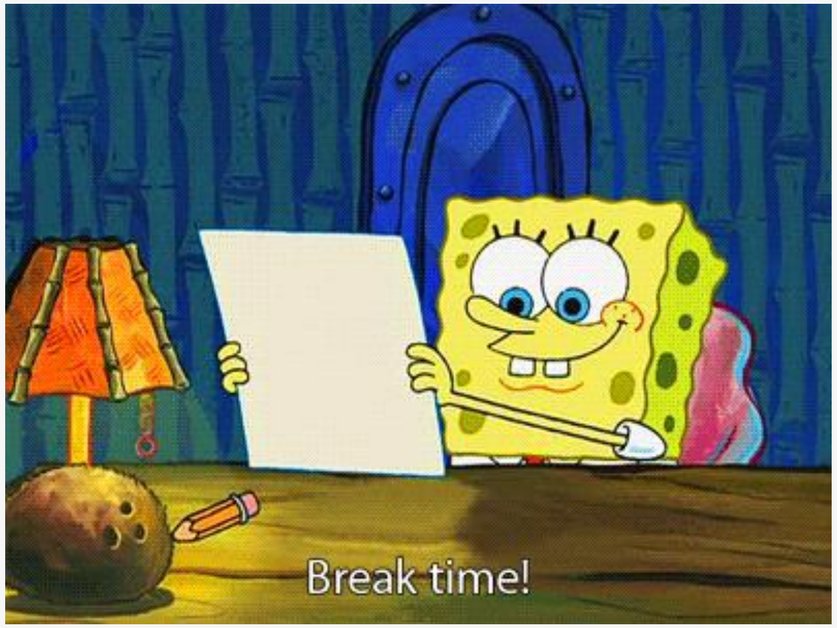
Northwestern University

Introduction to Data Visualization & Data Storytelling

Week 9

Break

5 minutes



Recap

Final Project

PRIZES!

vizlogue

Data Storytelling

“

Don't just show the notes, play the music!

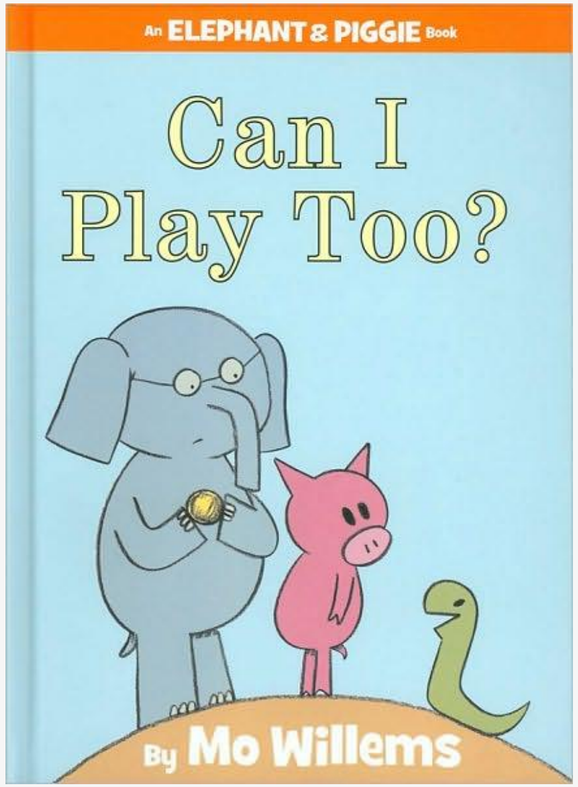
TYPICAL STORY LINE

Intro
(background & methodology)

