

The Complete Guide to Data Storytelling

North West

5.47

per
month

East

3.90

per
month

South West

3.88

per
month

South East

In 20 short, interactive lessons, we will give you a jump-start on becoming a master data storyteller. Learn to bridging the gap between analysis and impact.

Nashville Promise
Zone

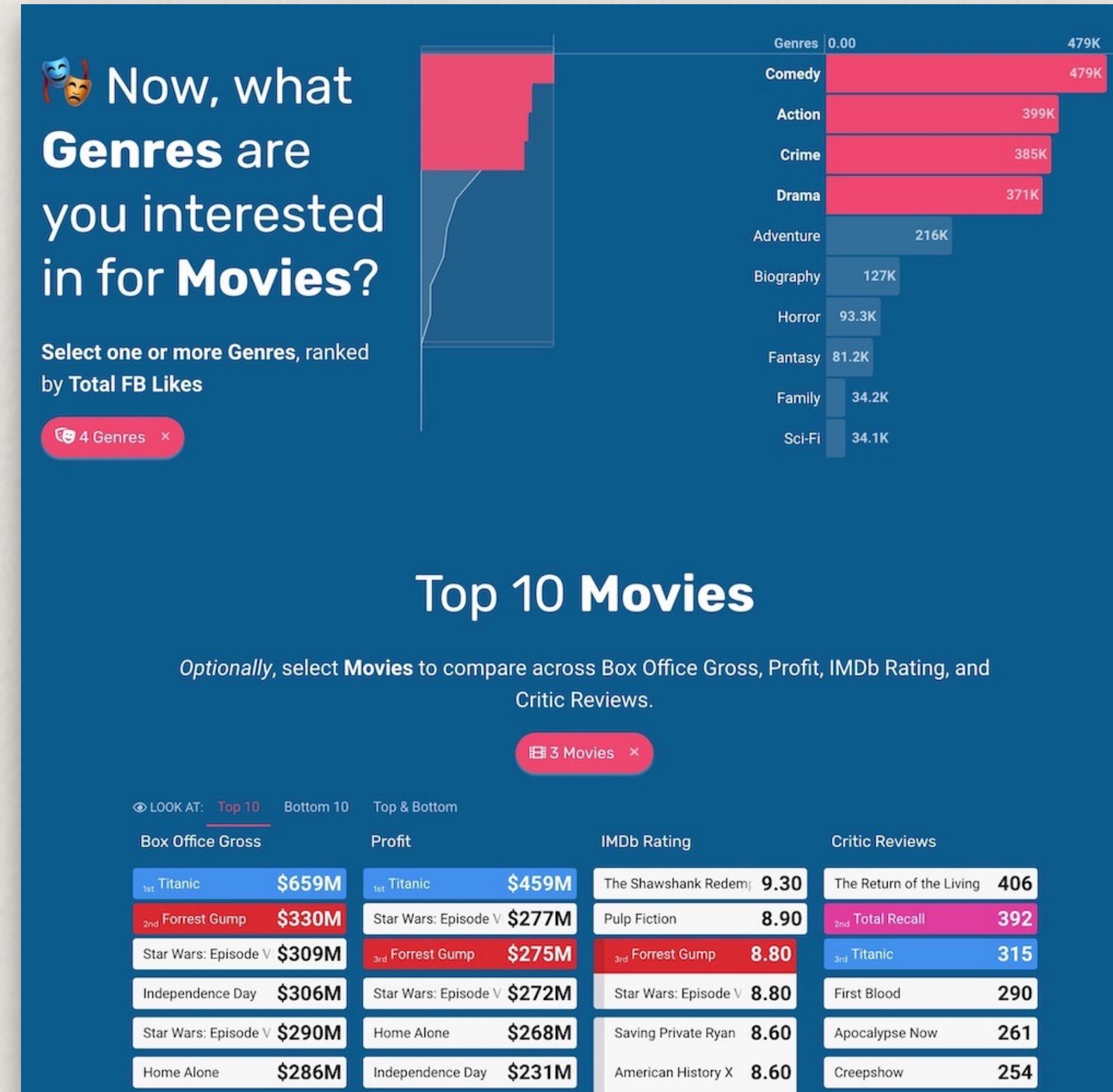
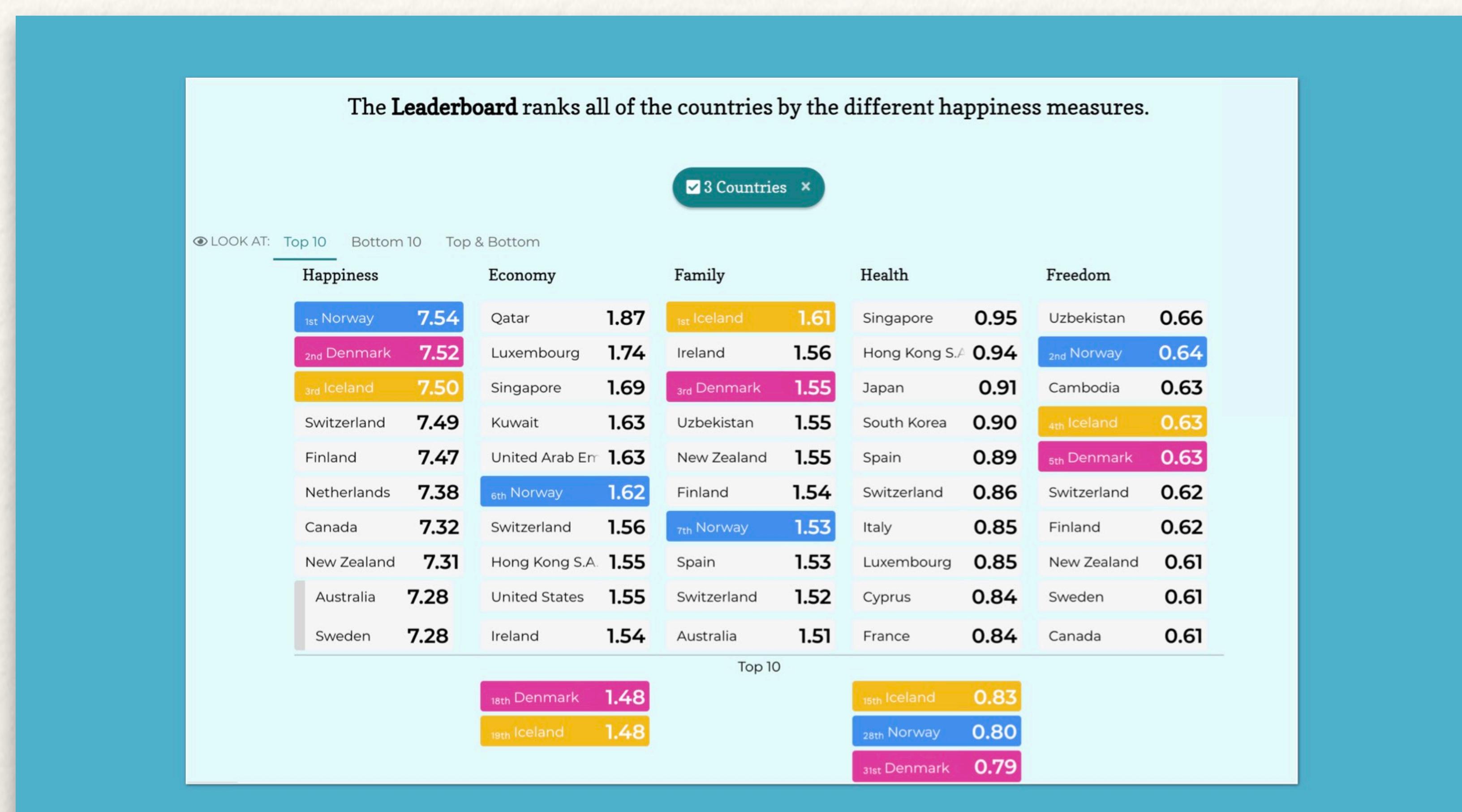
**4.91 per
month**

The Journey to Data Storytelling

In a data-saturated world, communicating ideas and insights with data is critical. This skill, which we call **data storytelling**, will help you bridge the gap between data analysis and the minds of decision-makers.

