

# How To Make A Successful **Data Story**

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Teemo Tebest, **@teelmo**

# Teemo Tebest, Yle

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- **Data Journalist**
- Background in web development and information visualization
- Founding member of Yle's datadesk since 2013

```
require('JS, HTML5, PHP, Python, full-stack, MongoDB, GIS, network analysis');
```

- Twitter: [@teelmo](https://twitter.com/teelmo)
- Homepage: [teelmo.info](http://teelmo.info)

# WHAT I ACTUALLY DO



# Yle Plus Desk Team



**2** Producers

**2** Coders

**3** Graphic Designers

**2** Part-Time Coders

# Yle News



# Plus Desk at Yle News

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- We make online stories in **co-operation** with other teams
- More **bigger** and **investigative** projects, less fast-ones
- From 350 stories in 2013 to 150 in 2016
- Half of **the most read stories** at Yle came from Plus Desk



# Successful data story: **3 examples**

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1. **Pension** Calculator
2. **Housing** Machine
3. **Municipality** Radar

```
if (Motivation === true) {  
  if (Implementation === true) {  
    return Outcome  
  }  
}
```

# **Story** When Can You Retire And For How Long

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**Motivation** Pension system reform

**Implementation** Embedded calculator

**Outcome** One of the most read stories in 2016

» data  
» story  
» numbers

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# One of most read stories in 2016, **Why?**

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- Calculator **placed on top** of the article
- Had a **default result**
- Easy to use
- Simple and **“Suprising”** message
- **Shareable** result, over 80,000 FB actions
- Funny → **Memorable**

# Challenges / Obstacles

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- From **Excel** to story
- **Two datasets** → pick more relevant
- Use of **understandable language** and terms

# **Story** Can you afford an apartment

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**Motivation** First-time home buyers

**Implementation** Map-based application

**Outcome** Unique view to the housing markets

- » inspiration
- » data
- » story
- » numbers

# Unique view to housing markets, **Why?**

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- Combined housing prices with income
- Size instead of price
- Showed the segregation between cities and rural areas

# Challenges / Obstacles

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- Maps with data on mobile devices
- Lack of sales data in most areas
- No data from houses, only apartments
- Application ↔ Story
- Why and what would I share



# **Story** What is the status of your municipality

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**Motivation** Upcoming elections

**Implementation** Municipality Radar

**Outcome** Noda Awards '17 nominee

» data  
» story  
» numbers

# Noda Awards '17 nominee, **Why?**

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- Quick **Overview** → **Details** on Demand
- **Personalized** and **Familiar** feel
  - Municipality arms, Subtitle, Background map, Street view, Municipality text
- We **crowdsourced** Valkompassen questions
- Was adopted by municipalities and by public
- Data and process was opened

# Challenges / Obstacles

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- **Getting data** for current municipalities
- Merging various data sources and formats into one sheet
- Learning **statistical analysis** and standard deviation
- Getting unified municipality texts and handling updates
- **Finishing and polishing**
- Changes in Google API usage limitations
- Lack of HTTPS → No automated location

Thank you! **Questions?**

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