

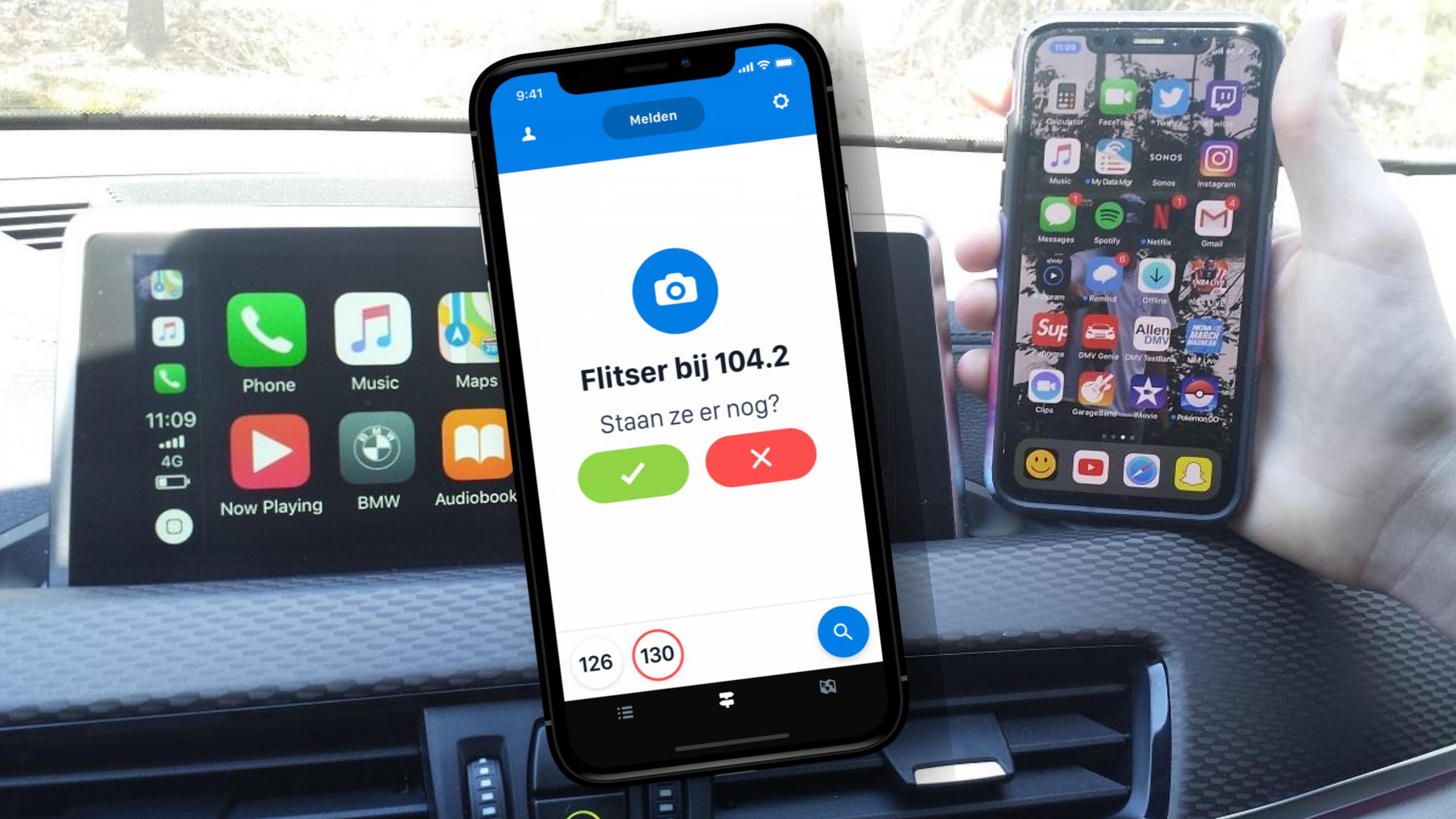
Storytelling & Interactive reporting











126

130

Marc Lelijveld

Technical Evangelist & Architect
At Macaw



-  @marclelijveld.bsky.social
-  linkedin.com/in/MarcLelijveld
-  Data-Marc.com
-  DutchFabricUsergroup.com

FAVORITE STUFF:





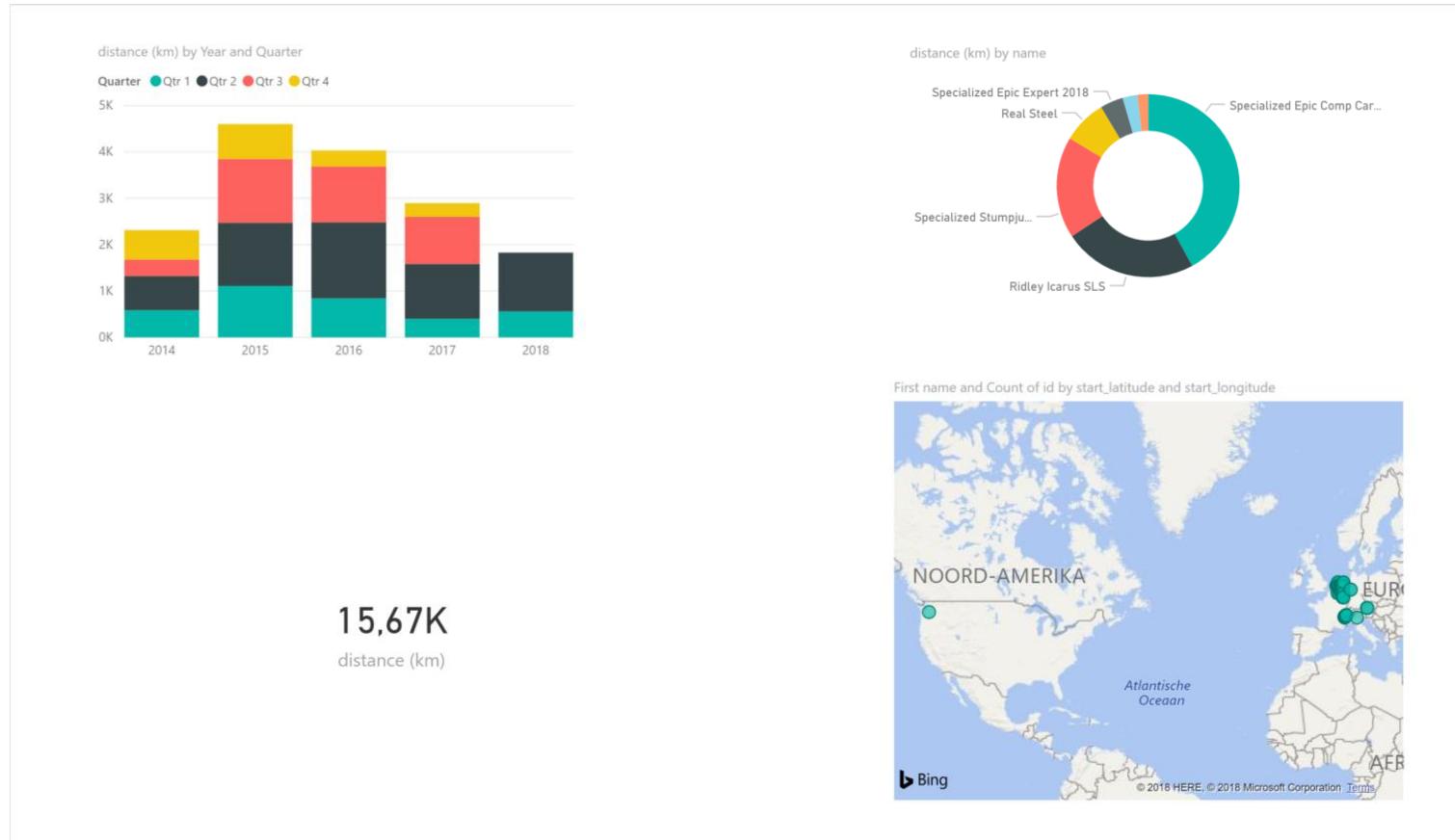
What we cover today

- Why storytelling?
- Practical use & tips
- Storytelling features
- Demo!

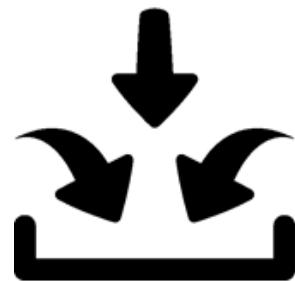
Why storytelling?



