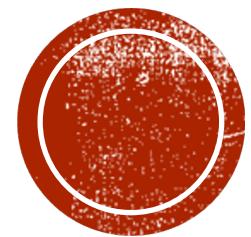


STORYTELLING WITH DATA

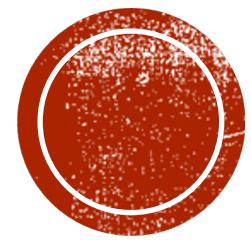
Jessie Wang
Community Contributions
yw3765





ROLE OF DATA STORYTELLER

Reduce **time** and **effort** for the audience to understand the story



STEPS FOR AN EFFECTIVE STORYTELLING



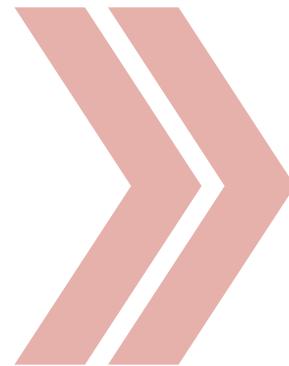
RESEARCH THE AUDIENCE



Who is your audience?

- Where are they from?
- What do they know?
- What do they want to know?
- What's their preference?

Gather info from LinkedIn,
seniors, peers...



Customized decisions

- Big picture vs detail
- Email, presentation, or discussion?
- Customized examples
- Text, numbers, visuals...



DISCOVER THE RIGHT DESTINATION AND ORIGIN

- Destination (what do you want the audience to...)
 - Understand (analysis, data)?
 - Believe (opinion, forecast)?
 - Act (next steps)?



- Origin (what do the audience know and care about)
- Acknowledge where they are and show empathy
- Start with big picture first then details

Benefit:

Avoid a reaction like “where did that come from?”
Get the audience involved from the beginning



DRAFT EFFECTIVE DELIVERABLE

- Every slide and chart should have a clear message on top

Not a message	Message
Sales in Q4	Q4 sales is 10% below target, while profit is 5% above
Model analysis	Logistic model is the most optimal choice
Answers what info is on the slide/graph	<p>Answers one of the following questions:</p> <ul style="list-style-type: none">• What is the summary of the data?• Where to focus?• What is the takeaway?



DRAFT EFFECTIVE DELIVERABLE

- Use percentages, ratios, or absolute words for the key finding
- Highlight surprising message



- Avoid type 1 and type 2 errors
 - Type 1: message not on top but data is in slide
 - Type 2: message is there without backup evidence

