

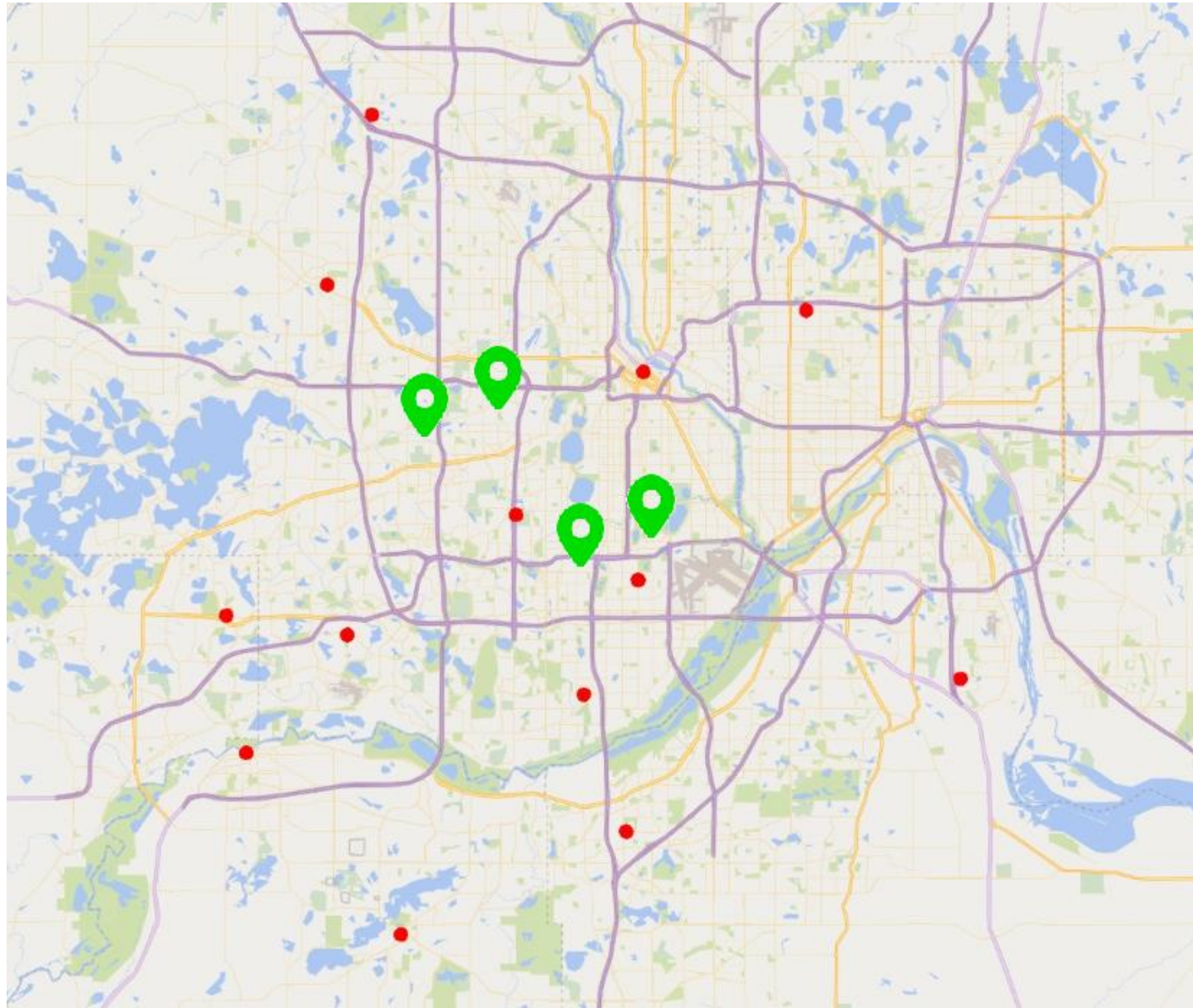
A Picture is Worth a Thousand Words

DATA STORYTELLING FOR SOFTWARE DEVELOPERS

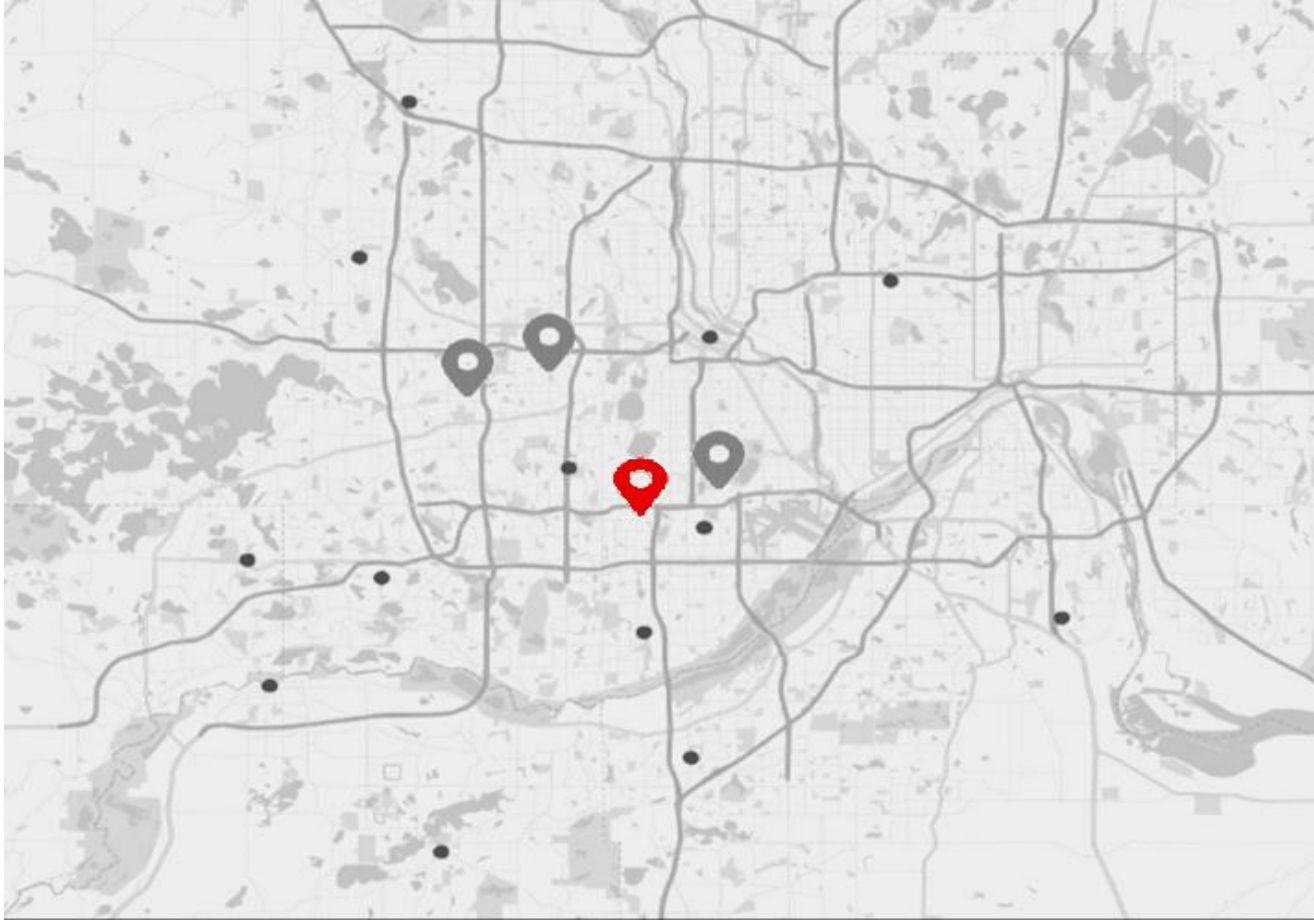


New Location

		Loc A - Edina	Loc B - Bloomington	Loc C - Hopkins	Loc D - St louis Park
Member City		Miles	Miles	Miles	Miles
Chanhassen		9	10	5	10
Bloomington		4	0	9	8
Shakopee		10	10	9	13
Eden Prairie		6	8	4	8
Maple Grove		13	17	10	9
Chandler		1269	1268	1265	1270
Chanhassen		9	10	5	10
Eden Prairie		6	8	4	8
Plymouth		9	14	5	6
Minneapolis		7	10	10	5
Richfield		3	3	9	6
Burnsville		9	4	14	13
Inver Grove Heights		15	13	21	17
Minneapolis		7	10	10	5
Edina		0	4	6	4
Roseville		12	14	15	10
Prior Lake		12	9	14	16



I recommend the new location is ...



