



# Course: ALY6060

## Discussion 5



# Contribution of Data visualization and storytelling to enhance data driven decision making

By Pragati Koladiya

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# 01

# What is data storytelling?



Storytelling through data is one of the fastest processes of understanding data. It builds a data-driven and transparent culture, provides freedom to discuss and interpret what is the need for the issue. It also provides a certain degree of freedom and space for creativity. Data storytelling gives a visual format to influence a business decision, strategy, or action by utilizing analytical information.

## 02 Data Visualization contribution in decision making



Accelerated response speeds



Improved, simplified focus on what matters most



Ability to develop a new language for business



Easier viewing of trends and patterns



Ability to modify and interrelate with data



Improved collaboration among work teams

## 1. Accelerated response speeds:

- When data is fused into a report or presentation, data visualization tools upgrade the current data and grant permissions. They can assimilate all the pertinent information, differentiate from negatives, reach inferences, and from that point make legitimate moves. This gives an improvement in the speed and proficiency of a decision.

## 2. Improved, simplified focus on what matters most:

- The blend of visualizations and relevant information permits experts to see everything simultaneously and in a flash focus on the main subtleties. Viably, data becomes disentangled on the grounds that everything is all the while introduced, yet the key realities become the overwhelming focus.
- As organizations expand as time passes they will include the relationship between market execution and working conditions.

### 3. Easier viewing of trends and patterns :

- Customary data designs have frequently been infamous for making it hard to recognize designs inside enormous assortments of data.
- In given report, there could be countless lines of level content with key data dispersed about from section to passage that it could take long stretches of perusing, featuring, and arranging just to separate the main subtitles.

### 4. Ability to modify and interrelate with data :

- The first advantage of data representation is the way it presents significant thoughts in manners that can be handily perceived by totally invested individuals. While conventional outlines and charts are only intended to be seen, experts can communicate with data when the advanced apparatuses of representation are within reach.

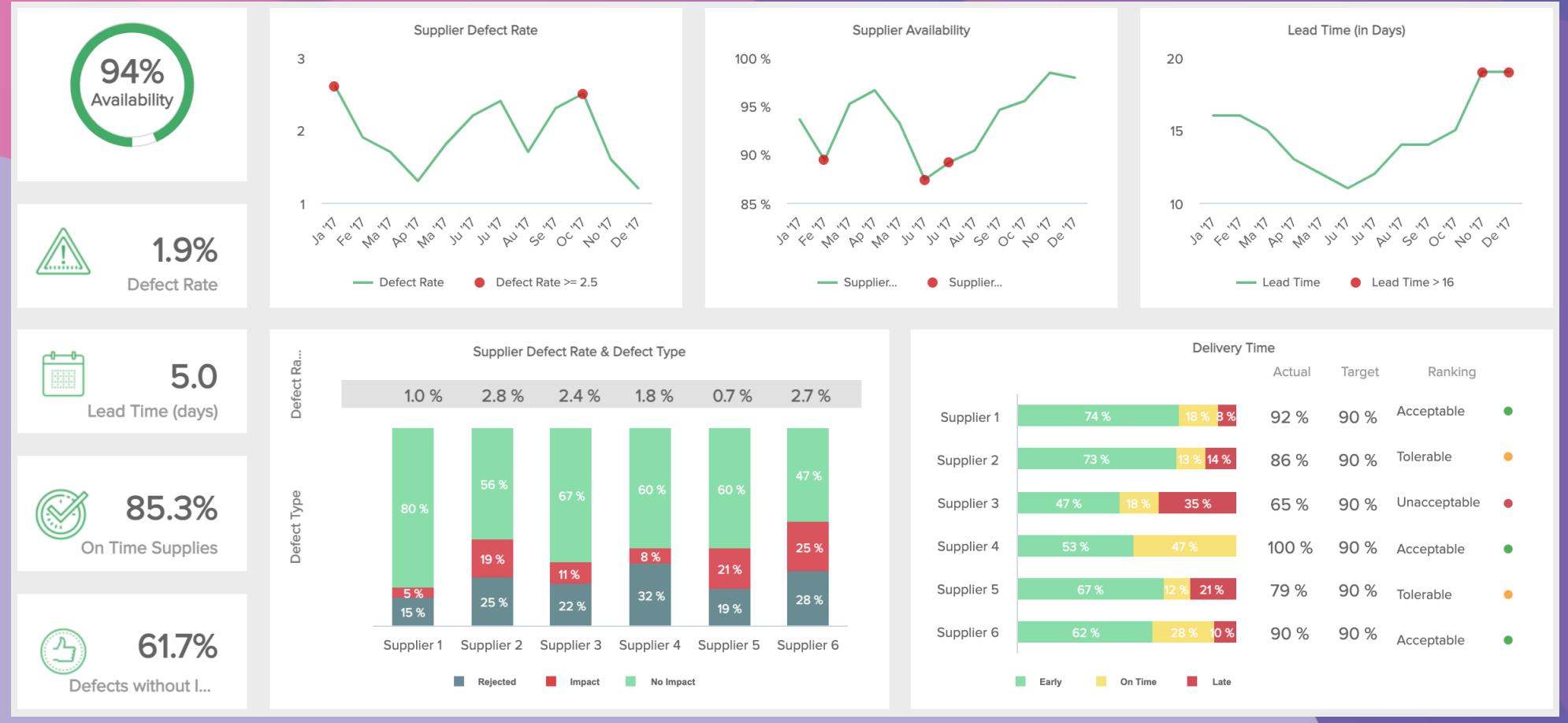
## 5. Ability to develop a new language for business :