	Yes	Type 1	
Info on slides	No	Omission	Type 2
No	Message on slides	Yes	

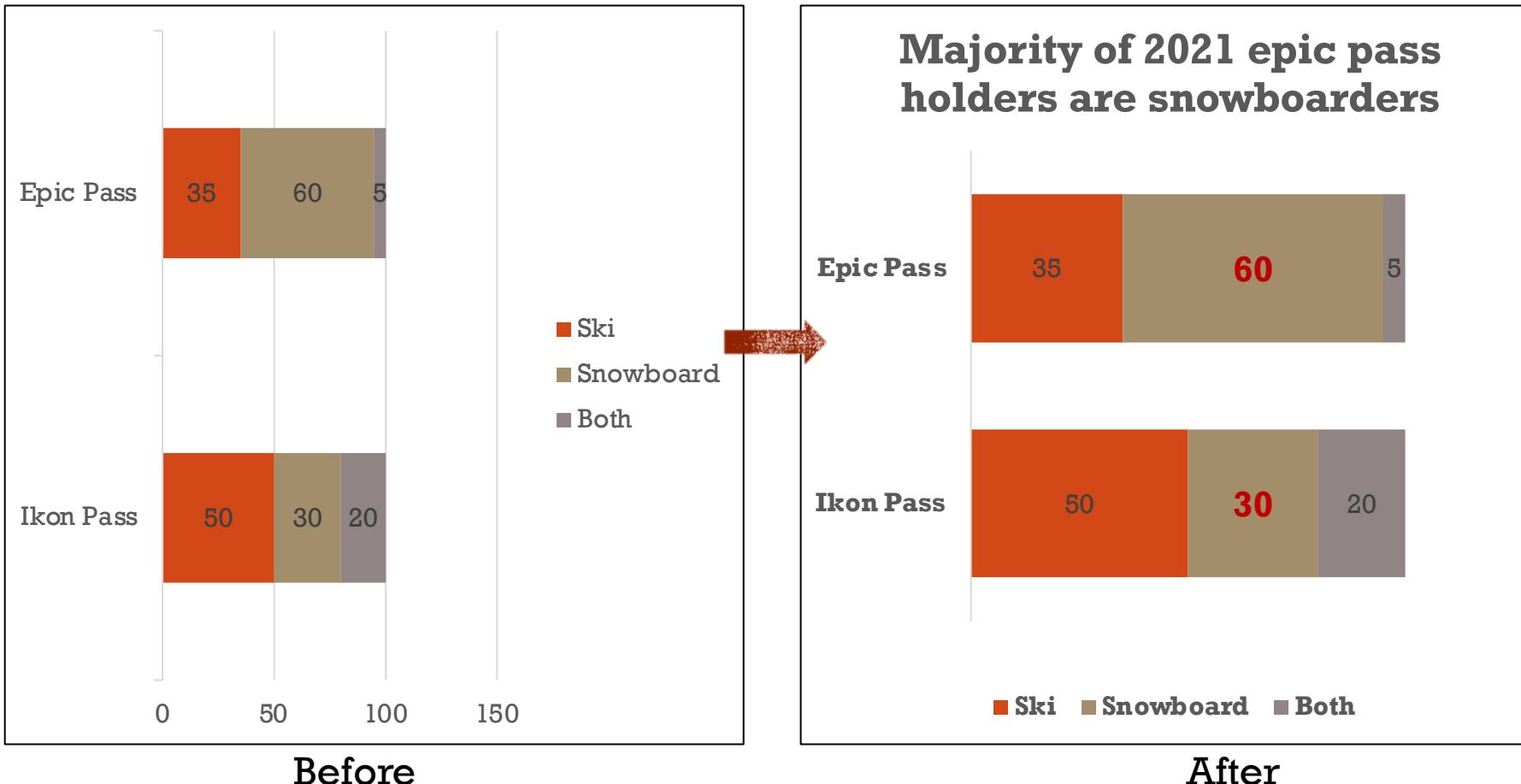


CHOOSE DATA VISUALS BY DATA TYPE AND MESSAGE

CHART CHEAT SHEET	Comparison Factor in Message			
	Component (Ratio)	Item (Ranking)	Time Series	Correlation
Pie	Only 1 component			
Bar	Multiple components (stacked bar)	Simple/cluster Bar		
Column	Multiple components (stacked column)		Less points	Column+Line
Line			More points	
Other	Treemap			Scatter plot



DECLUTTER CHARTS FOR BETTER VISUALS



Tips:

- Remove gridlines
- Remove axis if data labels exists, Align legend with components
- No chart border
- Reduce 'gap-width' to 60-70%
- Bold the legend and labels
- De-emphasize non-key info
- **HIGHLIGHT key message**

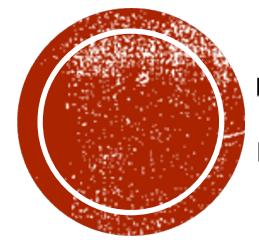
- Dummy data for illustration purpose only
- Footnotes are typically at bottom left, with font size 9-10



PREPARE AND PRACTICE FOR DELIVERY

- Think about an attention-grabbing start
 - A surprising finding
 - A human story
 - An analogy
 - A related question
- End with a memorable way
 - Easy takeaway
 - Book-end with the human story
 - Call to action
- Write a script for the presentation
- Practice for pitch, pace, pause...





**ALWAYS TAILOR YOUR STORY
FOR THE AUDIENCE!**