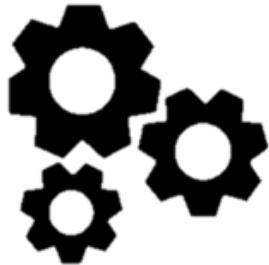
Classic reports



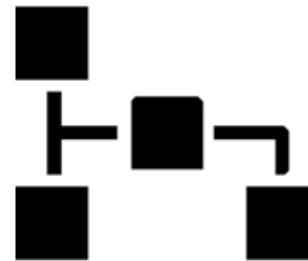
What we used to do



Collect



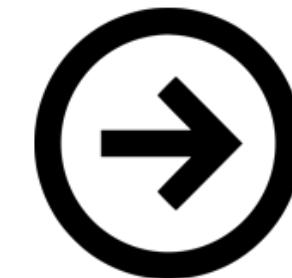
Transform



Model



Analyze



Define

Storytelling, How and why?

```
("input") "val": "html"; e="Text", r.resetText][n.data("resetText", n[i]()), n[i](r[e])][this.opt(e="loadingText", n.addClass(t), t.removeAttr("t"), null), t.prototype.toggle=t.closest("[data-toggle='buttons-radio']");
e.fn.button=function(n){return this.each(function(){var ree(this), i=r.data("button", this);
e.fn.button, i=new t(this, s), n=="toggle"?i.toggle():n&&i.setState(n)}), e.fn.button.defaultConstructor=t, e.fn.button.noConflict=function(){return e.fn.buttonon, this}, e(document)[data-toggle="button"], function(t){var ne=t.target;n.hasClass("btn")||[n,n.closest(".btn")];
if(function(e){use strict};var t=function(t, n){this.$element=e(t), this.$indicators=this.$element.options.n, this.options.pause="hover"&&!this.$element.on("mouseenter", e.proxy(this.pause, this));
t.prototype={cycle:function(t){return t?(!this.paused||this.interval&&clearInterval(this.interval))&&this.paused||(this.interval=setInterval(e.proxy(this.next, this), this.options.interval));
return this.$active=this.$element.find(".item.active"), this.$items=this.$active.parent().children();
activeIndex, to:function(t){var n=t.target;n.hasClass("btn")||[n,n.closest(".btn")];
this.$element.one("slide", function(){fr.to(t))});n=t?this.pause():cycle();this.slide(t, "next");
if(t){return t?(!this.paused||0)&&this.$element.find(".next, .prev").length&&e.support.transition&&support.transition.end, this.cycle(0)), clearInterval(this.interval), this.interval=null, this.pause();
return this.slide("next");}prev:function(){if(this.sliding){return;return this.slide("prev");
this.$element.find(".item.active"), i=n||r[t], s=this.interval, o=t=="next"? "left": "right";
this.sliding=i, s&&this.pause(), i=i.length? i: this.$element.find(".item")[-1], e.Event("slide", {i.hasClass("active")});
return this.$indicators.length&&(this.$indicators.find(".active").removeClass("active"), this.$indicators.one("slide", function(){var t=e.$indicators.children();
t.getActiveIndex()):!t.isDefaultPrevented()})return; i.addClass(o), this.$element.one(e.support.transition.end, function(){i.removeClass([t, o], join(" ")), a.sliding=0, setTimeout(function(){a.$element.trigger("slide");
if(f.isDefaultPrevented())return;r.removeClass("active"), i.addClass("active"), this.slides+=1, s&&this.cycle(), this});var ne=e.fn.carousel, i=e.fn.carousel;
ne=function(n){return this.each(function(){var s=e.extend({}, e.fn.carousel.defaults, r.extend({}, n));
s.type="object", s.$n=s.typeof n=="string"? this: e.extend({$n:"number"}, s.$n);
s.$i=o(i)(n).s.interval&&i.pause(), cycle()));e.fn.carousel.pause="hover", e.fn.carousel.Constructor=t, e.fn.carousel.noConflict=function(){return e.fn.carousel.data-api="data-slide", [data-slide-to=""], function(t){var ne=this, r, i=efn.attr("replace"/.exec($1+$2+$3));
s=e.extend({}, i.data(), n.data()), o=i.carousel(s), o.n.attr("o.pause().to(o).cycle(), t.preventDefault());
window.jQuery, function(e){use strict};var t=e.options.e.extend({}, e.fn.carousel.defaults, n), this.options.parent&&(this.$parent=e(this).opt.toggle());
t.prototype=constructor, t.dimension=function(){var e=this.$element.hasClass("wid
show":function(){var t, n, r, i;if(this.transitioning){this.$element.hasClass("in")?return;t=th
t].join(" "), r=this.$parent&&this.$parent.find(">.accordion-group > .in");
if(r&&r.length){transitioning?r.collapse("hide"), r.data("collapse", null):this.$element[t](0, this.$show");
e.support.transition&&this.$element[t](this.$element[t](0, n)), hide:function(){var t;
.hasClass("in"))return;t=this.dimension(), this.reset(this.$element[t]()), this.transition("re
(this.$element[t](0), reset: function(e){var t=this.dimension();
return this.$element.removeCl
.offsetWidth, this.$element[e==null?"addClass":"removeClass"]("collapse", this), transition:n.type=="show"?i.reset(), i.transitioning=0, i.$element.trigger(r);this.$element.trigger(n
});
```



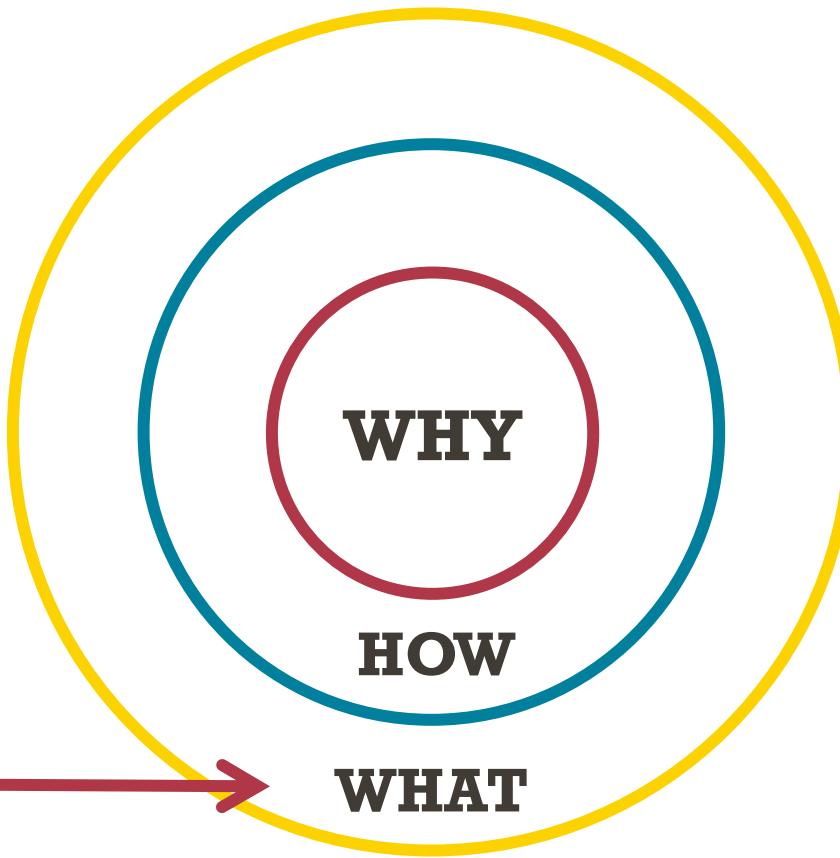
How = Usage of data

Why = Business understanding

What as a starting-point

We are good at:

