



#datastorytellingwithmofdac

# Creating a Captivating Story

Nur Imroatun Sholihat



# **Hello! I'm Nur Imroatus Sholihat**

- **Auditor di Kementerian Keuangan**
- **Public Relations Manager MoF-DAC (Ministry of Finance – Data Analytics Community)**
- **Chief Reporter Majalah Auditoria**
- **Advisor Majalah Kosmos**
- **Host podcast Ngotak (Ngobrol Data Keuangan)**
- **Co-founder Infinite Audit**
- **Awardee Australia Awards Scholarship 2021**
- **Trainer di The Institute of Internal Auditors (IIA) Indonesia**
- **Blogger**



# **Achievements – Writing and Poem Recitation Fields**

- **Runner Up of Poetry Reading Competition of Hari Oeang Republik Indonesia Ke-74 (Ministry of Finance of Indonesia's 74th Anniversary)**
  - **2nd Runner Up of Writing Competition with theme "Government's Internal Audit Contribution in Supporting Covid-19 Response and National Economic Recovery Program"**
  - **Presenter on 2nd Comparative Asia Africa Governmental Accounting (CAAGA) Conference 2017**
  - **Presenter on Simposium Nasional Akuntansi XX (National Accounting Symposium held by Institute of Indonesia Chartered Accountants)**
  - **1st Winner of Sharia Scientific Writing Competition 2017**
  - **Semifinalist of Medan National Competition – Writing Competition 2017**
  - **Finalist of FITION Writing Competition**
  - **1st Winner of Debate Competition Held by Capital Market Study Association, University of Lampung**
  - **1st Winner of Writing Competition held by Capital Market Study Association, University of Lampung**
  - **1st Winner of Innovation Awards of The Inspectorate General, MoF**
  - **Second Runner up of writing competition with the theme “Internal Audit” held by Inspectorate General, MoF (2013)**
  - **1st Winner of SPEAK Anniversary Poetry Reading Competition**
- and many more**

# first thing first



## KOMPETISI DATA STORYTELLING

KEMENTERIAN KEUANGAN  
“Bercerita Data Melalui Kata”

Terbuka untuk  
seluruh pegawai  
Kementerian Keuangan

Ketentuan kompetisi  
[s.id/datastory\\_faq](https://s.id/datastory_faq)

Pengumpulan karya  
[s.id/datastory](https://s.id/datastory)

Raih  
Hadiah  
Menarik

### Timeline

**Pengumpulan artikel**  
10 – 22 Oktober 2021

**Final**  
Minggu IV Oktober 2021

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# **Let's talk about stories**

## **Some stories stay in your mind forever, but why?**

**Remember every little detail about your favorite book, movie, or childhood fairy tale?**



# **We do vividly remember**

**The theme**

**The setting**

**The character(s)**

**The plot**

**The conflict**

**The resolution**

## A Guide to MoF-DAC's Internal Jokes



Ade, Ketua MoF-DAC, pertama kali mewakili MoF-DAC dalam acara Ngopi Hitam, Pusdiklat KU. Sejak itu, joke "kalau dicariin malah lagi ngopi di kedainya Pusdiklat KU" muncul

Arguably the owner of the most famous joke in MoF-DAC. Sering tertinggal dalam sesi foto bersama MoF-DAC, #BaladaArifudin menjadi joke internal yang paling sering digunakan komunitas ini :)



Hobinya mengikuti hackathon menyebabkan Sindhu mendapat guyonan "kalau dicariin malah lagi hackathon". Period.

Sekretaris Hanung yang entah mendapat ide dari mana memakai kaos MoF-DAC dengan blazer membuatnya menjadi pesaing berat Sekretaris Kim dalam What's Wrong with Secretary Kim dalam hal berbusana.