It is a rare and special power.

In the following pages we will share the most essential lessons you need to become a master data storyteller.



In *Part 1*, we start with the basics: how to use different charts for visualizing data. Charts are the essential building block for data stories.

Part 2 teaches the visual design skills that will help you more beautifully express yourself with data. Looks matter, and we want you to look good.

Part 3 gets to the heart of data storytelling skills and best practices. You will learn about different types of data stories, the elements of traditional storytelling, and how to structure for greatest impact.

We promise: Learning data storytelling is a skill that will help you in any role that uses data. Enjoy the journey.

How this Guide Works

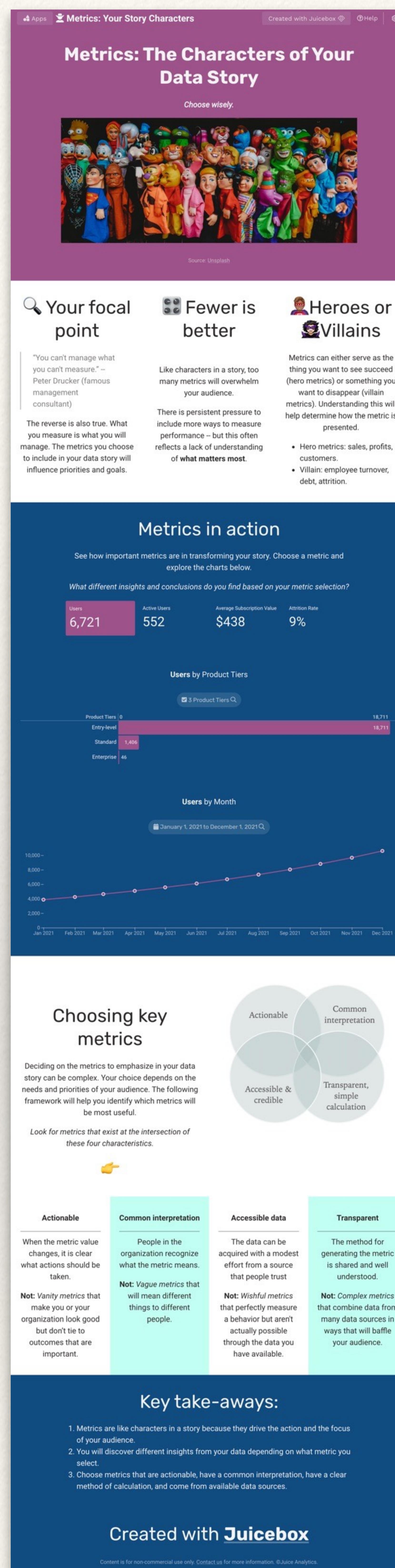
Each of our lessons is available with the link to a lesson webpage. Like this [one](#).

The lessons have been created with our data storytelling tool [Juicebox](#) to make it interactive and explorable.

17

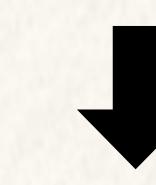


Short on time?
Many of these lessons
have an accompanying
short video. Look for this
symbol:

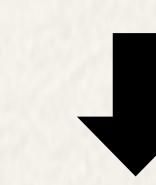


Our lessons tend to have a common structure...

