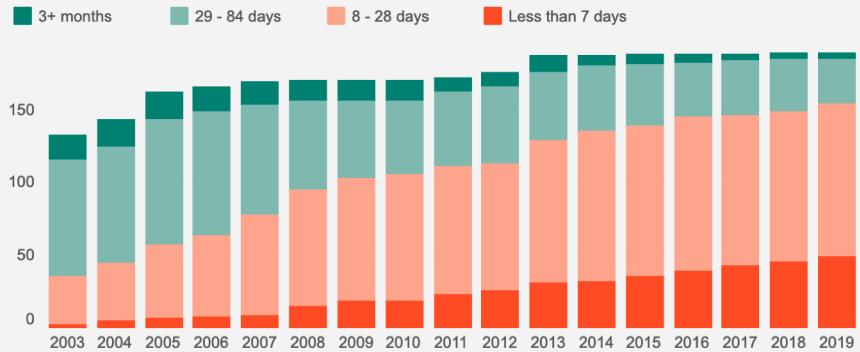


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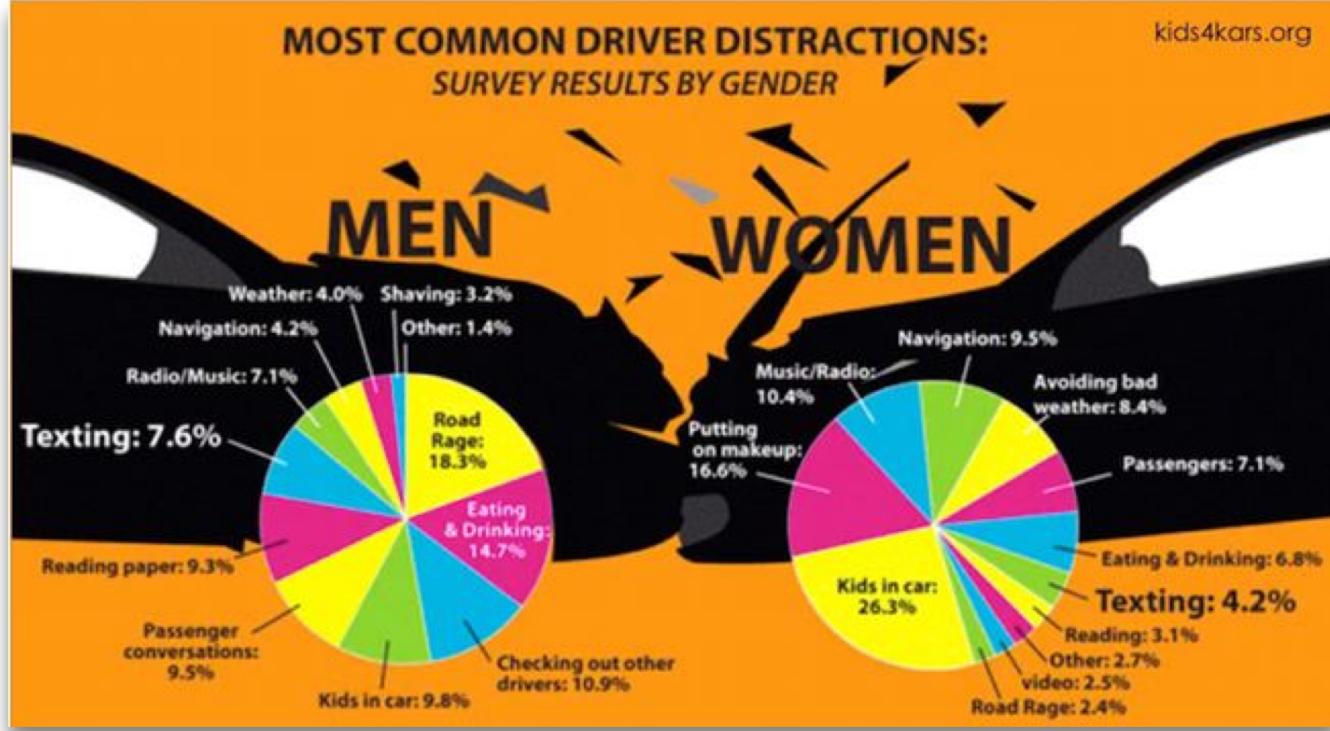
- Explanatory Analysis
- Context is Key
- Audience
- Purpose or Goal
- Presentation or Delivery

