

STORYTELLING WITH DATA

Framework for Telling Your Data Story

- This framework will help you distill an overwhelming amount of information into an interesting, easy-to-follow story.
- In our framework, the narrative components sit on top of your overall data storytelling strategy.

Story	Setting		
	Characters		
	Problem		
	Events		
	Conclusion		
Strategy	Presentation Objective	Audience Segments	Audience Objectives

Storytelling Strategy

- **Presentation objectives:** What does this presentation need to accomplish?
- **Audience segments:** Who is your audience? Is there more than one group?
- **Audience objectives:** What does your audience need/want to get out of this presentation?
- As you're crafting your story, follow these three steps:
 - Step One: Revisit the problem statement or hypothesis.
 - Step Two: Present the conclusion or result of your analysis and how it addressed the original problem.
 - Step Three: Connect the dots/next steps.

Narrative Components

- **Setting:** A description of the state of things before your analysis.

- **Characters:** The people who are affected.
- **Problem:** Your problem statement or hypothesis, reworded in a way that makes sense to your audience.
- **Events:** Your analysis. Be careful not to get caught up detailing every step of your workflow.
- **Conclusion:** The results of your analysis and your recommendation.

When Choosing or Building Supporting Visuals, Avoid:

- Too much text or detail within images.
- Low-quality images.
- Poor font choices.
- Irrelevant transitions and animations.