Introduction



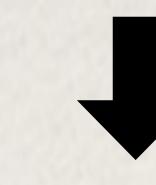
Overview of the lesson



Interactive examples to see concepts in action



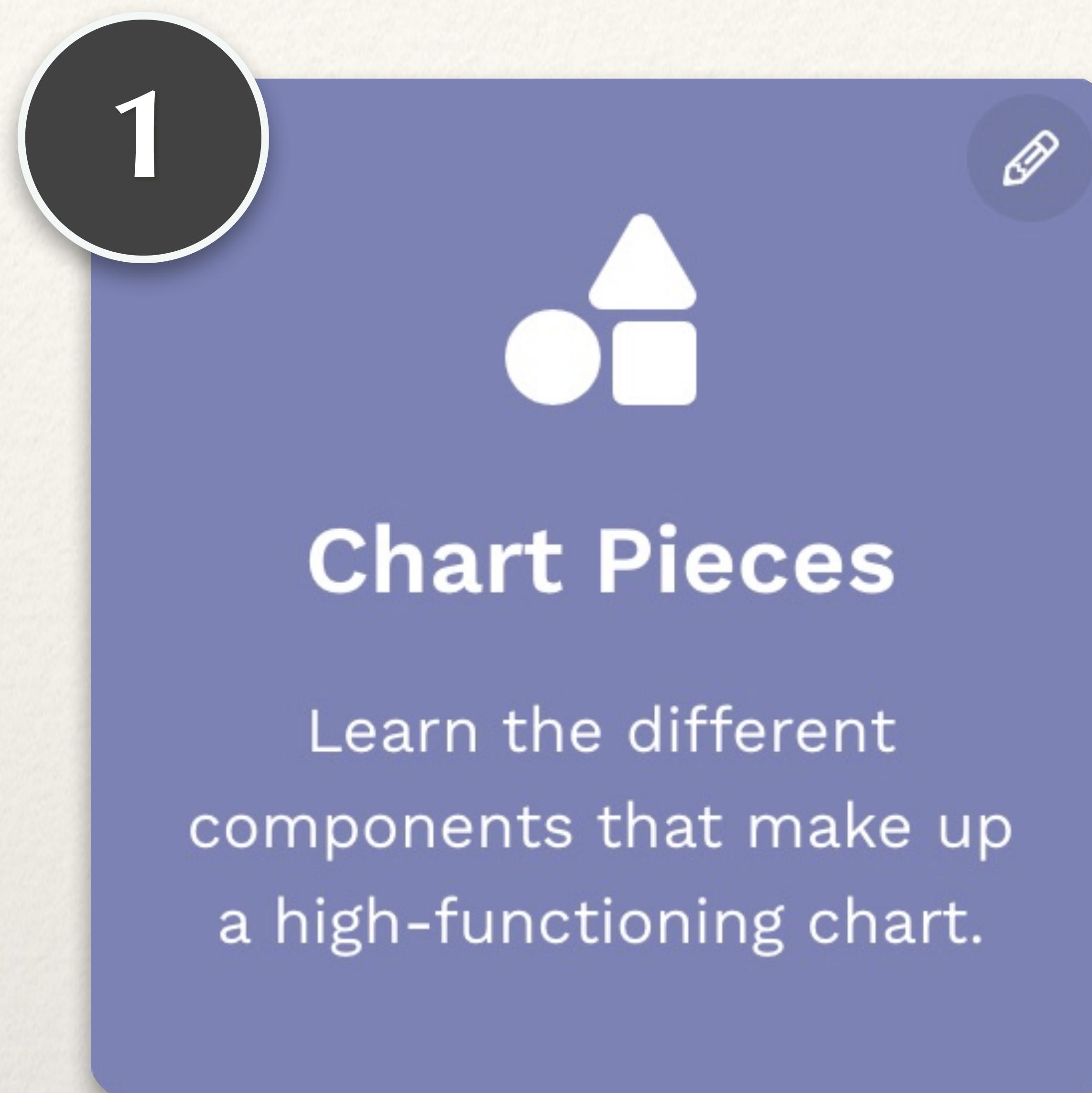
Practical frameworks that you can apply in your data story designs



Summary of key learnings

Part 1a: Chart Basics

Charts are the most important building blocks of data stories. We start with a foundational understanding of how to design a good chart and how to pick the right chart type for the job.