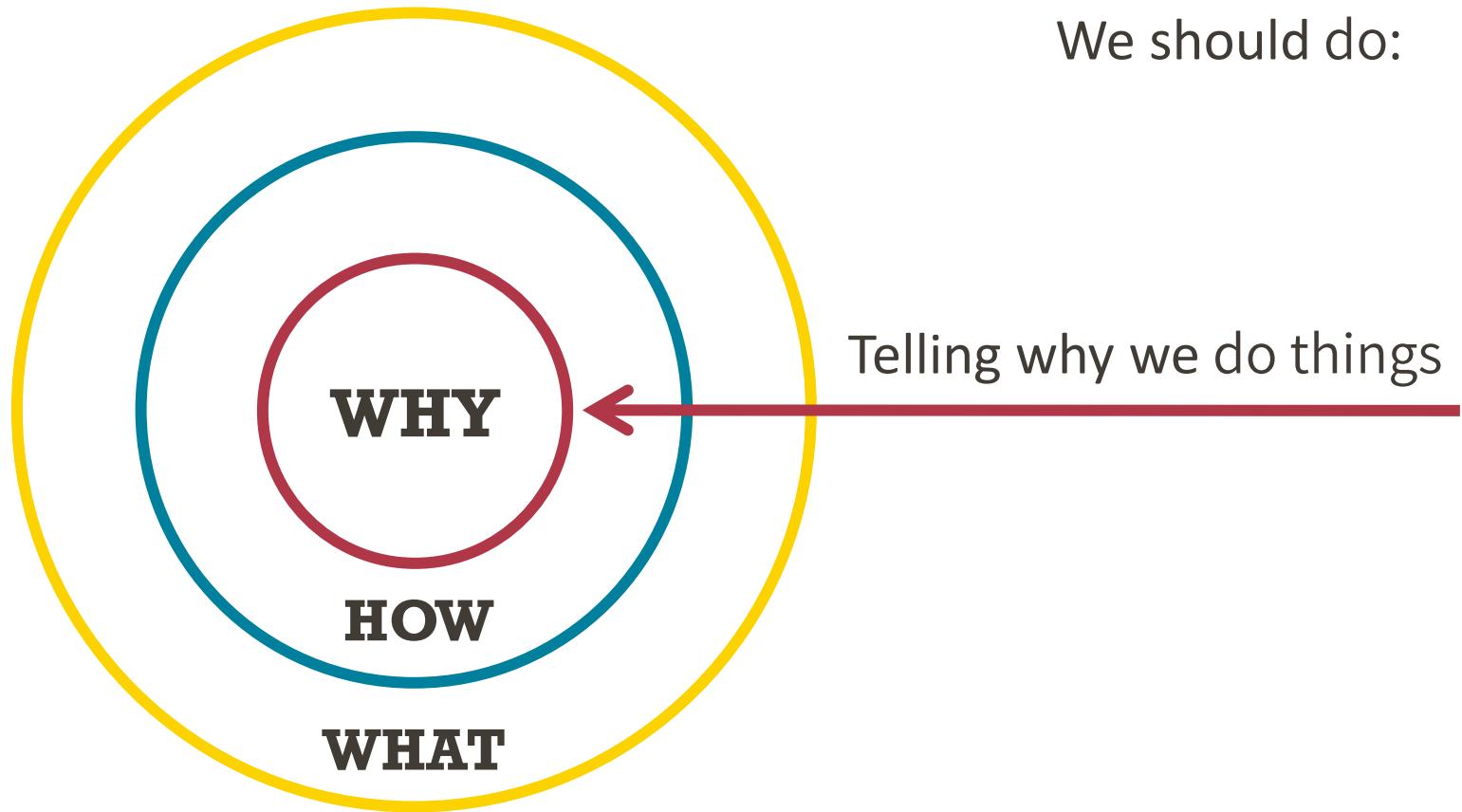
We should do:



Telling what we do

Why as a starting-point

We are good at:



The definition of storytelling

Data storytelling is the process of translating data analyses into layman's terms in order to influence a **business decision** or **action**.

Once upon a time ... <sob>



Goals of storytelling

- Transfer of information which is interpreted correctly
- The origin of the question
- Possibility to answer the next question
- Motivation for data-driven decisions
- Connected to business processes

