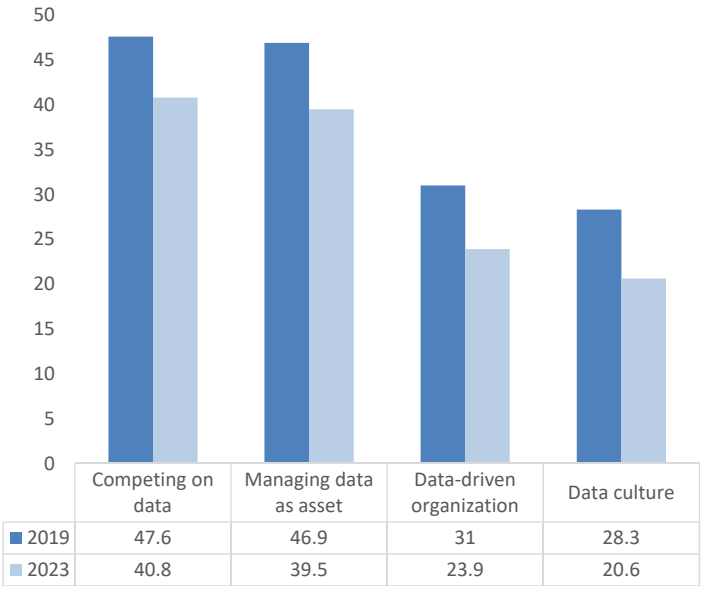
Lack of progress in reaping benefits of data

