Craft a Story from a Dataset Exercise

In this exercise, you will make like your great data storyteller forebears and tell a compelling story about a dataset of interest to you. You can pick any dataset at all, but we've also provided a few below to spark your imagination. Keep in mind that storytelling is an art, so you have to get your creative juices bubbling.

Exercise Steps

1. Select a dataset - any dataset! Make sure it's not too dirty, as this case study is about storytelling, not cleaning... :)
2. Pick your audience: executive, technical, or non-technical; and adjust your tone accordingly.
3. Take a look at the data: explore it.
4. Think of a narrative, and pursue it.
5. Give a 15 mins presentation to your mentor during your next call.

In your quest, you might need to ask a bunch of other questions, such as:

- Can I count something interesting?
- Can I find trends (e.g. high, low, increasing, decreasing, anomalies)?
- Can I make a bar plot or a histogram?
- Can I compare two related quantities?
- Can I make a scatterplot?

- Can I make a time-series plot?
- Looking at the plots, what are some insights I can make?
- Can I see any correlations?
- Is there a hypothesis I can - and should - investigate further?
- What other questions are the insights leading me to ask?

Here are some sample datasets to get your creative juices flowing, and to help you apply the storytelling skills you acquired in the previous subunit:

- Adult income
- Nutrition facts for Starbucks menu
- A millennium of macroeconomic data: UK economic data from 1086-2016
- Animal bites in the US from 1985 to 2017
- Dogs of Zurich: data about the dog owners of Zurich Switzerland

Make a Jupyter notebook or PowerPoint to tell the story you produce. Make sure that your story is appropriate to the audience type you selected.

Submission: Submit links to a GitHub repository containing a Jupyter Notebook or a PowerPoint. The file should contain:

- The questions you asked
- The trends you investigated
- The resulting visualizations and conclusions