# Even in promoting MoF-DAC, we use stories

## People love stories.



**We all have a story.**

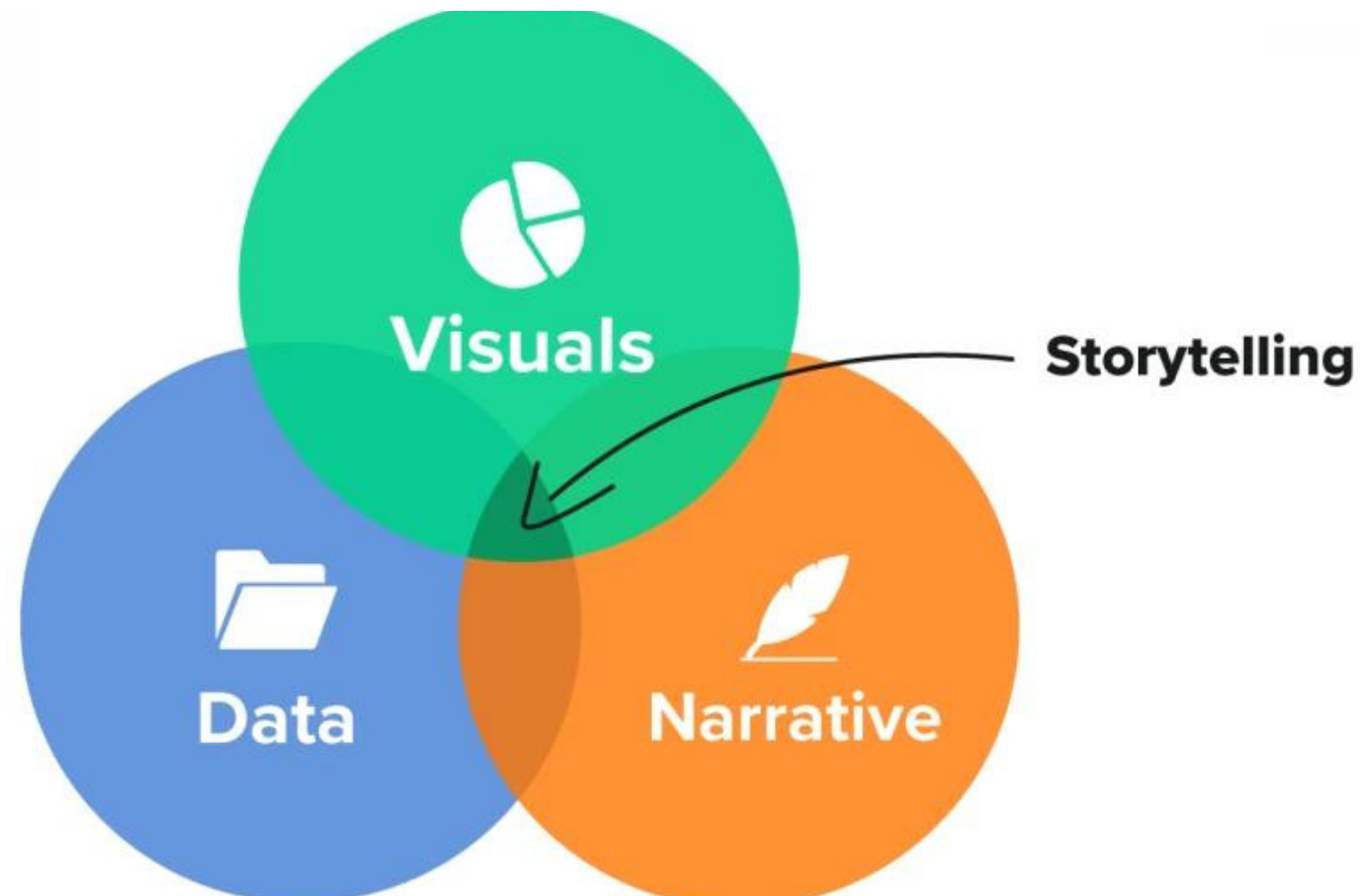
**Every data has a story.**

**However, we live in such a rapid-moving and full of  
distraction world**





# Data Storytelling, What?



Data storytelling is the general term we use to describe the full act of **gathering data, extracting insights, and translating those insights into a story.** Data storytelling is the blending of two worlds: hard data and human communication.

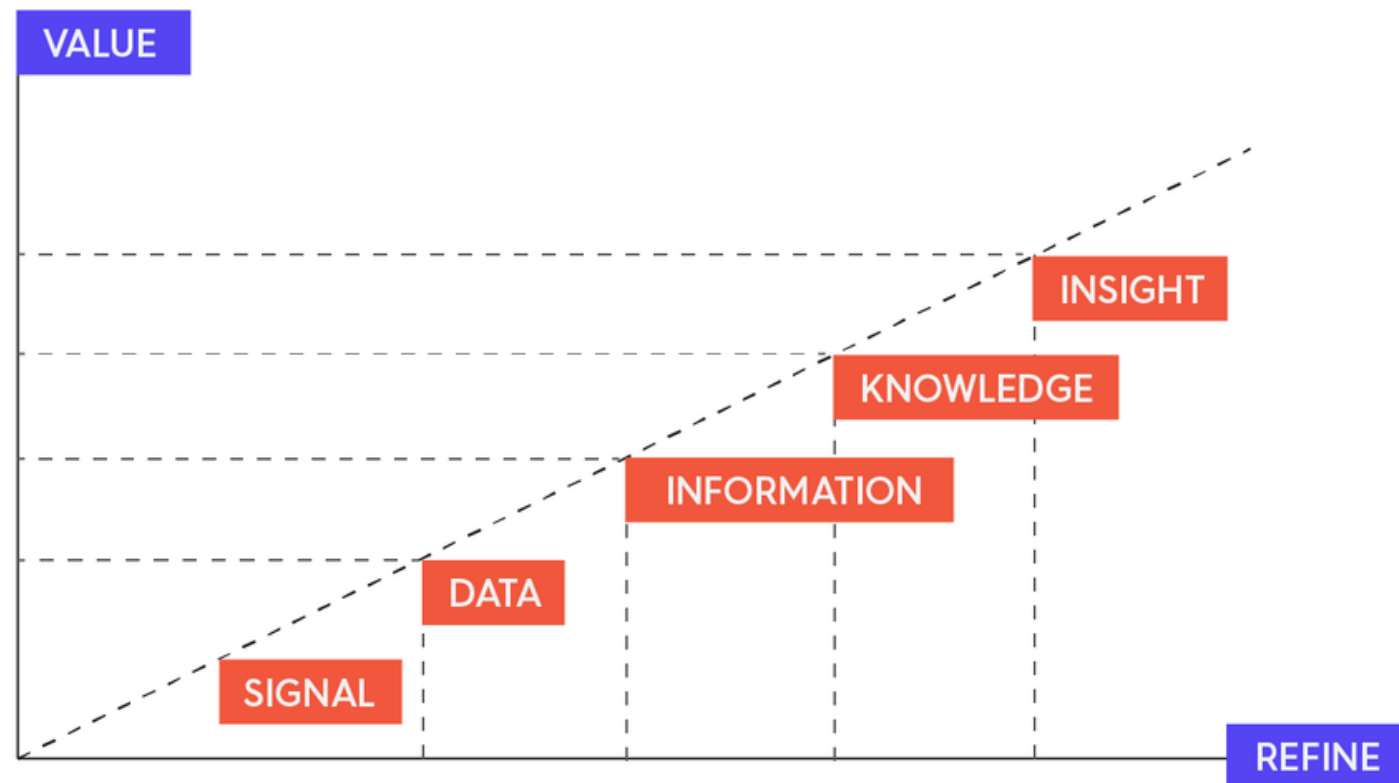
**Data.** Accurate, organized, and up-to-date data then analyze them with the use of statistics and algorithms in order to extract key insights.

**Data visualization** is key in both discovering and communicating underlying trends, patterns, and outliers in a given dataset

**Narrative.** Providing a narrative alongside insights and visualization allows analysts and marketers to highlight the significance.

# Data Storytelling, Why?

But data alone can't improve your results; it's **what you do with that data** that matters.