Bloomington

Outline

- What and Why of Data Storytelling?
- Data, Narrative, Visualizations
- Putting it all together
- Examples and tools
- Data literacy

About me

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Risk and Audit Technology

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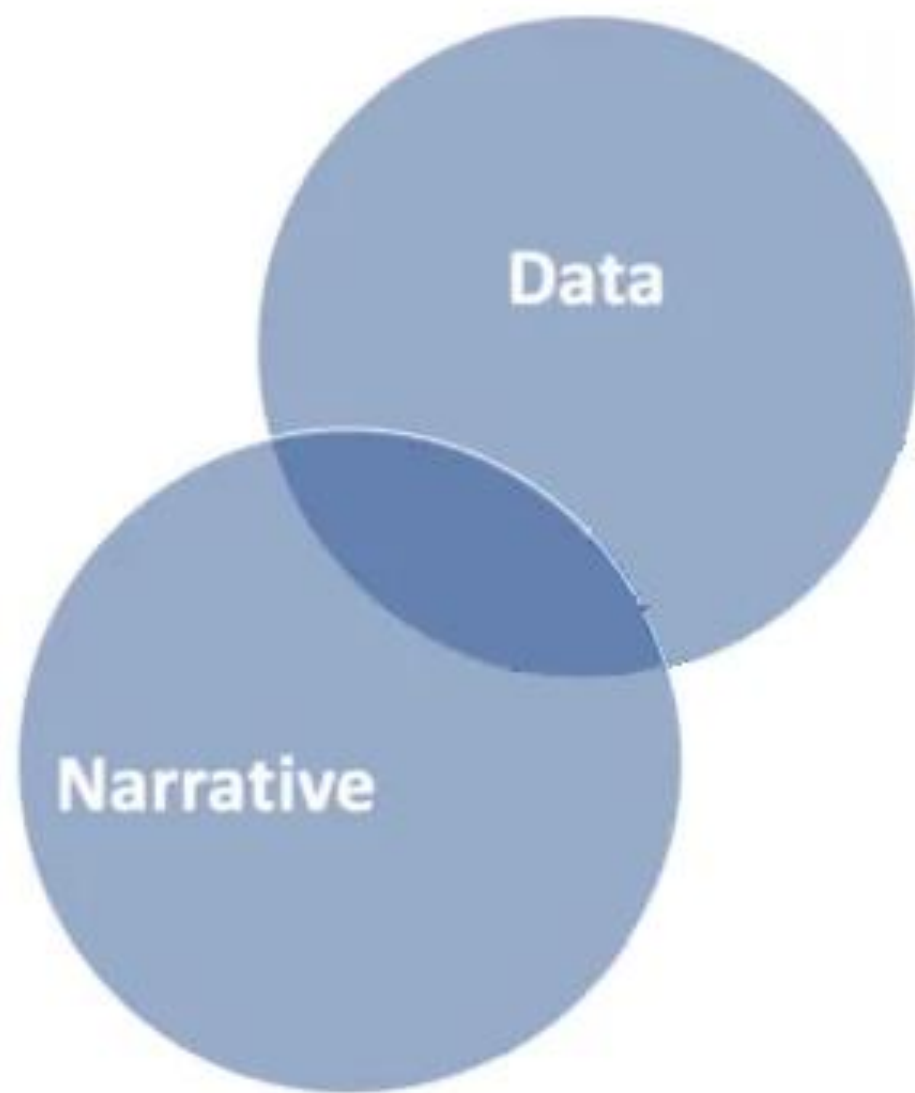
<https://www.linkedin.com/in/markkalal/>

