

## 17 Effective Viz

### Data Storytelling: The Essential Data Science Skill Everyone Needs

1. Why Data Storytelling Matters
  - data alone does not persuade or drive action
  - storytelling turns insights into something understandable and memorable
  - companies need employees who can communicate insights, not just analyze data
2. Three Pillars Of Data Storytelling
  - data provides the evidence for your message
  - visuals make patterns and insights immediately clear
  - narrative connects everything into a meaningful, human message
3. The Limits Of Data And Visuals Alone
  - charts without context often confuse or overwhelm audiences
  - data dumps leave decision makers unsure what matters
  - visuals need a narrative to guide interpretation
4. Role Of Narrative In Data
  - narrative explains why the data matters
  - it highlights the key insight instead of every detail
  - narrative gives structure so audiences understand beginning, middle, and end
5. Skills Needed For Effective Data Stories
  - ability to select the most relevant data
  - ability to design clear, appropriate visuals
  - ability to craft a concise and compelling message
  - ability to tailor stories to different audiences
6. Data Storytelling As A Competitive Advantage
  - companies that communicate insights effectively make better decisions
  - strong storytellers influence leaders and stakeholders
  - data storytelling bridges the gap between technical analysis and real-world action

### 4.2 Customizing ggplot2 Plots

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