- Data storytelling provides meaning and value.
- It's PR gold
- It's credible
- It makes your message stick
- It's engaging
- It's versatile

(source: [columnfivemedia.com](http://columnfivemedia.com))

Since many clients may not have technical expertise in data science, these insights need to be communicated in a professional yet understandable way. ([agencyanalytics.com](http://agencyanalytics.com))



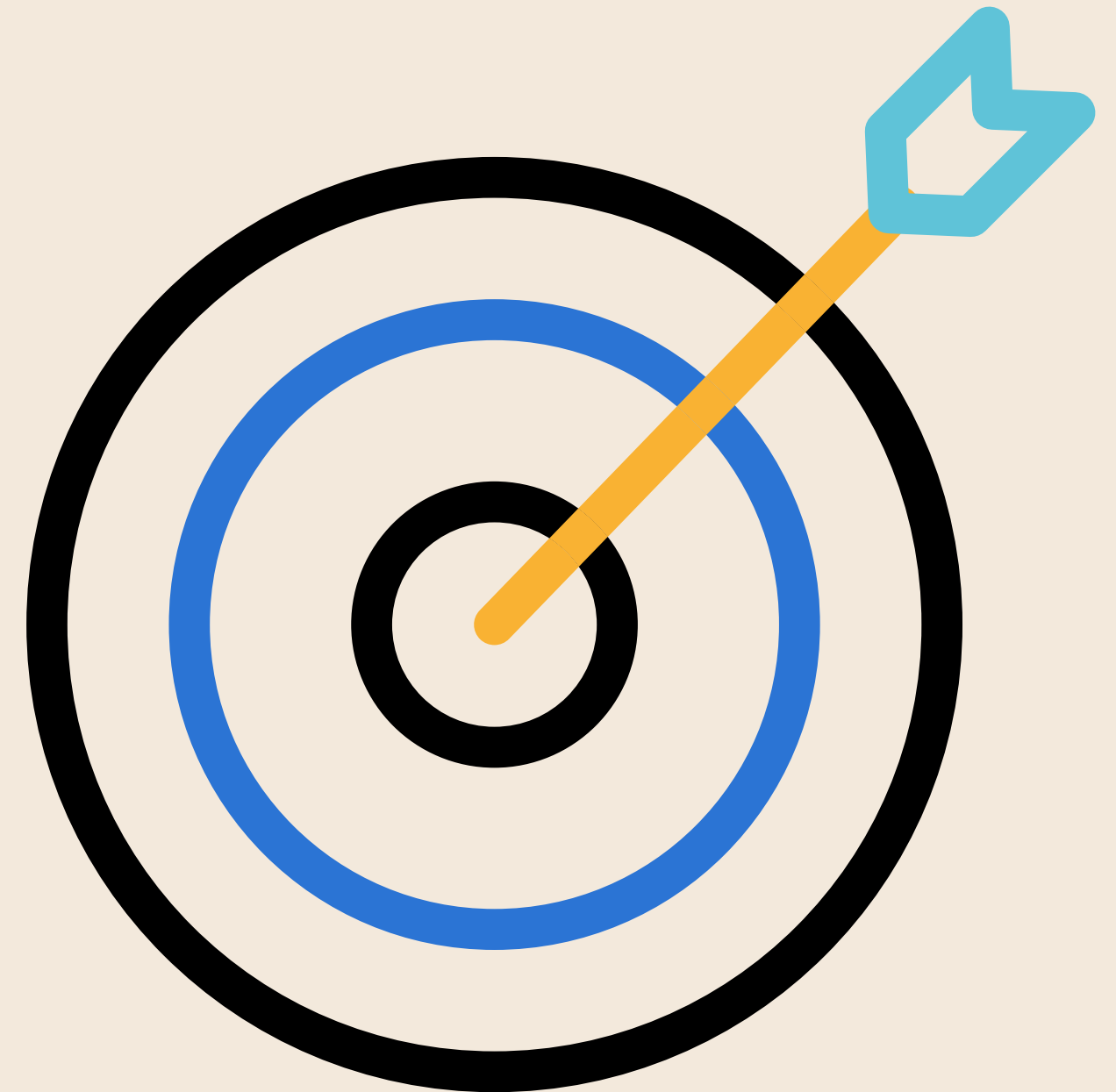
**In short, it is the bridge  
between the technical side  
and the business side**

# WRITE YOUR *Data Story*



# **Always have a purpose**

**Do purposeful communication.  
Bring a mission.  
There must be a takeaway(s) from  
the (data) story.**



# Aim for the heart



**You can either make the readers:**

- 1. Feel like a part of the story**
- 2. Can relate to the story**
- 3. Feel that there is something in the story that they are also root for**

**“You can’t move people to action unless you first move them with emotion.  
The heart comes before the head.” (John C. Maxwell )**

