

18 Interactive Viz

Storytelling with Data with Cole Nussbaumer Knaflie

1. Importance Of Clear Communication
 - effective data work requires explaining insights, not just producing charts
 - clarity matters more than flashy visuals
 - the goal is to help your audience understand and act on the data
2. Knowing Your Audience
 - different audiences need different levels of detail
 - tailoring the message increases impact and comprehension
 - understanding audience questions guides what you show and what you omit
3. Reducing Visual Clutter
 - unnecessary lines, colors, and labels distract from the insight
 - simplifying visuals improves focus on the key message
 - intentional design choices strengthen interpretation
4. Highlighting What Matters
 - emphasis through color, size, or annotation directs attention
 - contrast helps the audience see the story faster
 - visual cues should reinforce, not distract from, the main point
5. Using Narrative Structure
 - good data stories have a beginning, middle, and end
 - narrative provides context, explains the insight, and suggests action
 - storytelling makes data memorable and meaningful
6. Choosing The Right Chart
 - different chart types support different messages
 - selecting an appropriate visualization prevents confusion
 - bar charts, line charts, and scatterplots often work best for clarity
7. Iteration And Feedback
 - creating strong data stories often requires multiple drafts
 - feedback reveals where the story is unclear or incomplete
 - iteration helps refine both visuals and narrative
8. Empowering Action
 - data storytelling is ultimately about influencing decisions
 - clear stories enable leaders to act with confidence
 - combining data, visuals, and narrative creates persuasive communication