#1  
reason men have car  
accidents in the US

#1  
reason women have  
car accidents in the US

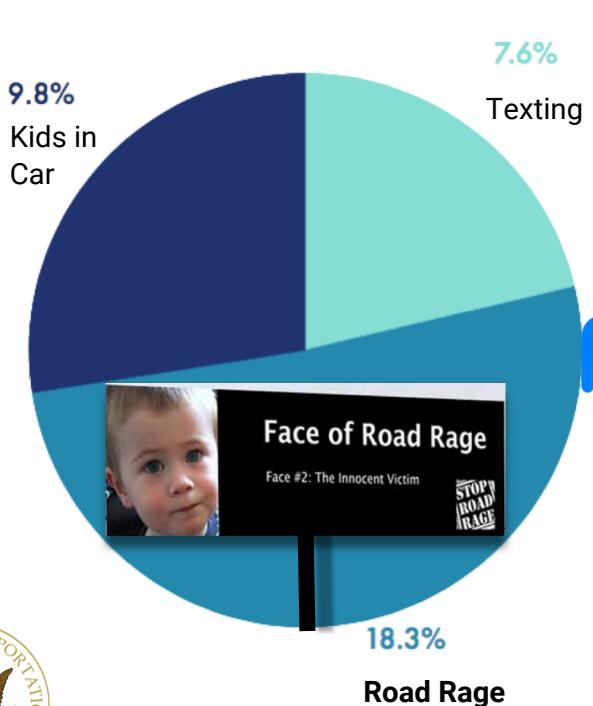
## MOST COMMON DRIVER DISTRACTIONS: SURVEY RESULTS BY GENDER

kids4kars.org

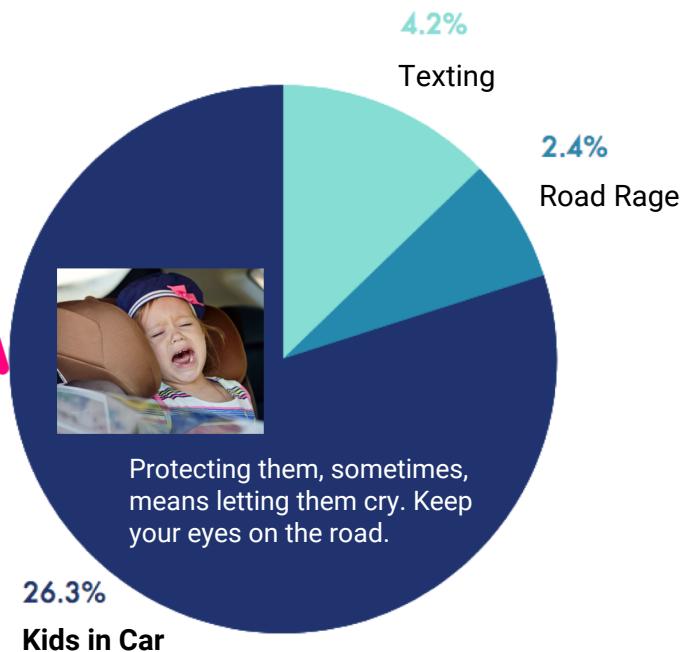


# Causes of Driving Distractions: It's Not What You Think

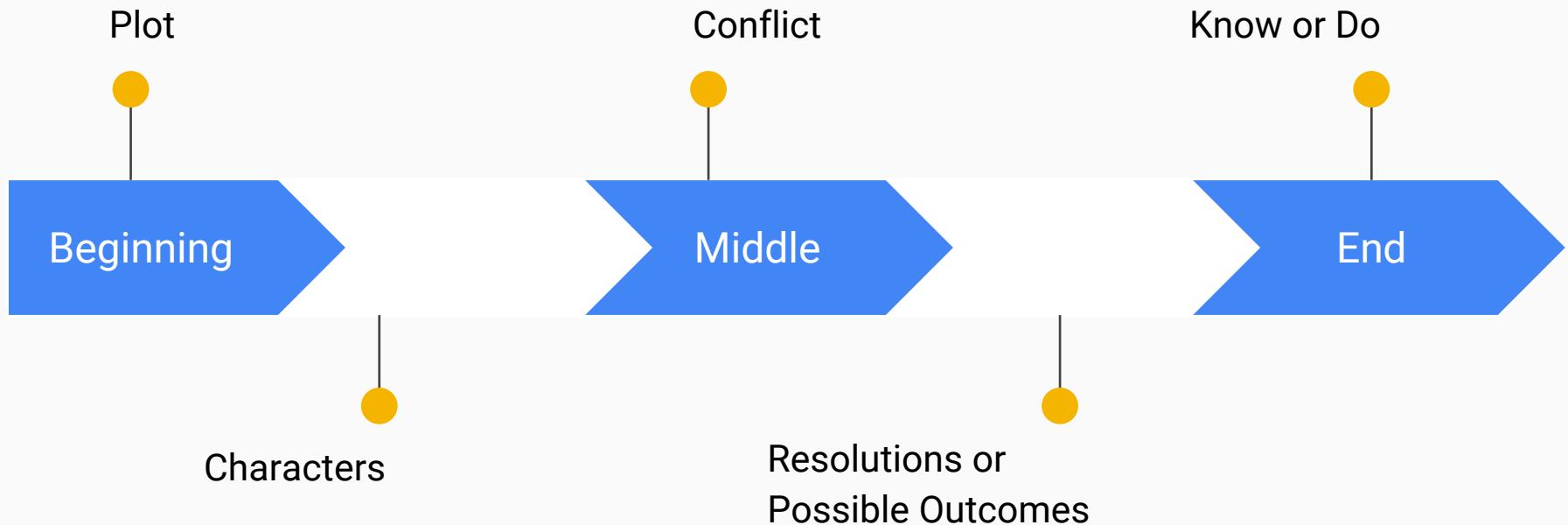
Kids and Anger are the number one reason adult men and women over 30 have car accidents in the U.S. according to the National Transportation Safety Board (ntsb.gov) and kars4kids.org