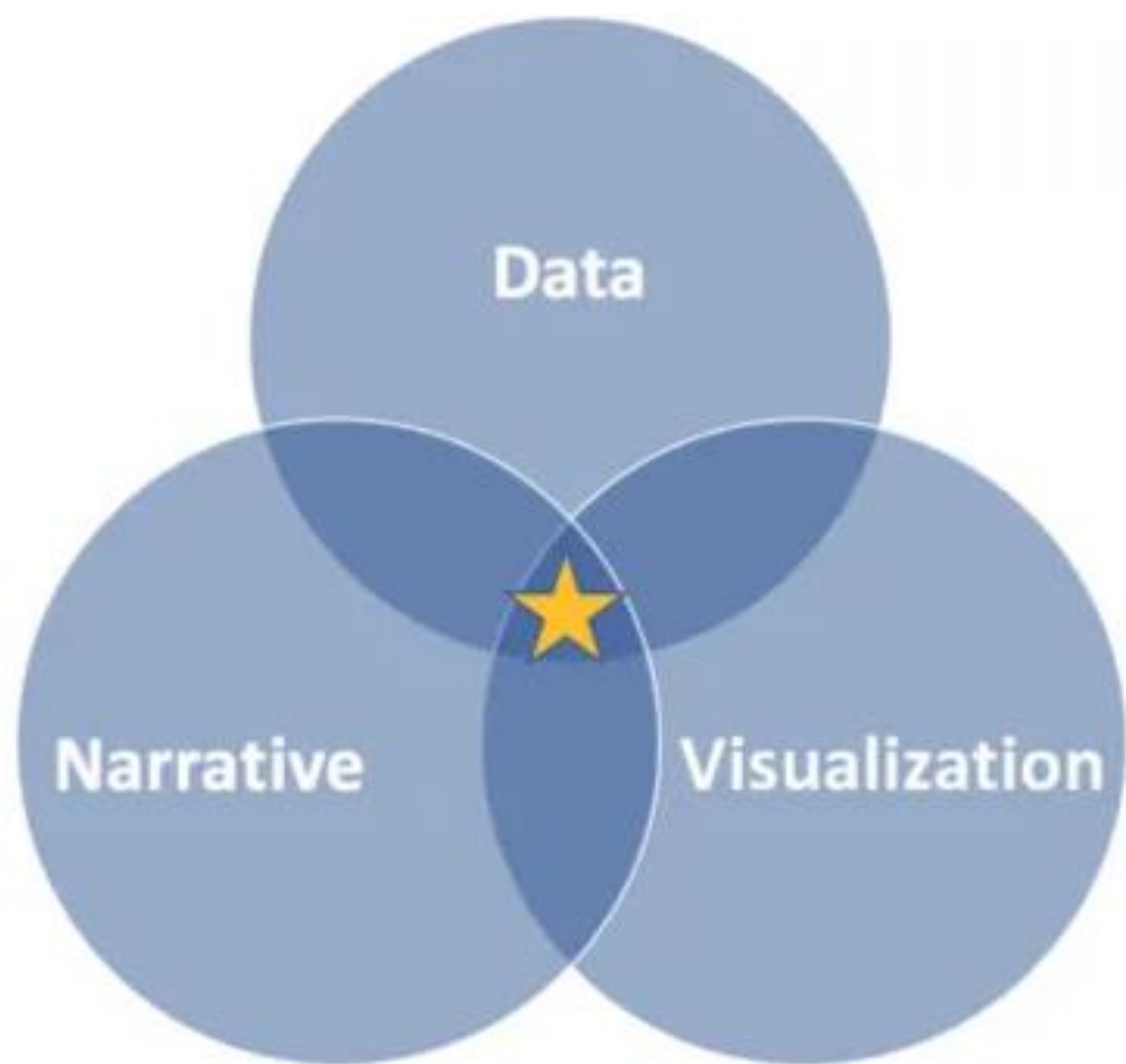
What and Why of data storytelling

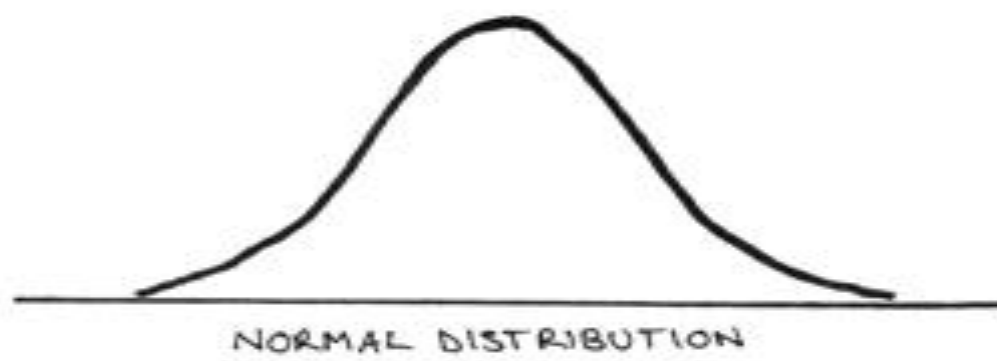




Data

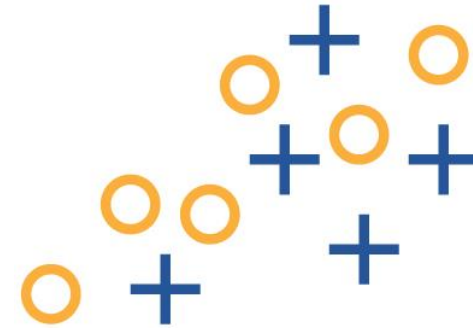
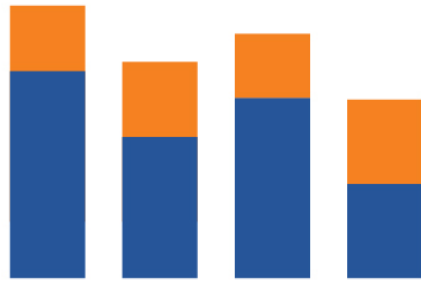
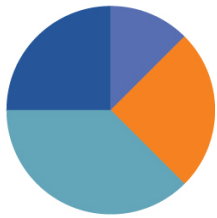






Franco.