# So what's your idea?



**insightful?  
meaningful?**

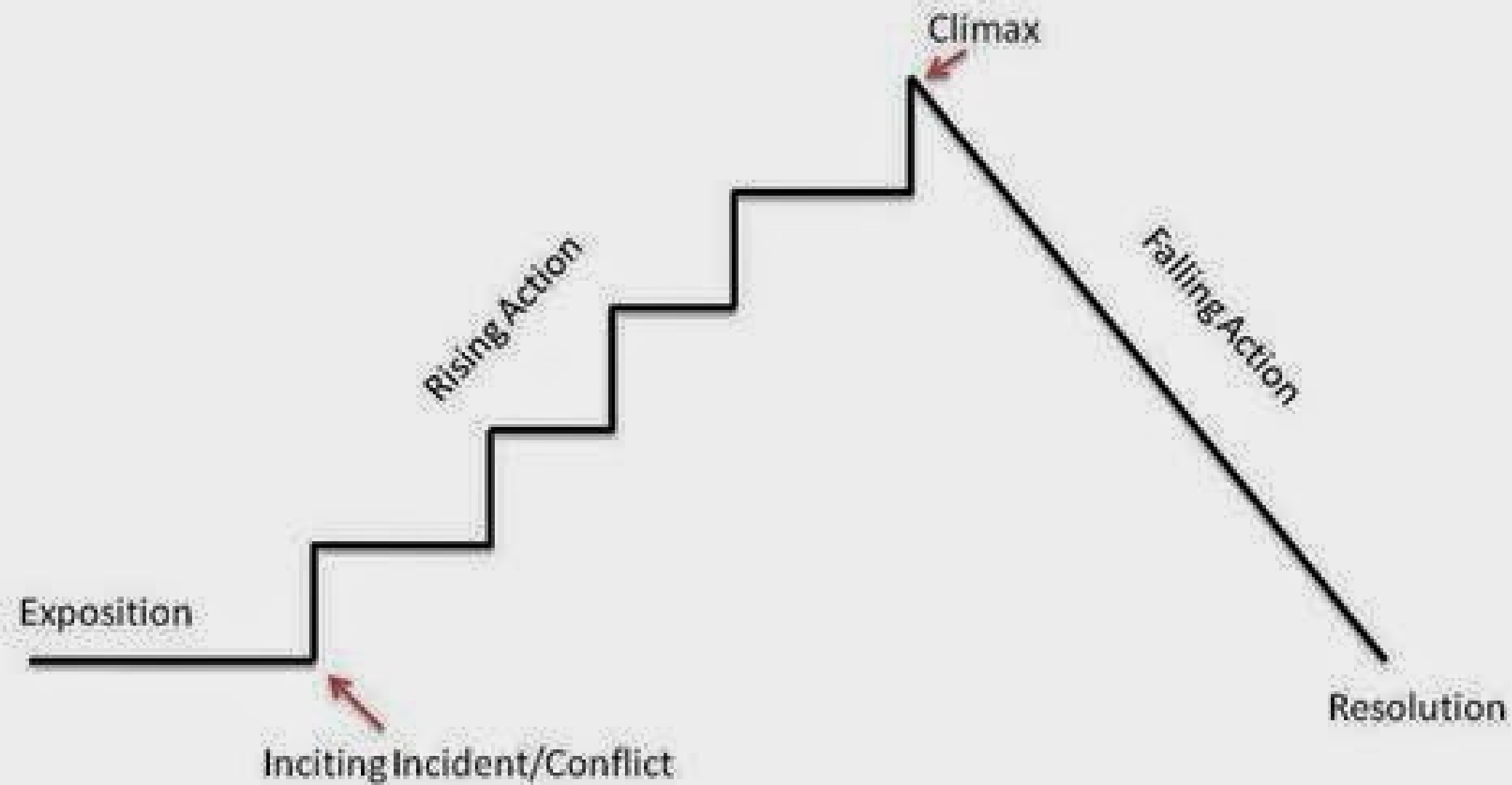


**interesting?  
relevant?**

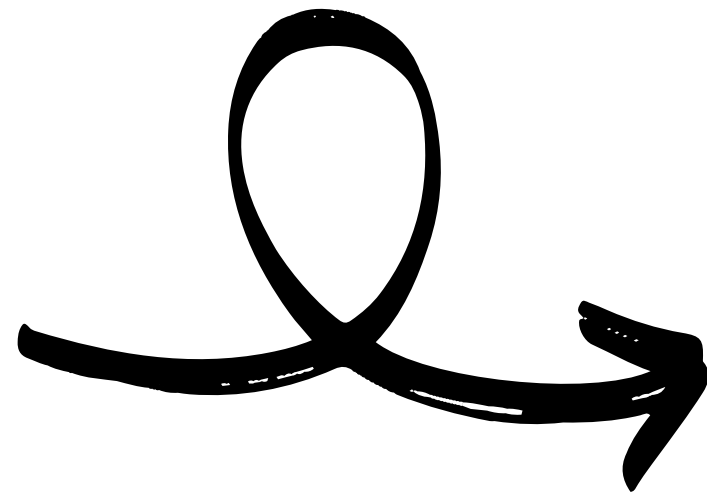


# Create the plot

## Plot Diagram

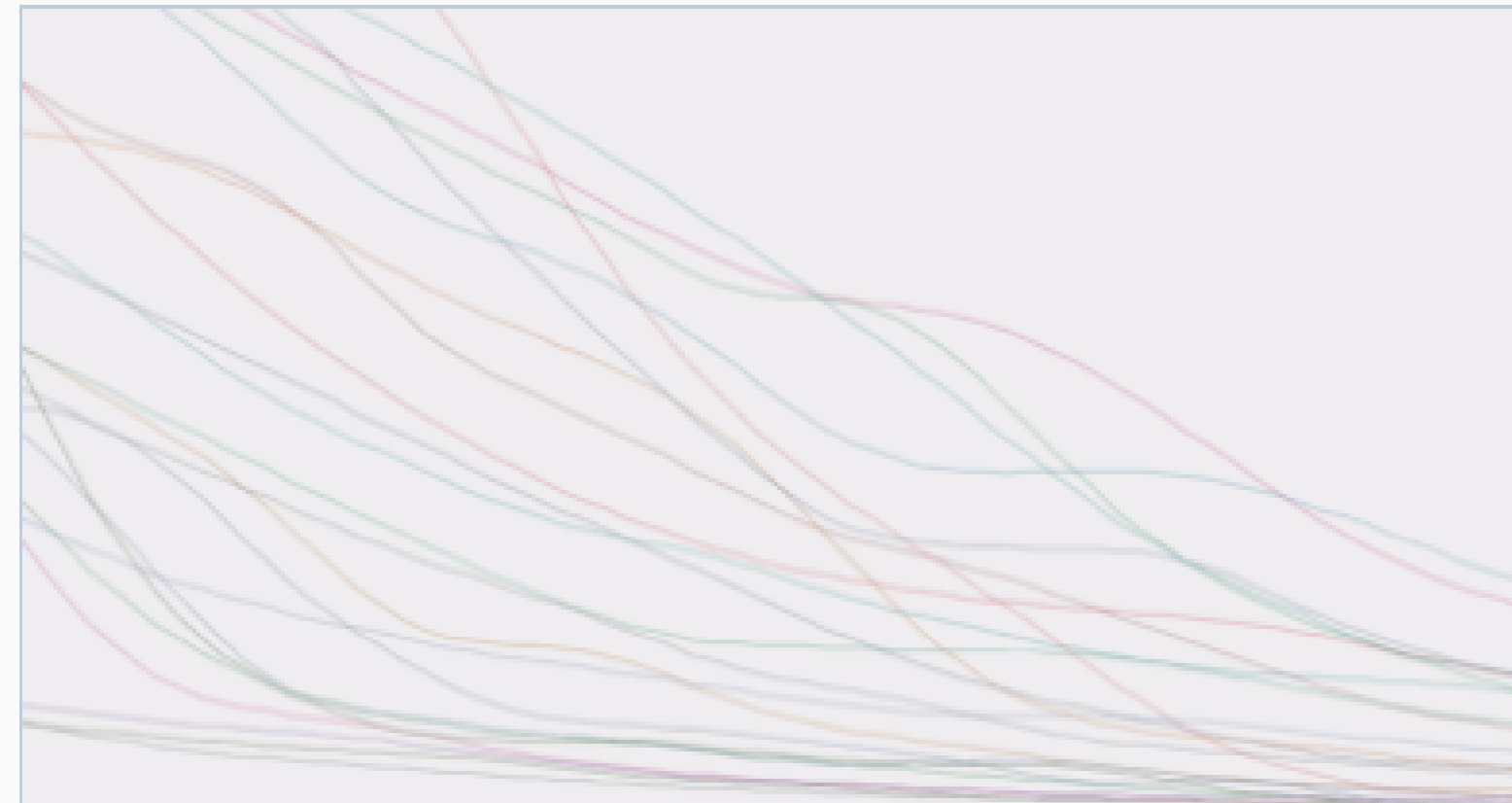
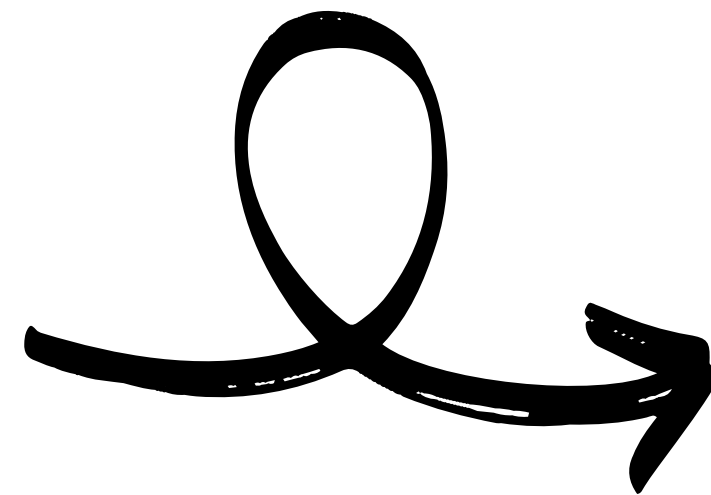