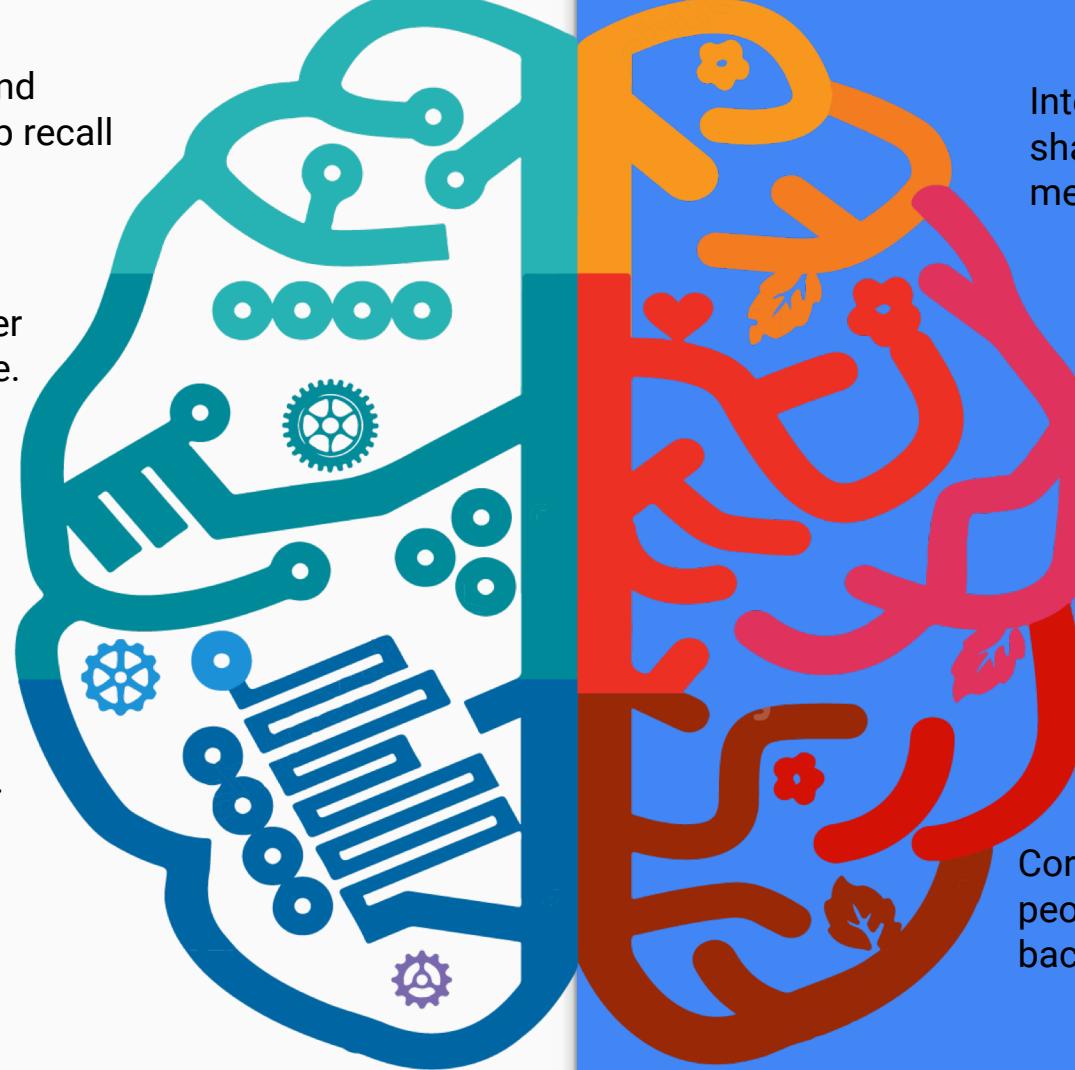


VS.



**Kars 4 Kids**





Obvious visual cues and mental landmarks help recall information later

Longer lines and bigger text have greater value.

Use colors for purpose, not fun.

Verbal + Visuals + Text = remembering the intended meaning.

Consider your relationship to the audience.

Intensity of color, size, and shape can be used as mental markers.

Color intensity has meaning, lighter is less and darker is more.

Titles leave no question about the context.

Correct labels do not force people to move their eyes back and forth to find things.

# Clutter, Attention and Design

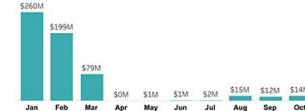
- Titles are first impressions.
- How are my eyes drawn across a page?
- After three-seconds what do I remember?
- After twelve-seconds what do I recall?
- Did I notice distinct differences in sizes, colors, hierarchy?
- From a mind-mapping perspective - where will people intuitively look.