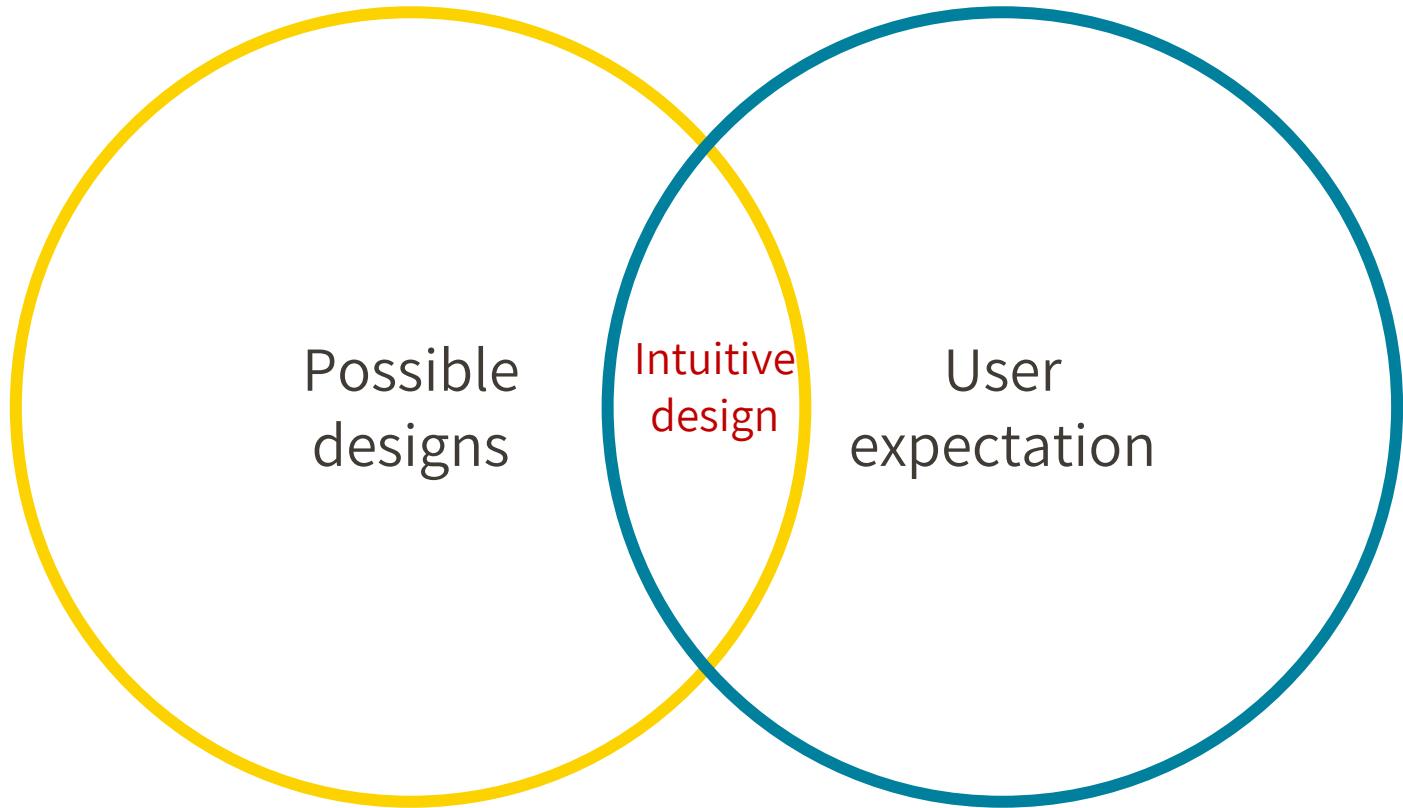


Practical use & some additional features

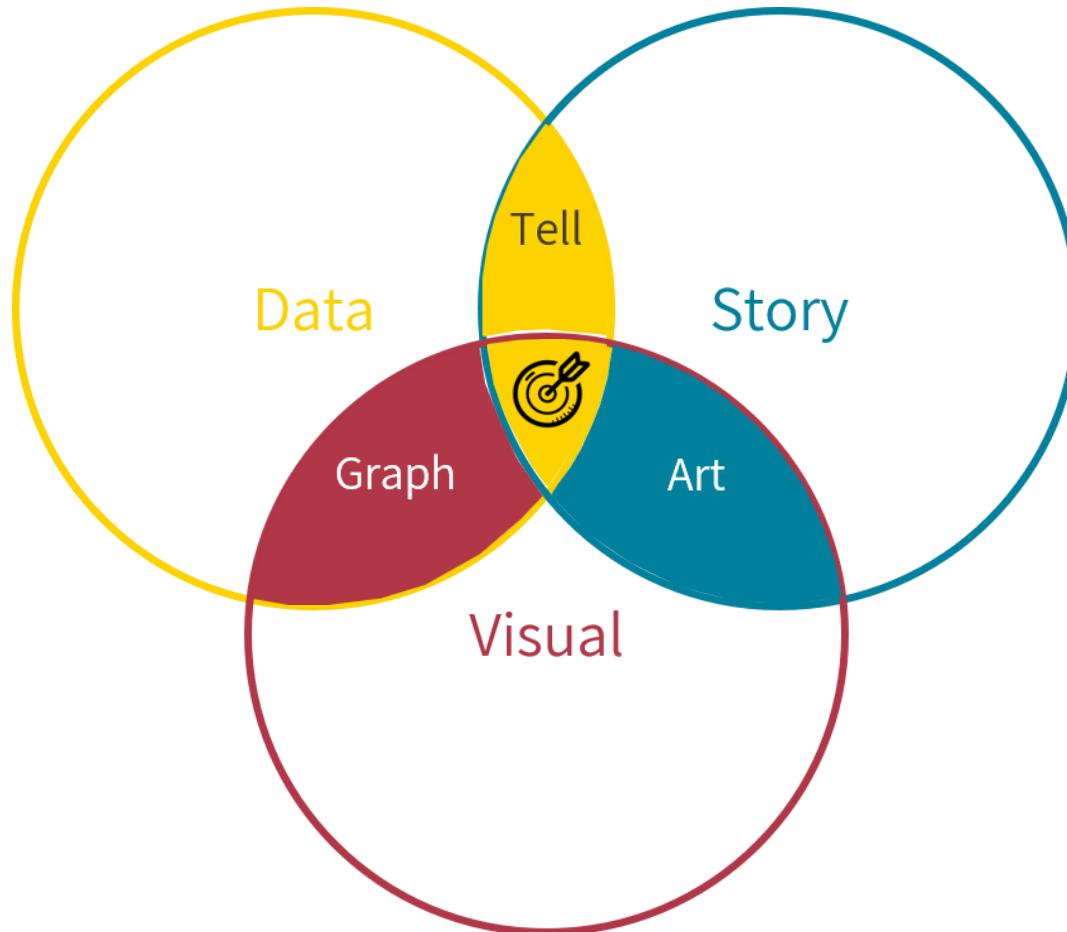
Add context



Make it intuitive



Find the right balance



Define your type of storytelling



Describe



Declare



Explore

Define your route (click-path)



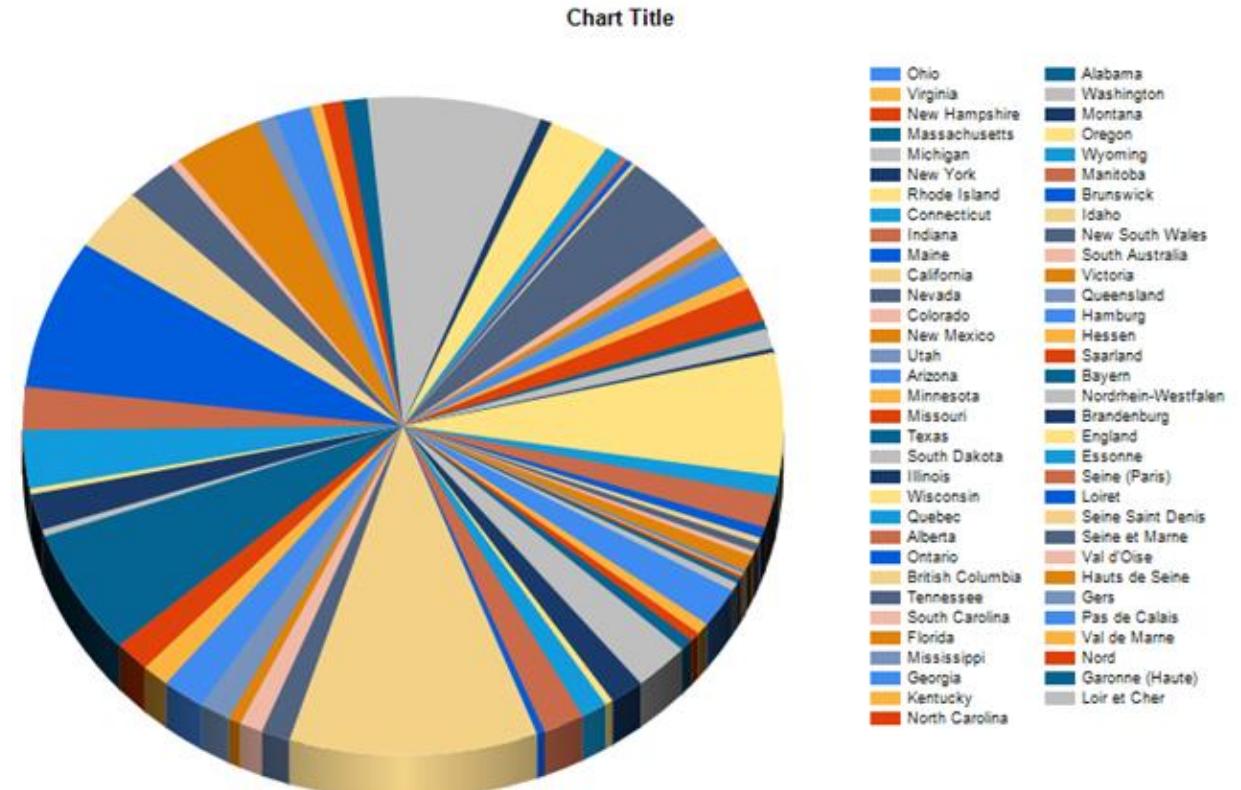
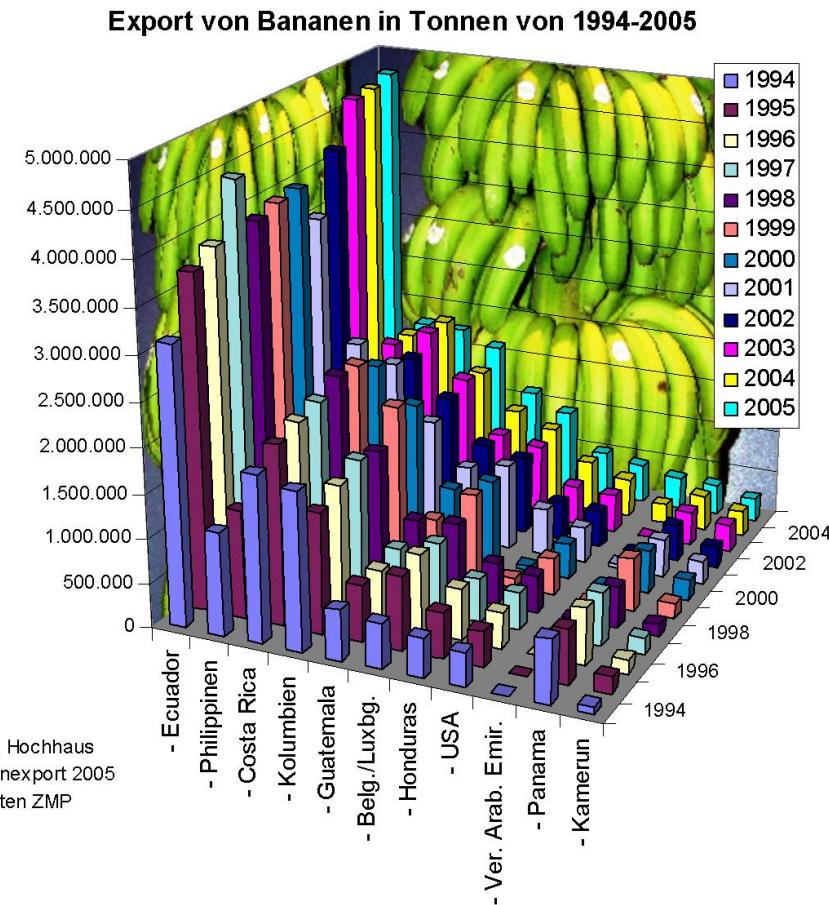
Think about your start & end-point