# Create an interesting title



**source: [ourworldindata.org/child-mortality-big-problem-in-brief](https://ourworldindata.org/child-mortality-big-problem-in-brief)**

# Create a hook



**Child Mortality: an everyday tragedy of enormous scale that we can make progress against**

We live in a world in which 10 children die every minute.

By Max Roser — July 21, 2021

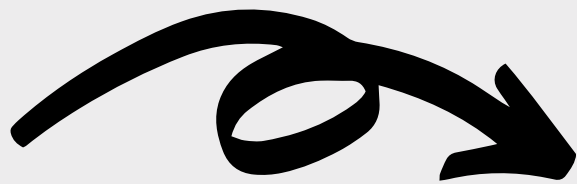
**is it a famous fact or  
is it a surprising fact?**

# Drop a thought-provoking introduction

Child mortality is an everyday tragedy of enormous scale that rarely makes the headlines

These daily tragedies do not receive the attention they deserve. Comparing it with those tragedies that *do* receive public attention makes this clear. A large jumbo jet can carry up to 600 passengers.<sup>3</sup> The number of child deaths is equivalent to a crash of a jumbo jet with only children on board, every hour of every day of the year.

A newspaper that would cover the most important events that happened in the last 24 hours would always cover the thousands of child deaths on its front page. The headline would be the same every day: '14,000 Children Died Yesterday'.



# Every interesting story needs a conflict

**rising  
action**



Global inequality: in countries where incomes are very high child mortality is low

The risk of death that a newborn faces differs enormously between different countries. This is what the scatter plot shows. It plots the risk of death on the vertical axis against the country's average income on the horizontal axis.<sup>4</sup>

The inequality is extremely high. A child that is born into one of the poorest countries faces a one-in-ten chance to die within the first five years of her or his life. In rich countries the rate of survival is as high as 99.8%.

Across the world, high incomes are a necessary but not sufficient condition for good child health. The chart shows that all countries in which children have a good chance to survive are high-income countries.

The fact that economic inequality maps on to the inequality of child survival means that a child in a rich country has an advantage in both ways: she can expect to survive *and* will live in a society where incomes are more than 70-times higher than in the poorest countries.

**climax**



# Here comes the resolution

## It is possible to change the world

This inequality did not exist in the past. In pre-modern times mortality at young ages was extremely high, no matter where a child was born. In societies around the world around half of all children died before they reached the end of puberty. → [Here](#) is my post on child mortality in the past.

The history of child deaths shows that it is extremely difficult to keep children alive; a lot of things have to go right for a child to survive. That is why child mortality is such a good indicator of the living conditions in a society more broadly.