[Click to view the lesson](#)



[Click to view the lesson](#)

Part 1b: Chart Types

Continuing with the focus on charts, the next collection of lessons provide a complete understanding of some of the most popular and useful chart types. In each case, we describe how to use the chart, the elements that make it effective, and mistakes that people commonly make.

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Bar Chart

Understanding the purpose of a bar chart

4



Trend

Understanding trend charts

5



Map

Understanding the purpose of map visualizations

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[Click to view the lesson](#)

[Click to view the lesson](#)

6



Leaderboard

Understanding how to use Leaderboard visualizations

7



Scatterplot

Understanding the purpose of a scatterplot chart

8



Table

Tables are data visualizations too!

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[Click to view the lesson](#)

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Part 2: Visual Design

How do you present data to maximize engagement and understanding? These lessons focus on visual design best practices that improve the clarity of your charts and other design elements. Don't underestimate the value of beautiful, clean design.

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Color and Contrast

How to use color and contrast to convey meaning in data and guide attention.

[Click to view the lesson](#)

10



Chartjunk

How to remove visual distractions so your data can tell its story

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11



Typography

How to use typography design choices to support your data story

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Part 3a: Story Foundations

In this part, we teach the mindset of effective data storytellers. We start by exploring the elements that give traditional narratives their power – and will enhance your data stories. Then, we describe the Explore-Explain continuum of data stories. Finally, we provide a framework for understanding and serving your audience.

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Story elements

How to apply the elements of traditional narrative storytelling to data stories



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Explore vs. Explain

A lesson in the relationship between exploratory and explanatory data analysis

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[Click to view the lesson](#)

14



Data Personality Profiles

Explore the different ways dashboards serve audience needs.



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Part 3b: Narrative Flow

Data stories are more than a collection of data visualizations. You want to create a flow and narrative that carries your audience from introduction to actionable insights. These lessons provide practical advice for structuring your story and guiding your readers along the analytical path.

15



Story Structure

How to use the traditional 3-part narrative structure to design your data story.

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16



Narrating Data Stories

How to set the context, explain charts, highlight insights, and guide your audience through your data story

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Part 3c: Building Your Story

We complete your data storytelling education with lessons on metrics, dashboards, and what it takes to connect at a human-level with your audience. By this point, you understand the variety of skills – data analysis, design, communication, and psychology – that are necessary to be a master data storyteller.

17



Metrics: Your Story Characters

Metrics are the characters of your data stories. Choose wisely.



18



Relatable and Specific

Make your data more relatable and specific to connect with the audience

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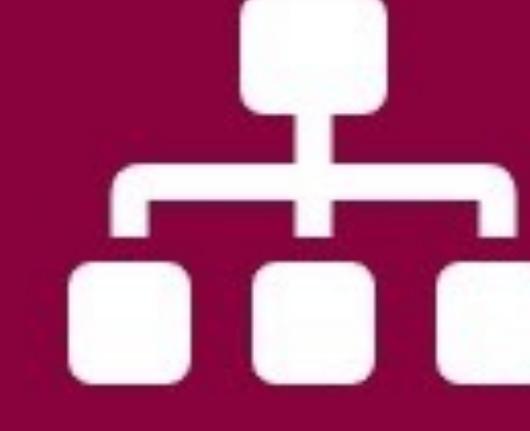


Dashboard Flavors

Explore the different ways dashboards serve audience needs.



20



Dashboard Layout

Learning how to layout your dashboard with logic and guidance



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[Click to view the lesson](#)

It's time to tell YOUR data stories

At Juice, we have been telling data stories for over a decade. Now, you can benefit from everything we've learned.

Create your own interactive data stories in minutes
with Juicebox, the only self-service data storytelling
platform built for everyone.

Find our more: www.juiceanalytics.com