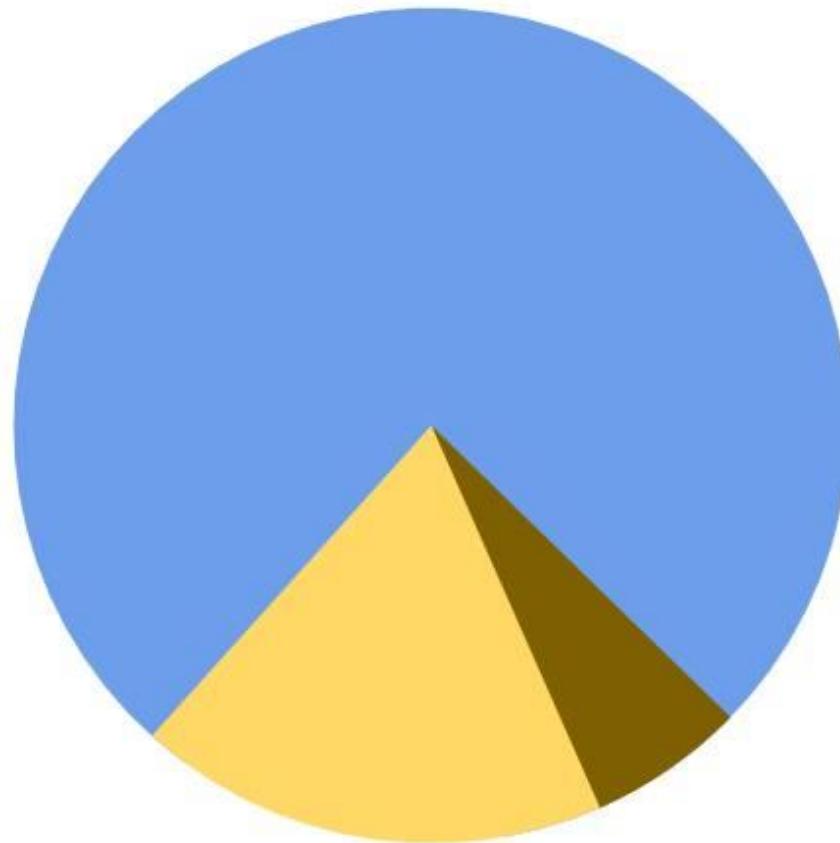
Remove all bullshit!



Visualization

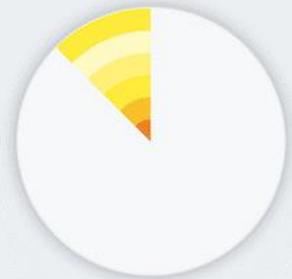


Visualization



- Sky
- Sunny side of pyramid
- Shady side of pyramid

Color usage



MONOCHROMATIC



COMPLEMENTARY



ANALOGOUS



TRIADIC



MARIO KART DELUXE

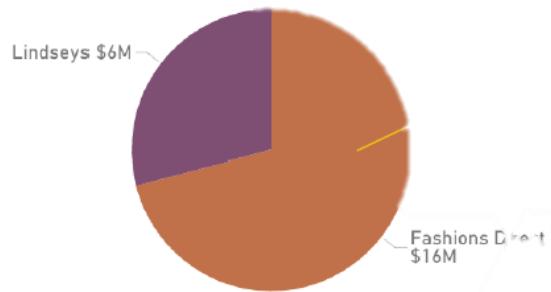
8™



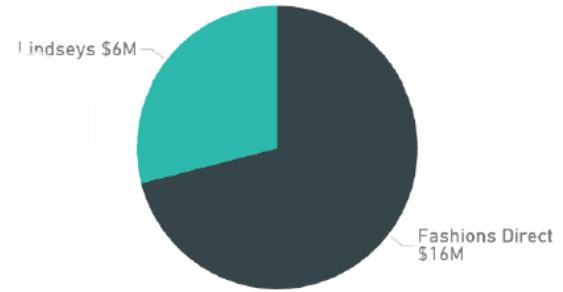
1	King Boo	45
2	Lakitu	32
3	Villager	30
4	Shy Guy	27
5	Iggy	23
6	Ludwig	21
7	Roy	16
8	Peach	15
9	Cat Peach	14
10	Villager	10
11	Luigi	7
12	Mario	6

Consistency

This Year Sales by Chain



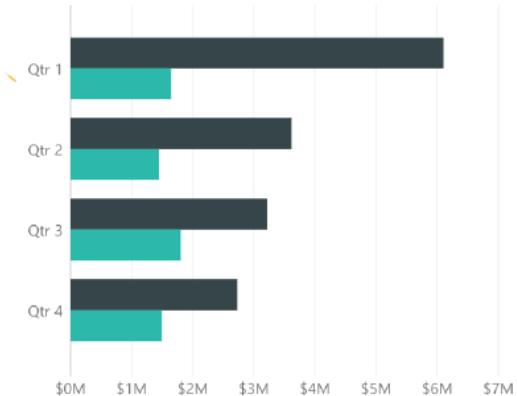
This Year Sales by Chain



This Year Sales by Quarter and Chain



This Year Sales by Quarter and Chain



Total Volume
IN 2014

50K

Market Share
LAST 12 MONTHS

32.86%

Our Total Volume
IN 2014

16K

Sentiment

68

Sentiment Gap

% Units Market Share vs. % Units Market Share Rolling 12 Months BY MONTH



Total Units Overall BY SEGMENT



Total Units YTD Variance % BY MONTH, MANUFACTURER



Total Units YTD BY MANUFACTURER, REGION

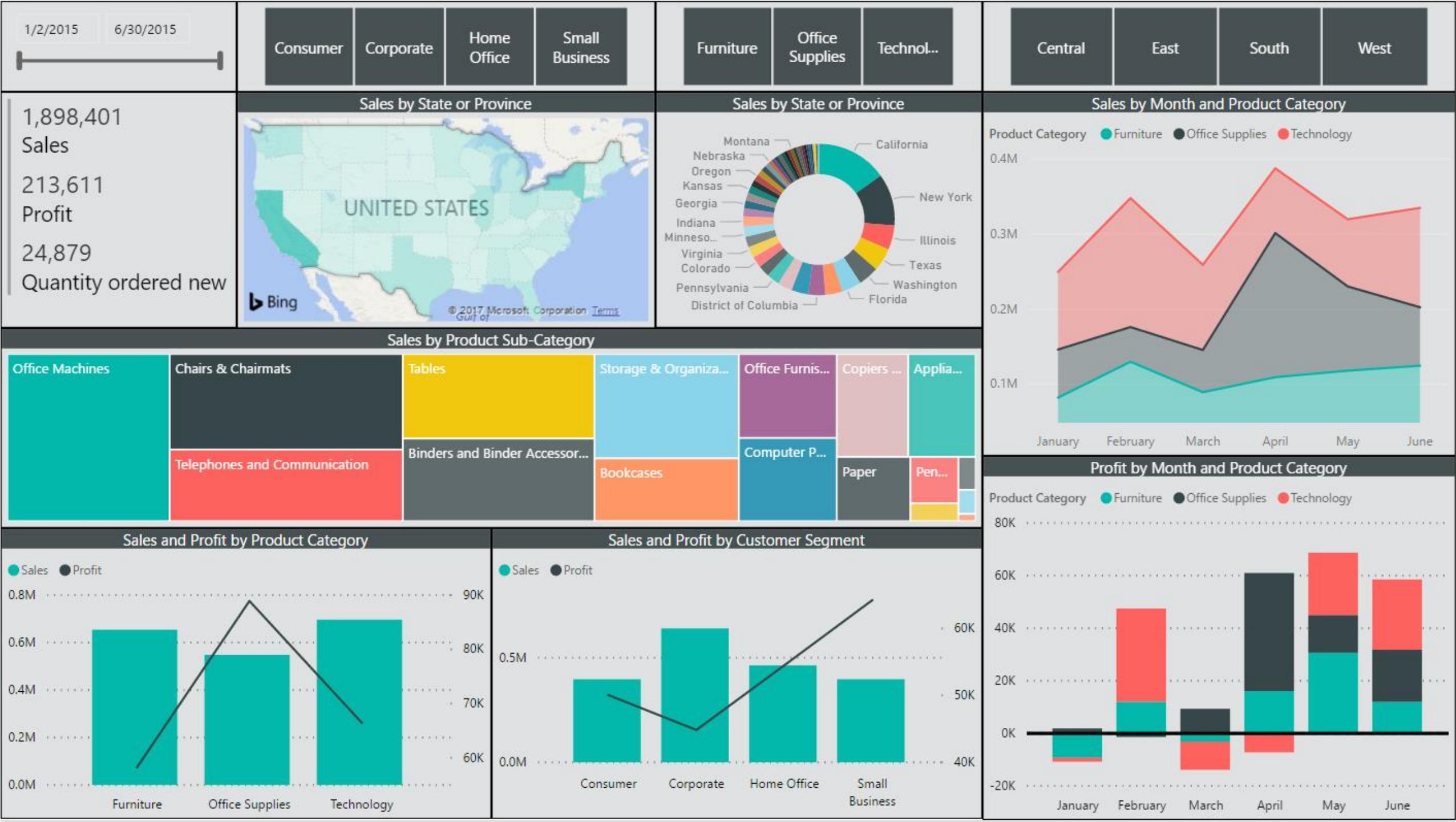


Total Units for 2014 BY MONTH, MANUFACTURER



Industry % Market Share YOY Change BY ROLLING PERIOD, REGION





A photograph of a mountain biker from behind, standing on a rocky outcrop. He is wearing a white helmet, a dark blue jacket, black shorts, and a black backpack. His white mountain bike with red accents is leaning against a rock to his left. The background features a majestic, rugged mountain range with several peaks partially covered in snow and patches of green vegetation. The sky is a clear, vibrant blue.