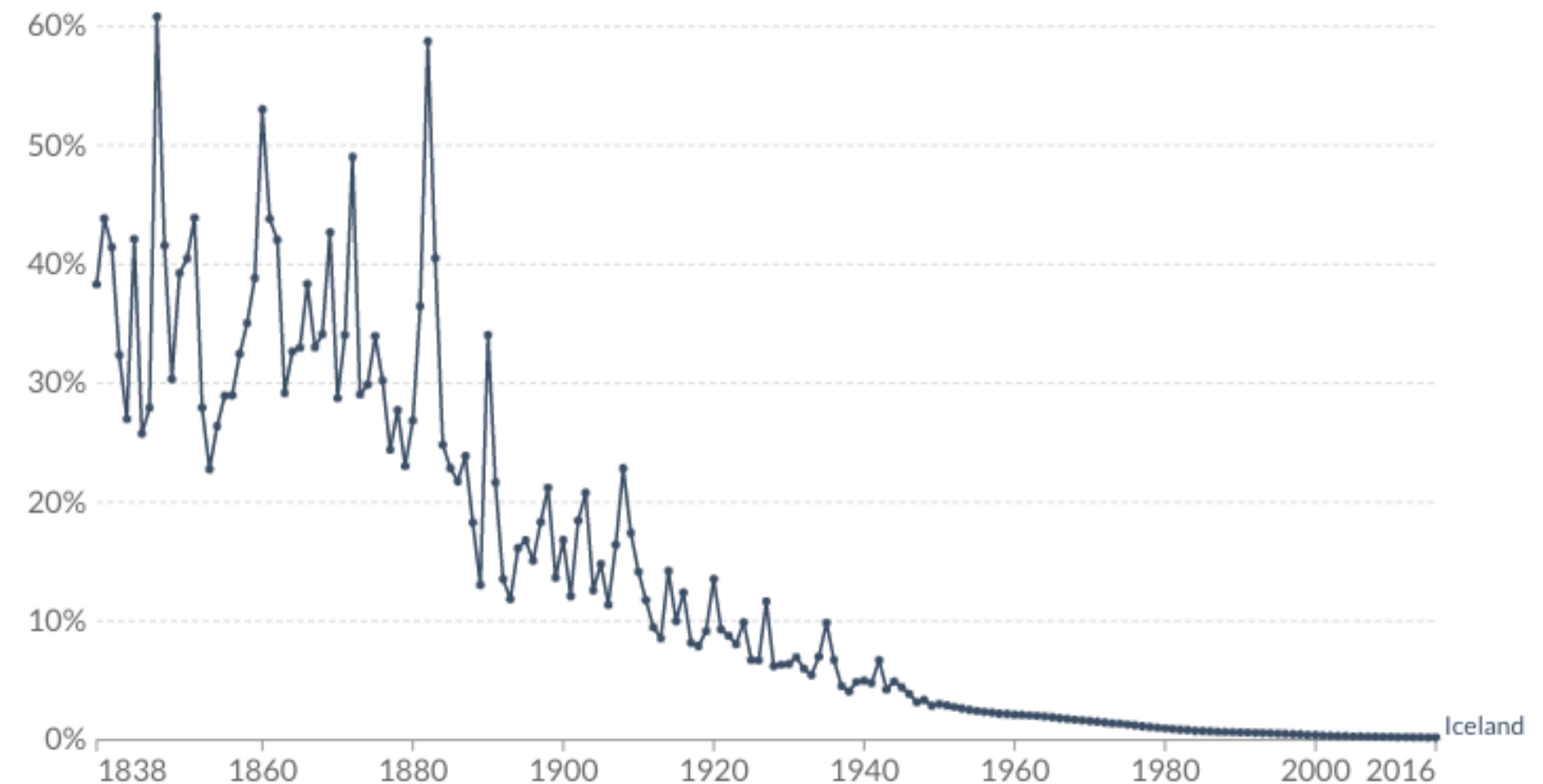
The global inequality we see today is the consequence of unequal progress. Even in today's healthiest and wealthiest countries, the low child mortality rates are a very recent achievement: the chart shows the decline of child mortality in the country that has the lowest child mortality today. In the 19th century around a third of all children in Iceland died (a much higher rate than in today's worst-off countries). Good child health is the consequence of the progress achieved in the country's modern history.

### Child mortality, 1838 to 2016

Shown is the share of children (born alive) who die before they are five years old.

Our World  
in Data

+ Add country



Source: Gapminder (2017) & UN IGME (2018)

OurWorldInData.org/child-mortality • CC BY

1838 2016

CHART

MAP

TABLE

SOURCES

DOWNLOAD

Share

# Tips and tricks



1. Perform a research
2. See the unseen
3. Learn the PEUBI
4. Use the technical terms wisely
5. Dramatic diction
6. Avoid a long paragraph
7. Coherence
8. Edit, edit, edit
9. Honorably give credits
10. Takeaway



# Six Key Lessons of Data Storytelling

by: Cole Nussbaumer K.



1. Understand the context

2. Choose an appropriate visual  
display

3. Eliminate clutter

4. Focus attention where you  
want it

5. Think like a designer

6. Tell a story

# Understand the Context

**Who?**



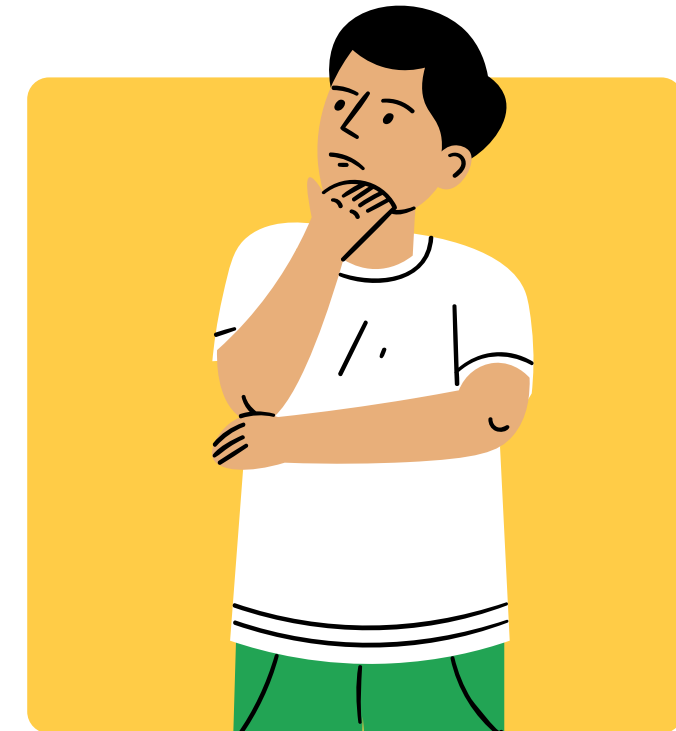
- the audience
- you

**What?**



- action
- mechanism
- tone

**How?**



- what data is available

# Choose an appropriate visual display

91%

Simple text

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
Category 6	11%	25%	49%

Table

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
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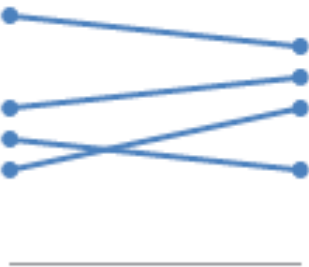
Heatmap