- The most novel aspect regarding data perception is that it recounts stories through picture portrayal, instead of simply introducing static realities.

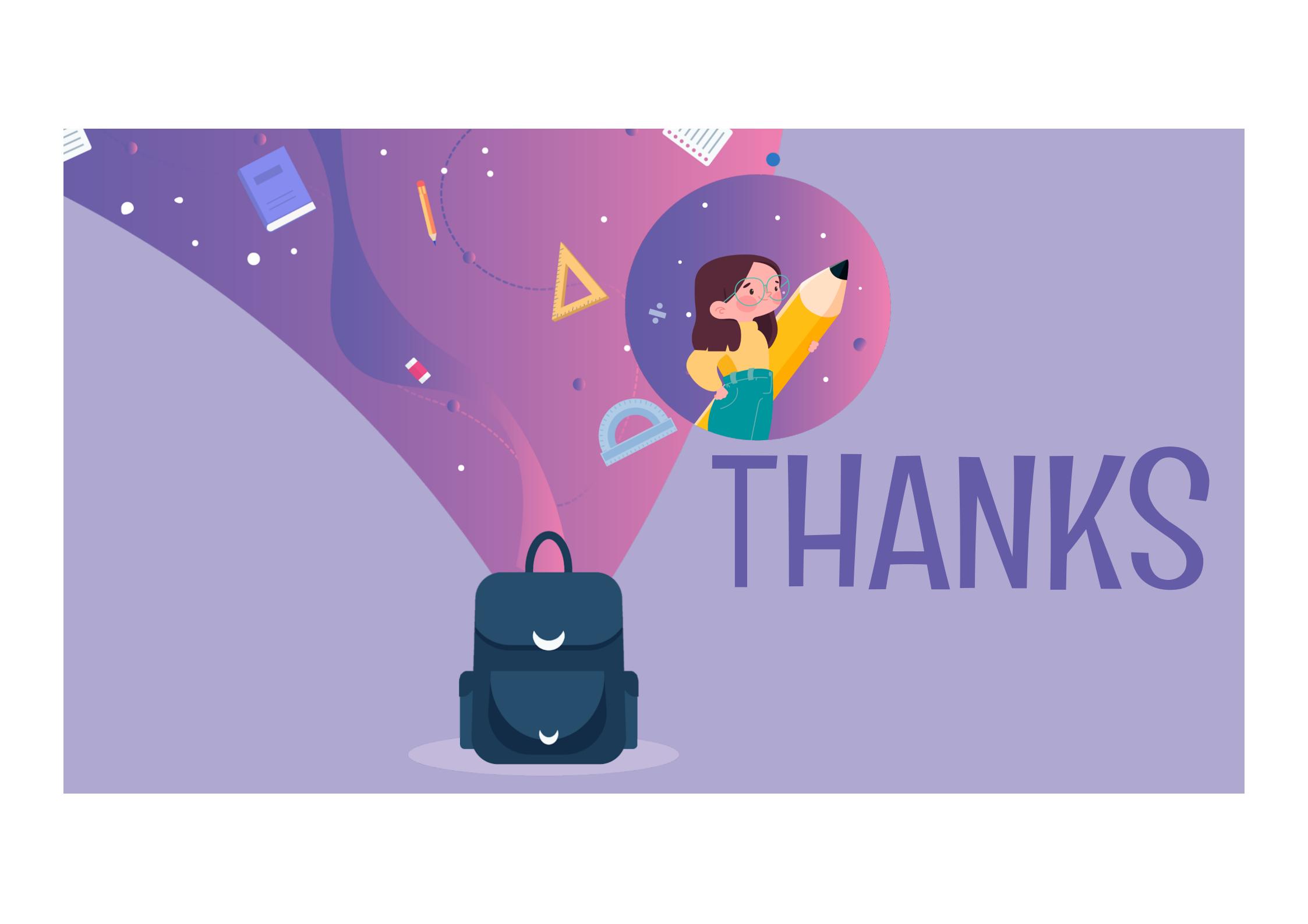
## 6. Improved collaboration among work teams :

