

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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