Types of visualizations



—	1234	678
—	368	8034
—	2620	2559
—	971	322

Focus – Preattentive attributes



756395068473
658663037576
860372658602
846589107830

FIGURE 4.2 Count the 3s example

756**3**9506847**3**
65866**3**0**3**7576
860**3**72658602
8465891078**3**0

FIGURE 4.3 Count the 3s example with preattentive attributes

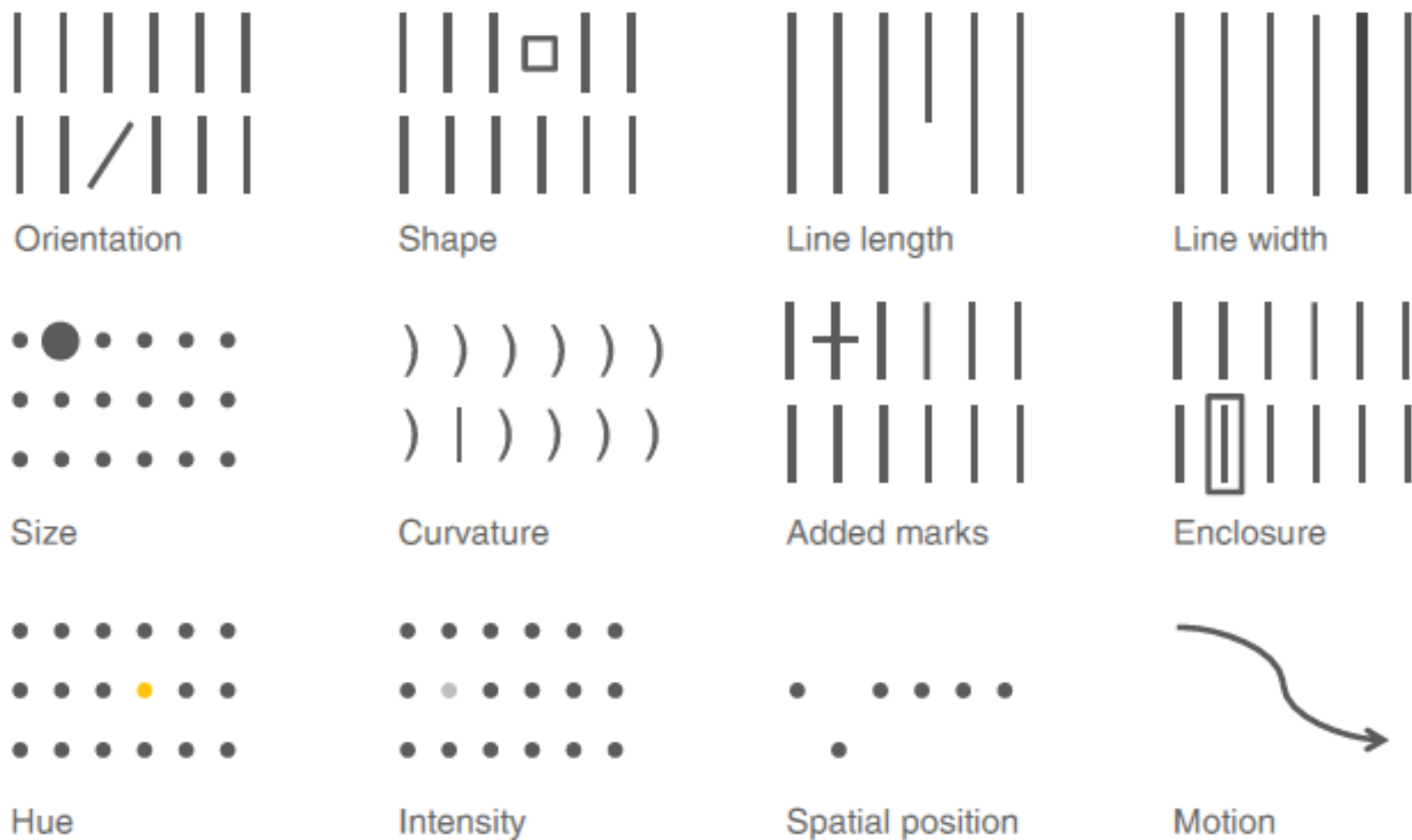


FIGURE 4.4 Preattentive attributes

Source: Adapted from Stephen Few's *Show Me the Numbers*, 2004.

Putting it all together

- Clear objective
- Understand your data
- Exploratory vs explanatory
- Understand your audience
- Presentation?



AS YOU CAN SEE, OUR BEST SELLING
PRODUCT CATEGORY LAST YEAR WAS "NULL".

Examples

- Visualizations
- Sample walkthrough



AMERICANS WHO HAVE TRIED MARIJUANA

CBS NEWS POLL

51%
TODAY

43%
LAST YEAR

34%
1997



Source: MOE +/- 4%

HIGH SUPPORT FOR LEGALIZING MARIJUANA

MORE THAN HALF OF AMERICANS SAY THEY'VE TRIED POT



LIVE

CBSN

The Most Popular Brand On Cyber Monday By State

(in 2023)