Send your users
on an adventure!

Storytelling features



Provide easy navigation



Published Date

Last ▾ 1 Years ▾

4/18/2017 - 4/17/2018

Source



Reimbursements by Product

● Medicaid Amount Reimbursed ● Non Medicaid Amount Reimbursed



Labeler Name	Medicaid Amount Reimbursed
Purdue Pharma	\$65,537,207
Rhodes Pharmaceuticals	\$13,386,981
Alvogen	\$11,685,277
Kvk-Tech	\$10,564,303
Aurobindo Pharma	\$4,453,260
Amneal Pharmaceuticals	\$3,724,979
Ranbaxy Pharmaceuticals	\$3,554,774
Zydus Pharmaceuticals	\$3,484,614
Epic Pharma	\$1,801,086
Sun Pharmaceutical Industries	\$1,630,451
Mayne Pharma	\$1,007,351
Par Pharmaceutical	\$804,096
Lahigh Valley Technologies	\$410,073



An Osteoarthritis Drug May Be the Answer to America's Opioid Crisis futurism.com • Mar. 2, 2018 A drug developed to treat osteoarthritis pain has shown promise as a method of preventing opioid tolerance and physical dependence. With the opioid epidemic still



A telling anecdote about Trump and the opioid abuse crisis www.vox.com • Mar. 2, 2018 originally from prescription opioids but increasingly now from heroin and fentanyl ? have emerged as an increasingly grave social issue, steadily worsening over

WATCH LIVE: White House to highlight administration anti-opioid efforts fox61.com • Mar. 2, 2018

The White House is hosting a summit to highlight Trump administration efforts to combat the opioid crisis. First lady Melania Trump is scheduled to



here&
Now



White House To Give Status Update On Opioid Emergency wypr.org • Mar. 2, 2018 ET Since President Trump declared the opioid epidemic a national public health

Wyoming Prepares To Grapple With Opioid Crisis www.wbur.org • Mar. 2, 2018 discuss the country's opioid epidemic. Rural coal mining states like West Virginia and

White House to host opioid summit and highlight Trump administration's efforts www.pbs.org • Mar. 2, 2018

The White House is hosting a summit to highlight Trump administration efforts to



Be dynamic

KPI BREAKDOWN



REGION

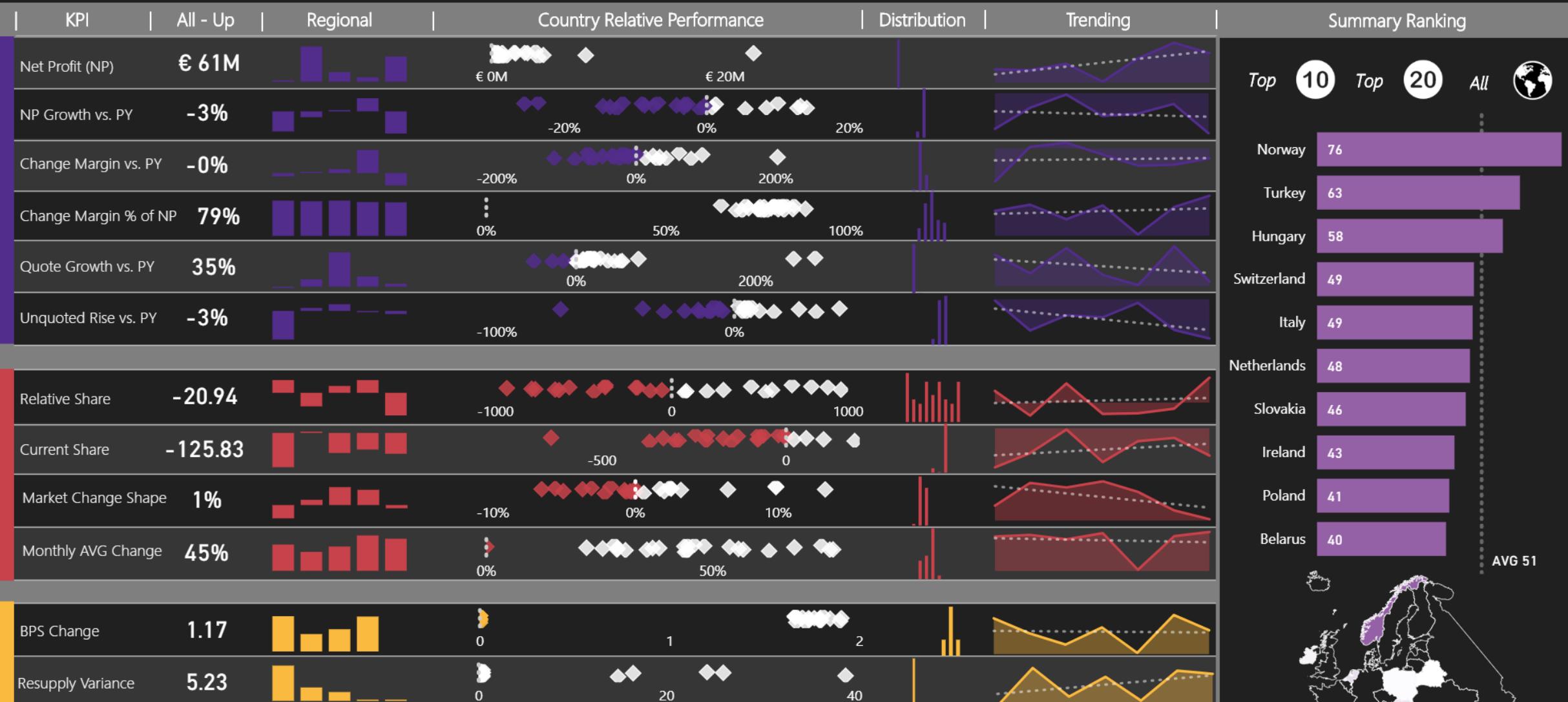
COUNTRY



Select for FAQ

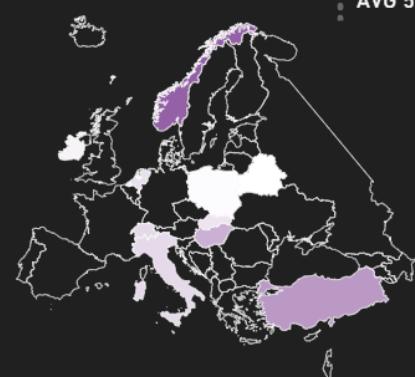
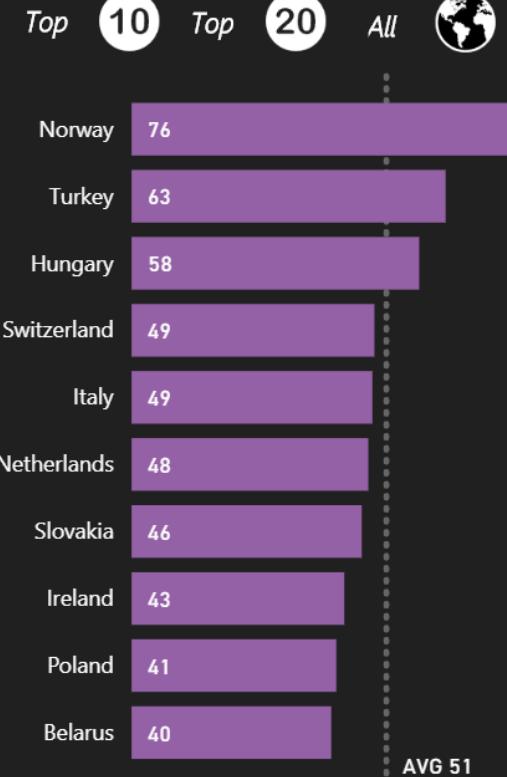
Decisive Data
insights for decisions