Numbers

What the Numbers Mean

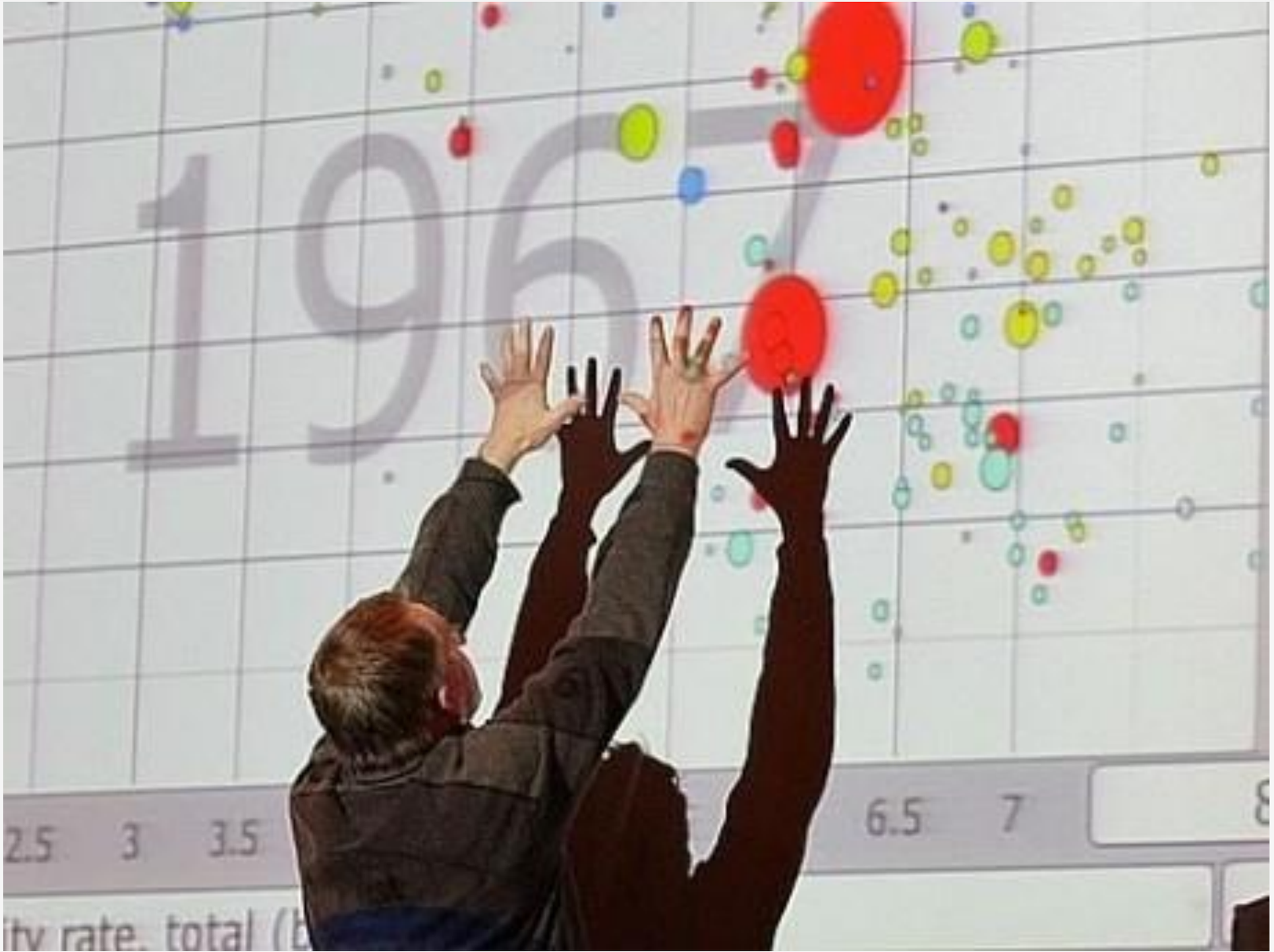
What's Next


An ELEPHANT & PIGGIE Book
Can I Play Too?
By Mo Willems

Inspiration

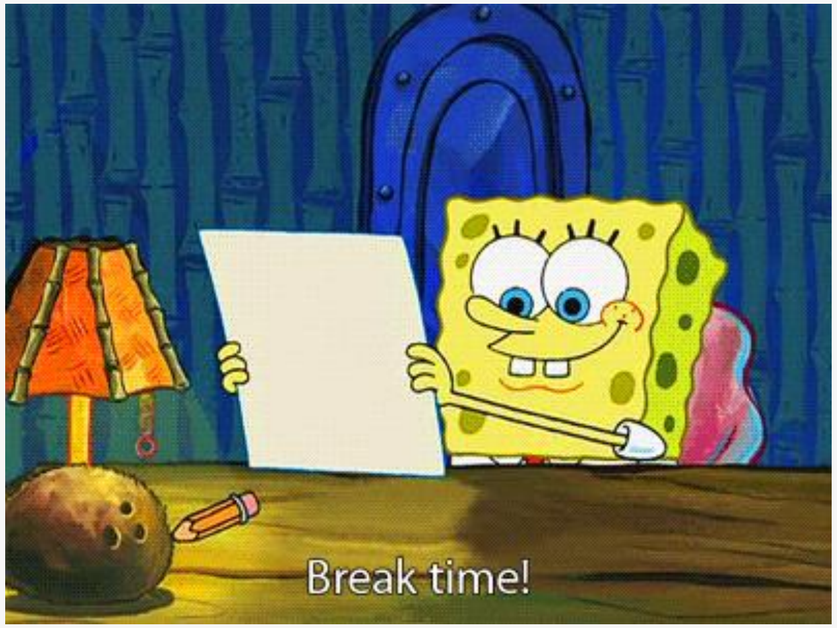
THE ANATOMY OF DATA STORYTELLING

This pandemic, explained


1967
2.5
3
3.5
6.5
7

Break

5 minutes



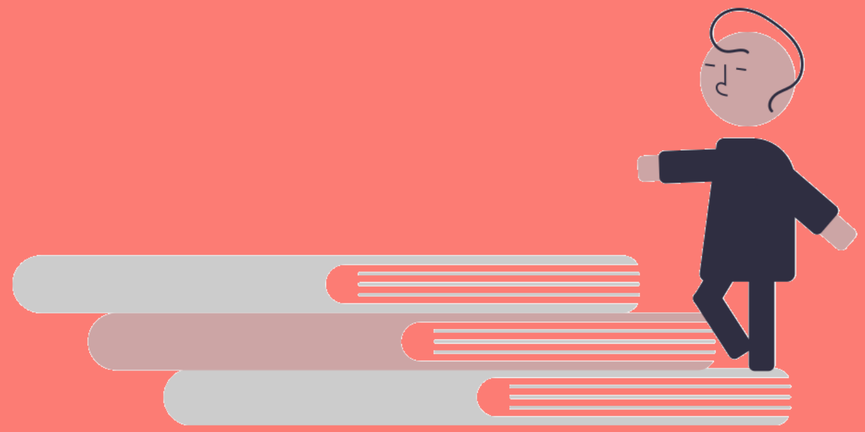
Work in Groups

Data set: internet speed across Europe

Audience: your friend, who is considering relocating to Europe to work remotely and needs good internet connection

Requirements:

- create minimum 2 graphs
- place the graphs in a Tableau story
- prepare a 2-3 minute presentation, considering the following:
  - the introduction should be catchy (ask yourself: "How can I capture my friend's attention from the get go?")
  - the conflict should include example, comparisons, or built the story from macro to micro (of vice-versa)
  - the resolution should reiterate the goal of the presentation and provide recommendations

Next Week

WHAT DID YOU LEARN?