Source: SP Analytics



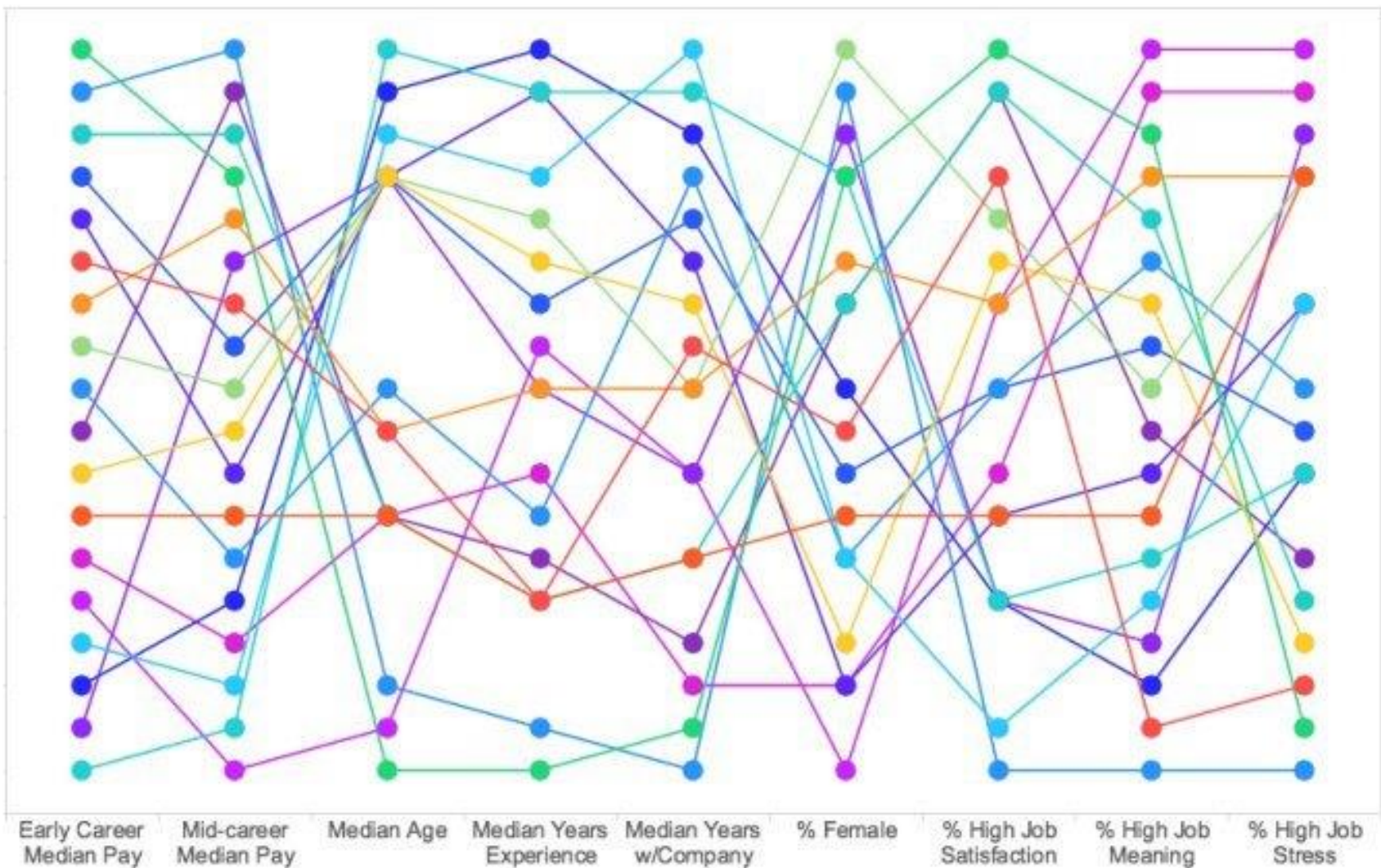
Select:

- Adobe
- Amazon
- Apple
- Cisco
- eBay
- Facebook
- Google
- HP
- IBM
- Intel
- LinkedIn
- Microsoft
- Oracle
- Qualcomm
- Salesforce
- Samsung
- SpaceX
- Tesla

0 values indicate there was not enough data to determine a value

HIGHER

LOWER



Heavy News *for Greece*

These are the European countries
with the highest percentage
of obese or overweight young children
- ages between **5** and **19** .





SYRUP RELATED CRIMES

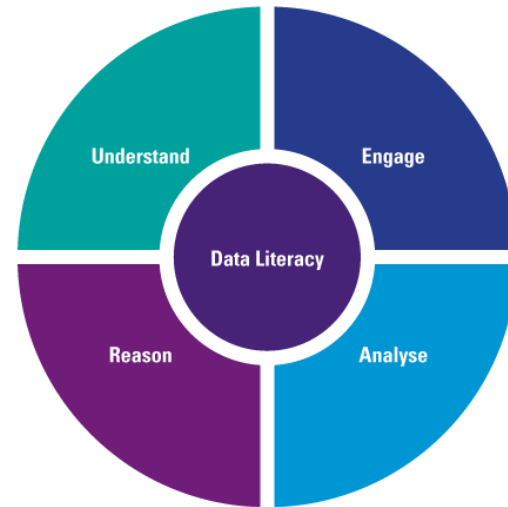


Sample Walkthrough

Tools?



Data Literacy



Compact magazine, KPMG

For more information

URList - <https://www.theurlist.com/kalal-datastory>

How stories shape our minds - <https://www.youtube.com/watch?v=vyZMSZG2Dmk>

Interesting data visualizations - <https://chitchart.com/>

Accessible color palettes - <https://www.nceas.ucsb.edu/sites/default/files/2022-06/Colorblind%20Safe%20Color%20Schemes.pdf>

Kaggle datasets – www.kaggle.com

Storytelling With Data, Cole Nussbaumer-Knaflik. Available on Amazon.com

Why everyone should be data literate - https://www.youtube.com/watch?v=8ovyQZ_Z8Xs

This slide deck – <https://github.com/mdkalal/DeepLearning>



Thank you!

Feedback welcome

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