- Data perception makes it simpler to work together in light of the fact that vital information over all territories of an investigation are given equivalent lucidity. Thus, the extraordinary abilities of every part of a working group are brought to the front. With everybody constantly pacing for a particular task, choices can be made and executed quicker than in circumstances where certain regions of data are introduced more accurately than others.

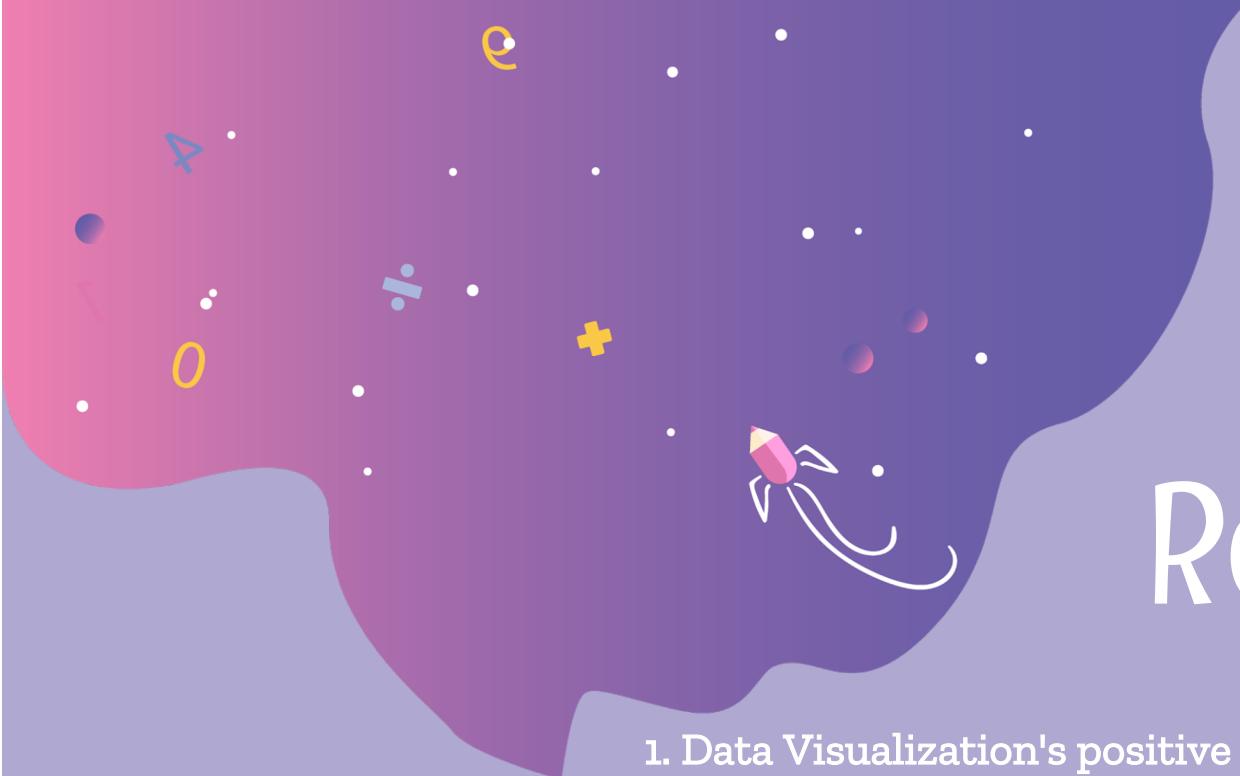
# Example of Supplier Delivery Dashboard



- Dashboard focuses on a supplier's ability to provide you with the right products or services, at the right moment. The first KPIs displayed at the top give an overview of one supplier's performance. Whereas the lower part of the dashboard is a snapshot of the overall performance of several different suppliers.
- The defect rate is a metric used to measure how many products received are not meeting the quality requirements and compliance specifications.
- Using visualization organizations can make important decisions like which supers are not delivering on time, what kind of defeats their products have and what are the reasons for late delivery.



# THANKS



# References:

- 1. Data Visualization's positive impact on decision making**  
<https://www.mapbusinessonline.com/Whitepaper.aspx/Decision-Making>
  
- 2. Supply Delivery Dashboard**  
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