## NO MORE MOVIE THEATERS

Amid the pandemic in 2020, the movie theater industry has faced the biggest crisis since the industry began. Profits are down and theaters are closing across the US. With no promise of things returning to normal and the proliferation of streaming services we may be witnessing the end of the movie theater experience as we know it.

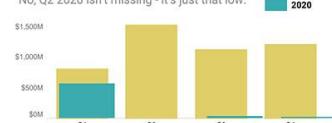
### Rapid Decline in 2020 Box Office Profits

Will the industry recover in 2021?



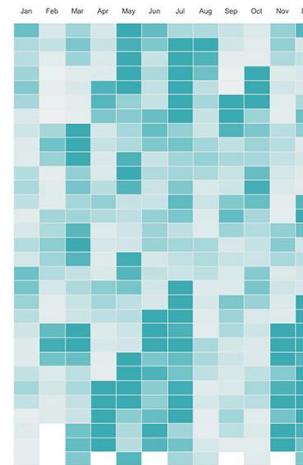
### Box Office Quarters Compared

No, Q2 2020 isn't missing - it's just that low.



### 2019 Box Office Numbers

A healthy movie industry bolstered by Hollywood blockbusters.



### 2020 Box Office Numbers

A box office almost entirely devoid of profits.





DESIGN



Storytelling  
activates both  
sides of the brain.

Don't Make Me Think!

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