Scatterplot

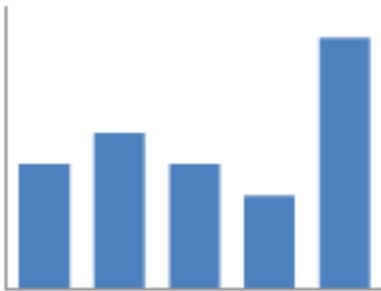


Line



Slopegraph

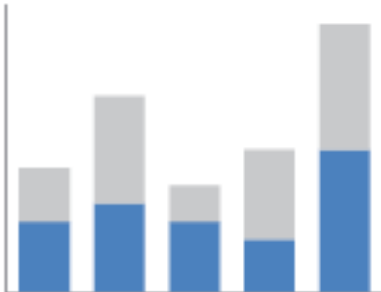
choosing an effective visual



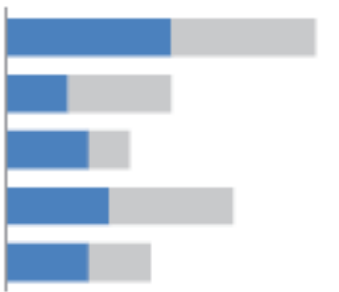
Vertical bar



Horizontal bar



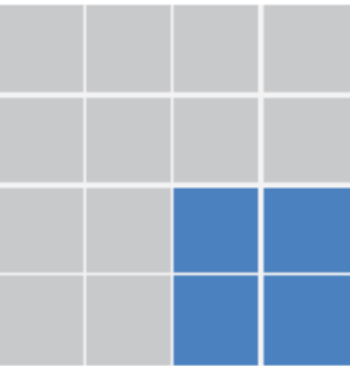
Stacked vertical bar



Stacked horizontal bar



Waterfall



Square area

FIGURE 2.1 The visuals I use most

# Eliminate clutter

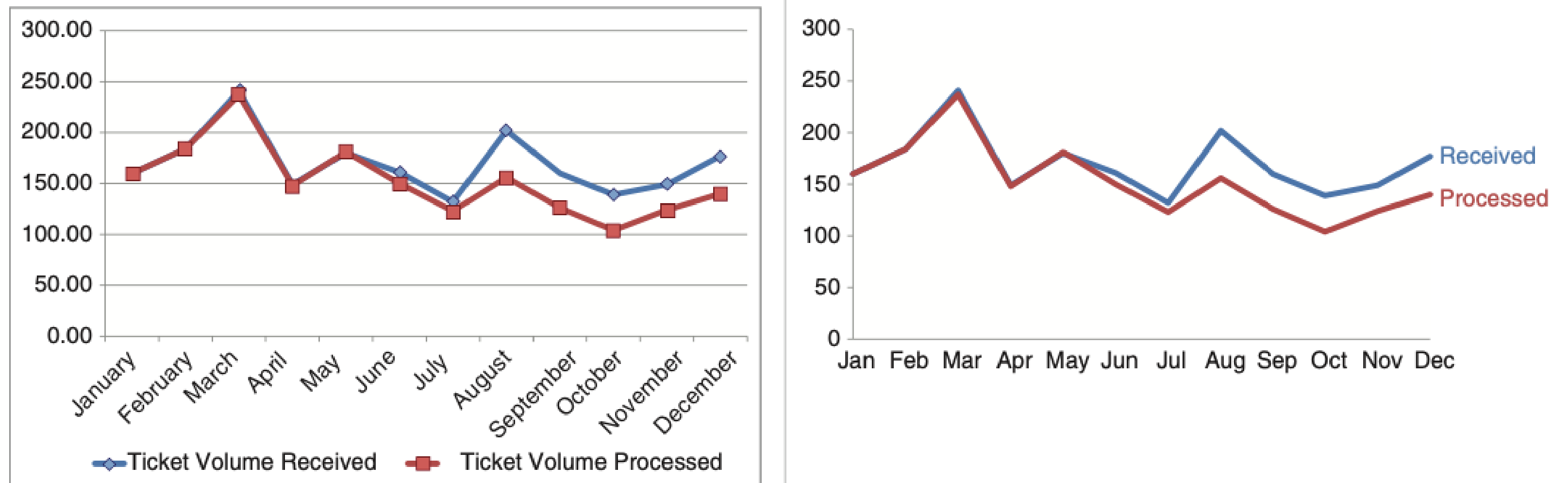
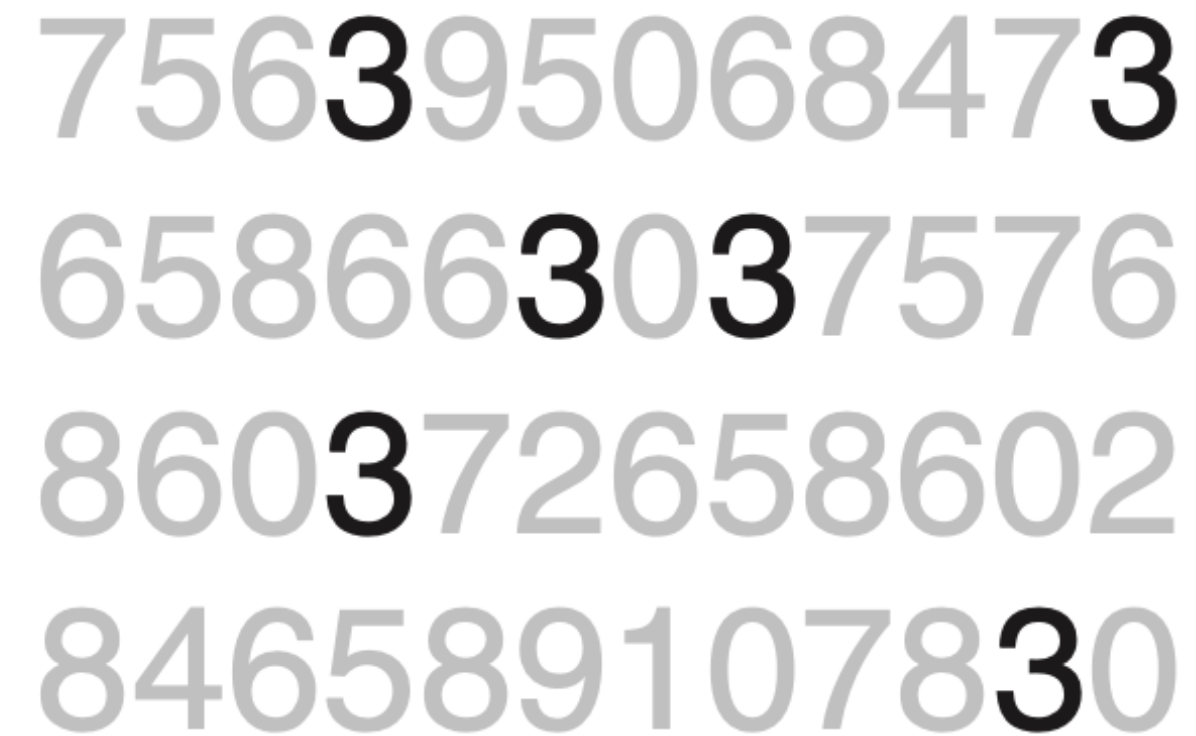