FINANCIAL



MARKET

SUP



Filters

Date

6/1/2017 | 12/1/2017

Summary Ranking

0 | 91

NP Growth vs PY

-30% | 16%

Quote Growth

-55% | 281%

Market Change Shape

-7% | 16%

Have a guided experience



REIMBURSEMENTS BY STATE

CALLOUT PAGES

Opiod Crisis Investigation

Media Discussion

Reimbursements by State

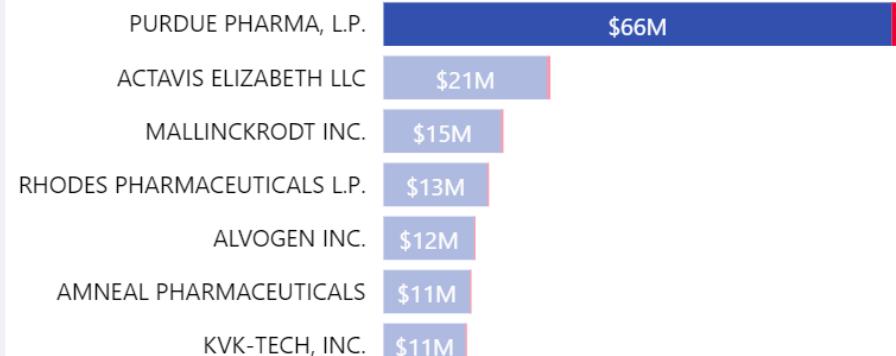
Take Action

Opioid Type

All

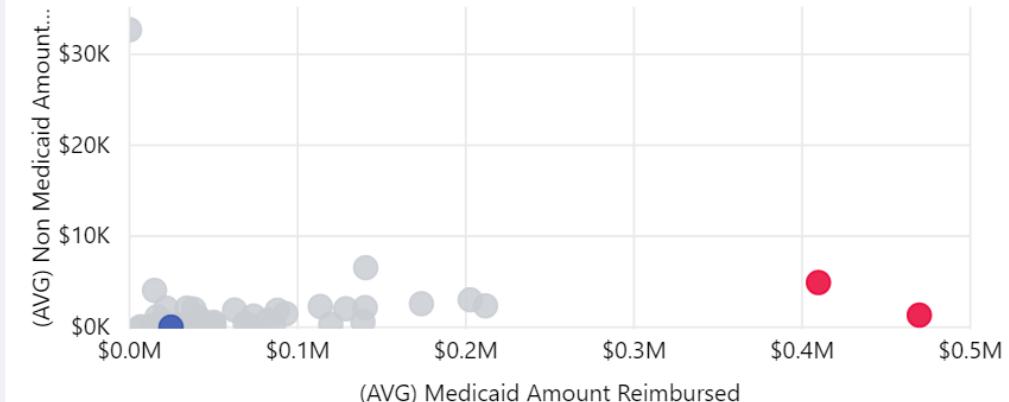
Medicaid Amount Reimbursed and Non Medicaid Amount Reimbursed by Labeler Name

● Medicaid Amount Reimbursed ● Non Medicaid Amount Reimbursed



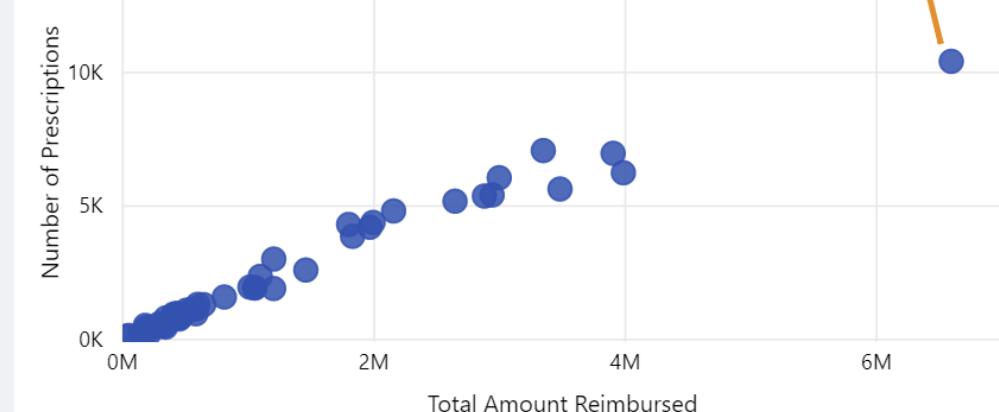
(AVG) Medicaid Amount Reimbursed and (AVG) Non Medicaid Amount Reimbursed by...

● Missouri & North Carolina ● Other ● South Carolina



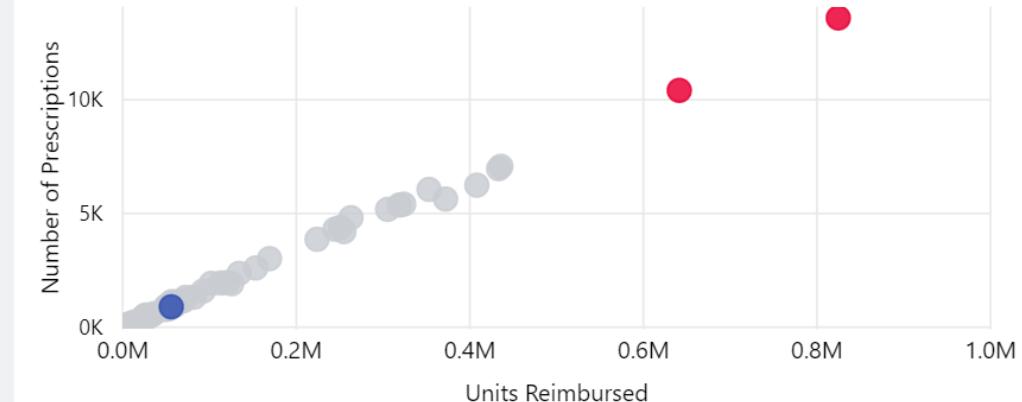
Missouri and North Carolina are at the centre of a lawsuit involving mis-marketing of OxyContin. Purdue settled a lawsuit in 2007 with South Carolina.

Total Amount Reimbursed and Number of Prescriptions by State



Units Reimbursed and Number of Prescriptions by State and State (groups)

● Missouri & North Carolina ● Other ● South Carolina



Have an interactive experience



Report Title

Bar Chart

Item

Slicer 1

- CategoryName
- Beverages
 - Condiments
 - Confections
 - Dairy Products
 - Grains/Cereals
 - Meat/Poultry
 - Produce
 - Seafood

February

March



KPI 1

Slicer 2

- Country
- Argentina
 - Austria
 - Belgium
 - Brazil
 - Canada
 - Denmark
 - Finland
 - France
 - Germany
 - Ireland
 - Italy
 - Mexico
 - Norway
 - Poland
 - Portugal
 - Spain

July

Augus



KPI 2

Slicer 3

- City
- Aachen
 - Albuquerque
 - Anchorage
 - Århus
 - Barcelona
 - Barquisimeto
 - Bergamo
 - Berlin
 - Bern
 - Boise
 - Bräcke
 - Brandenburg
 - Bruxelles
 - Buenos Aires
 - Butte
 - Campinas