FIGURE 3.24 Before-and-after

# Focus attention where you want it

preattentive attributes like **size, color, and position** on page can be used strategically in two ways. First, to help **direct your audience's attention**. Second, to create **a visual hierarchy of elements**.



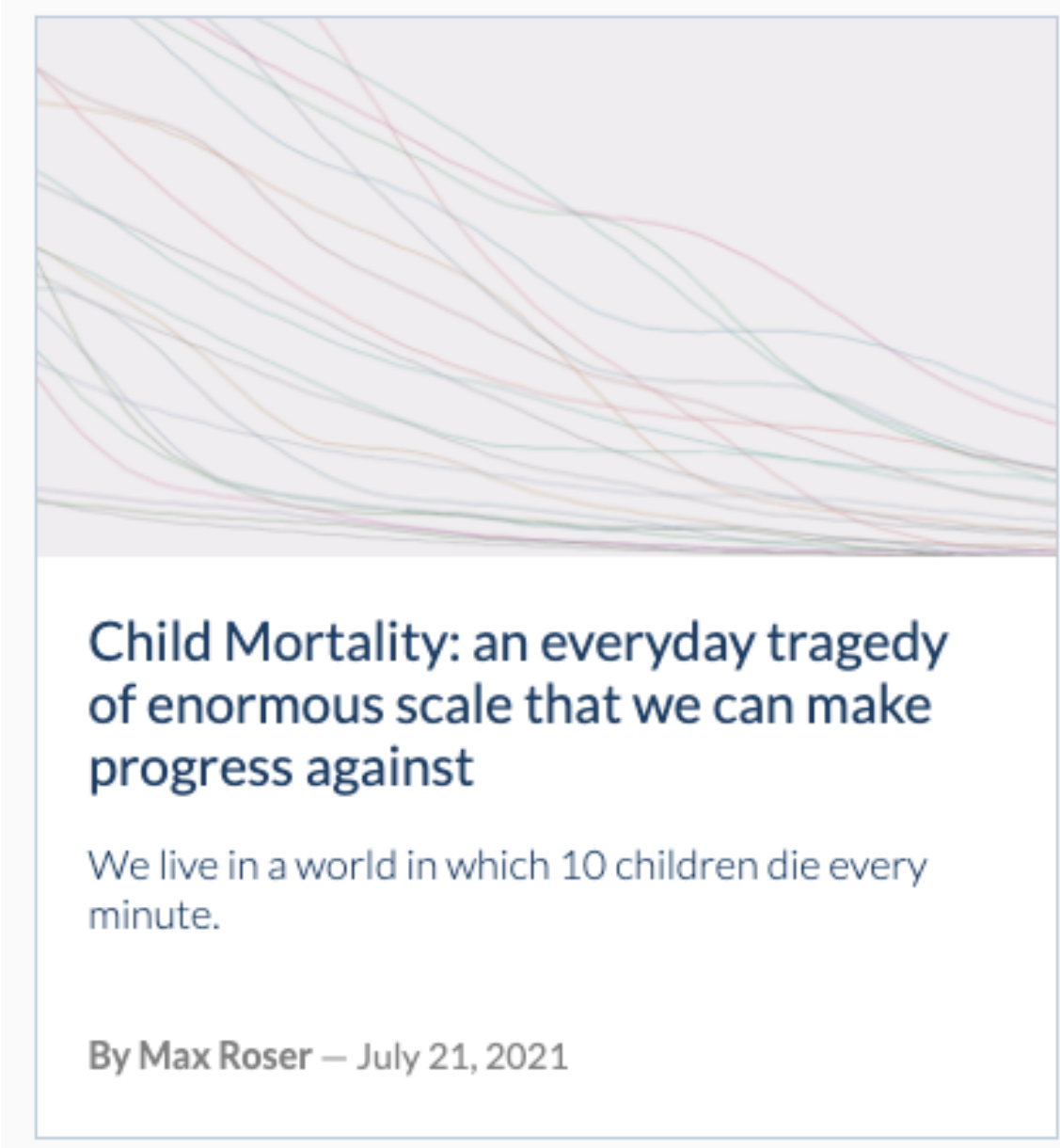
7	5	6	<b>3</b>	9	5	0	6	8	4	7	3
6	5	8	6	6	<b>3</b>	0	<b>3</b>	7	5	7	6
8	6	0	<b>3</b>	7	2	6	5	8	6	0	2
8	4	6	5	8	9	1	0	7	8	<b>3</b>	0

FIGURE 4.3 Count the 3s example with preattentive attributes

# Think Like A Designer

We chose a **visual display (form)** that will allow our audience to do **what we need them to do (function)** with ease.

# Tell A Story





# Thank you for listening!

and let's create a captivating story