December



KPI 3

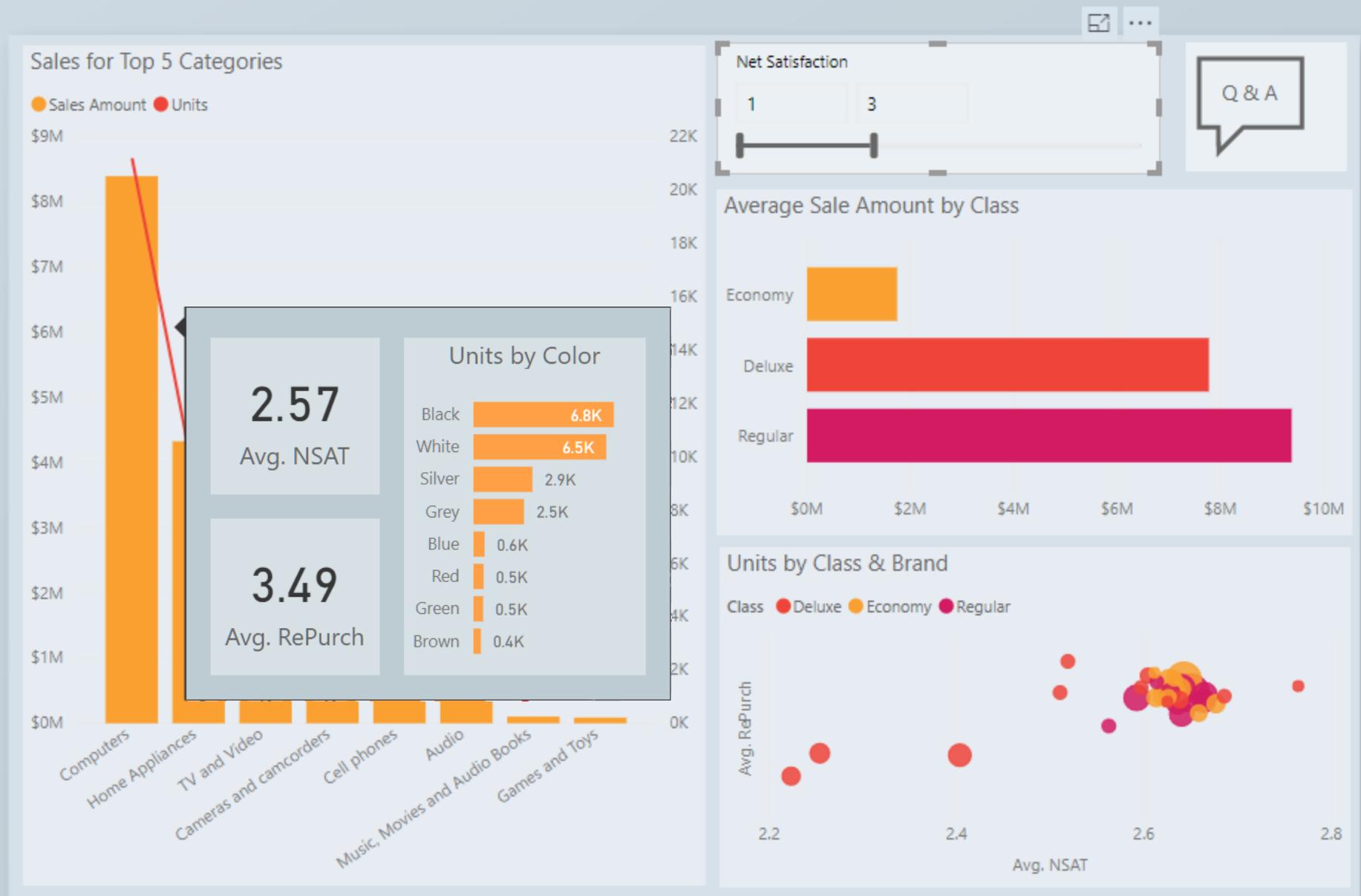




Ensure consistent context



Progressive disclosure





Let them ask questions

SUGGESTED QUESTIONS

sales amount for Germany

sales amount for Germany by year

Add



SalesAmount by OrderDate

\$16K

\$14K

\$12K

\$10K

\$8K

\$6K

\$4K

\$2K

\$0K

Showing sales amount sorted by order date when Germany sales were ordered

Filters (including highlights) from the source page have been applied.

year (Sales > Date Hierarchy > Year)

sale (Sales)

date hierarchy (Sales > Date Hierarchy)

manufacturer (Sales > Manufacturer)

order date (Sales > OrderDate)

sales order ID (Sales > SalesOrderID)

sales channel code (Sales > SalesChannelCode)

prod ID (Sales > ProdID)

style name (Sales > StyleName)

customer account number (Sales > CustomerAccountNumber)

store key (Sales > StoreKey)

year by style name

year by customer account number

Save and close

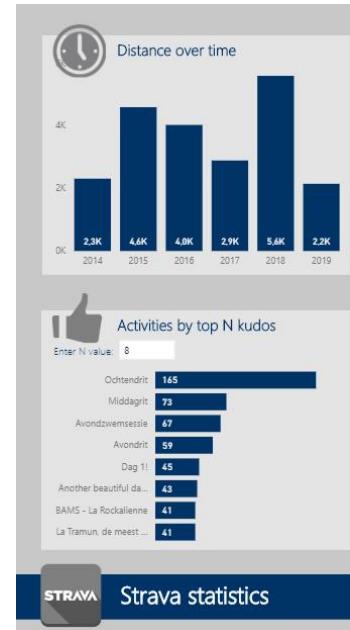
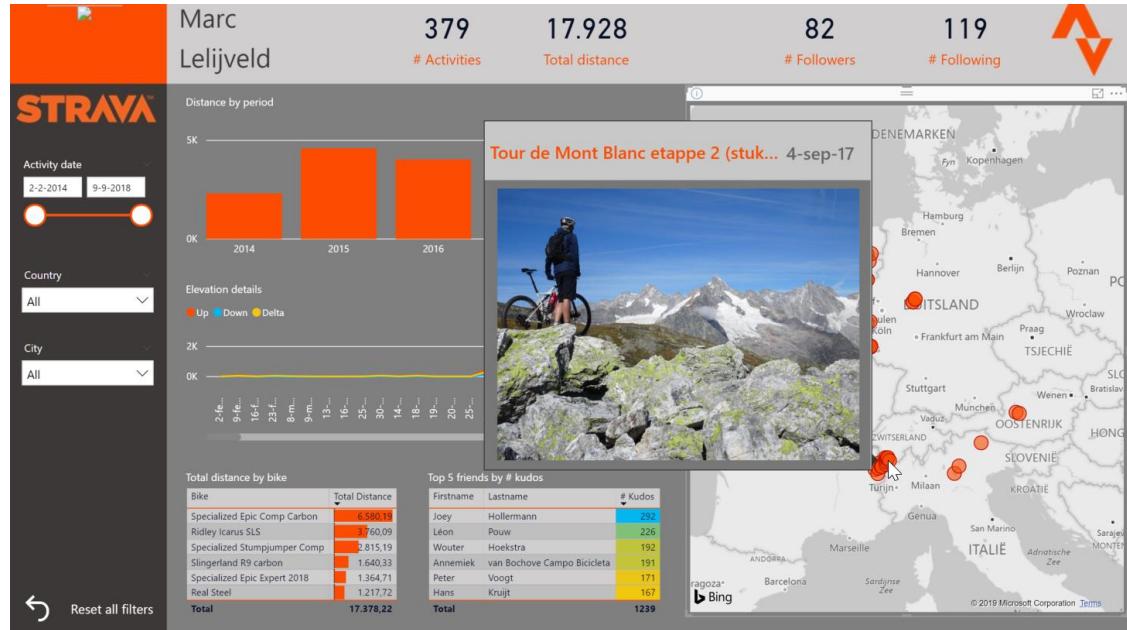
Cancel

Conditional formatting

I'm going to tell you a story



Demo strava data – part 3 (final)



Marc Lelijveld



459 Activities 21.596 Distance (KM)



Recap

- Storytelling is not a science; it is an **art!**
- **Understand** your end-user. Facilitate them with data.
- Send your users on an adventure and make them part of **your** story!
- Add your **identity** (corporate or your own) .
- Power BI is full of great features, **make boring data shine!**

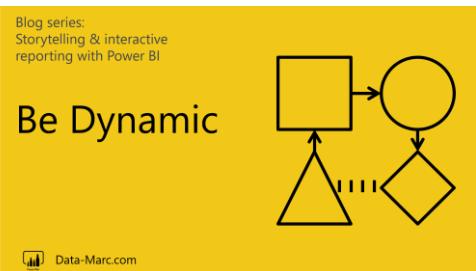
Data – Marc

Blogging about everything related to Data and AI based on Microsoft technology

[Home](#) / [About me](#) / [Shop Power BIer swag!](#) / [Speaking & Events](#) ▾ / [Contact](#)



CATEGORY: STORYTELLING



.com

Thanks for attending!



Marc Lelijveld

Technical Evangelist & Architect
Macaw Netherlands

 [linkedin.com/in/MarcLelijveld](https://www.linkedin.com/in/MarcLelijveld)

 Data-Marc.com

 [Data-Marc](https://www.youtube.com/Data-Marc)