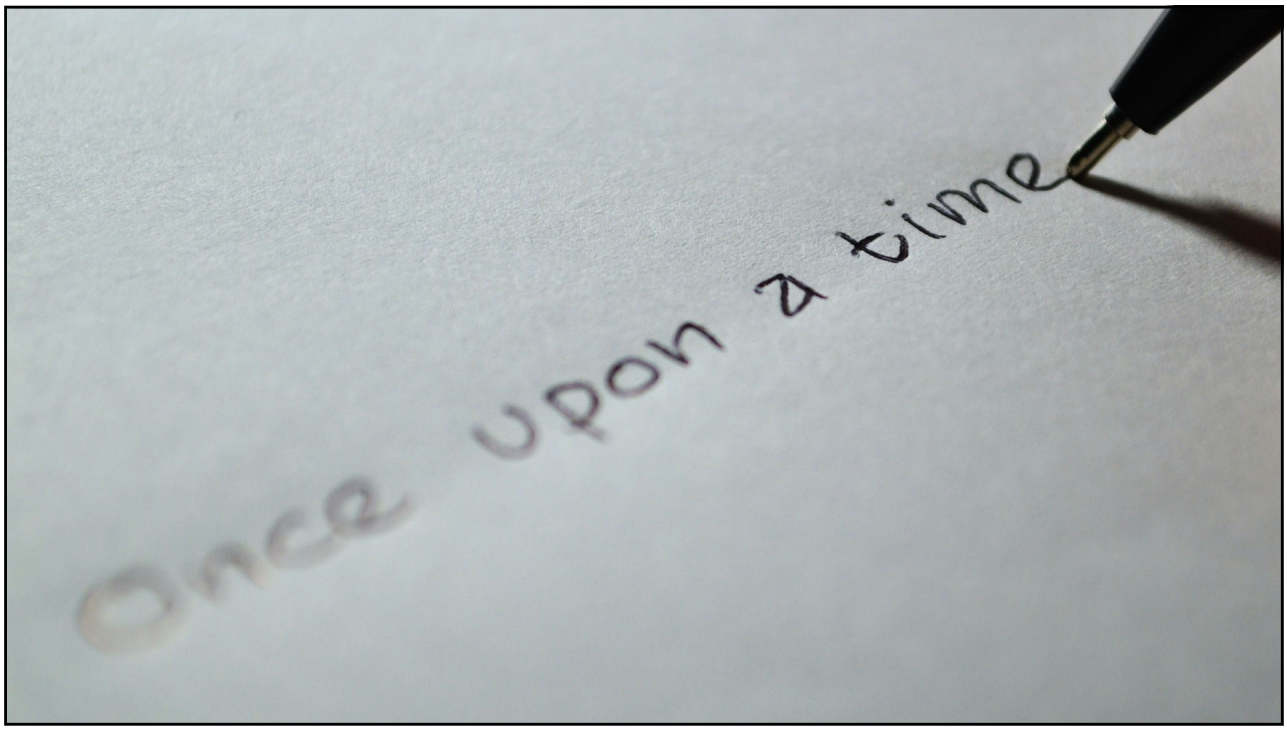
despite ever increasing investments



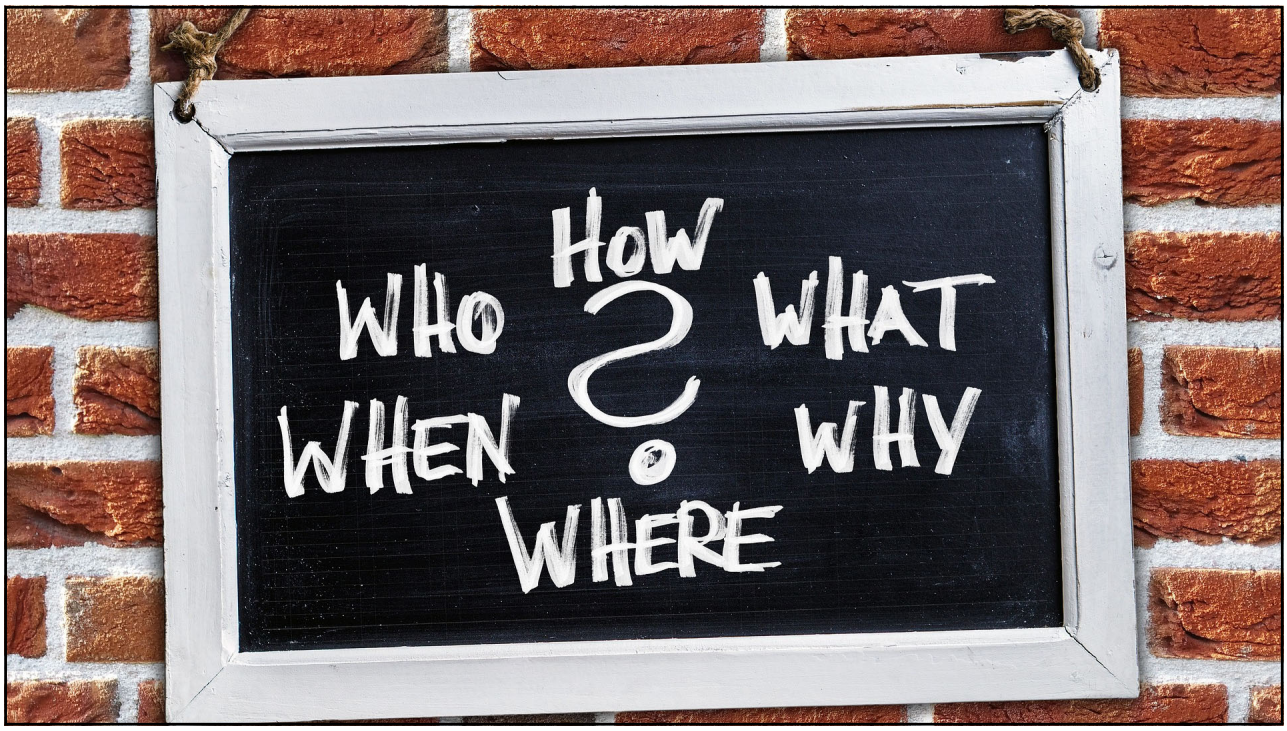
	Competing on data	Managing data as asset	Data-driven organization	Data culture
2019	47.6	46.9	31	28.3
2023	40.8	39.5	23.9	20.6

https://hbr.org/2023/01/has-progress-on-data-analytics-and-ai-stalled-at-your-company

Visual Studio Live! Las Vegas 2023



T03 - Getting Your Story Straight with Data Visualizations - Stacia Varga


WHO
HOW
WHAT
WHEN
?
WHY
WHERE

Getting Your Story Straight

Data literacy supports a data-driven culture

Data storytelling transforms reporting

Data visualizations reveal data insights

Data Literacy

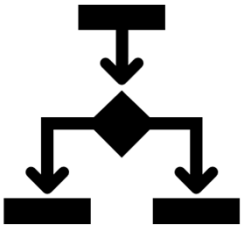
Read

Use

Communicate

Data Storytelling Goals

Audience



Technique

Know Your Audience

Generalist

Expert

Novice

Manager

Executive

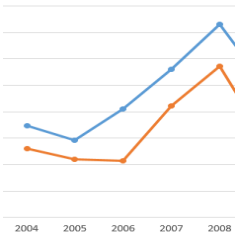
https://hbr.org/2013/04/how-to-tell-a-story-with-data/

Storytelling Techniques

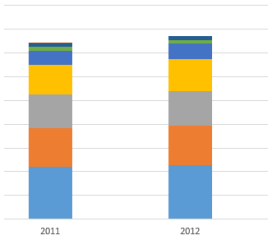
- Communicate narrative and explain data
- Link separated story elements
- Enhance structure and navigation
- Provide controlled exploration

https://www.microsoft.com/en-us/research/wp-content/uploads/2016/04/MSR-TR-2016-14-Storytelling-Techniques.pdf

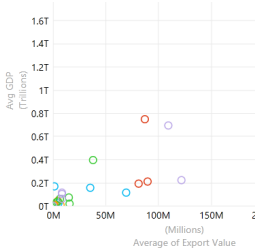
Visualizations for Insight



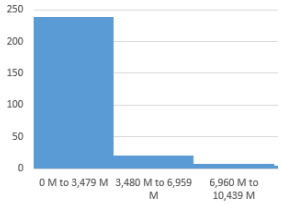
Comparison



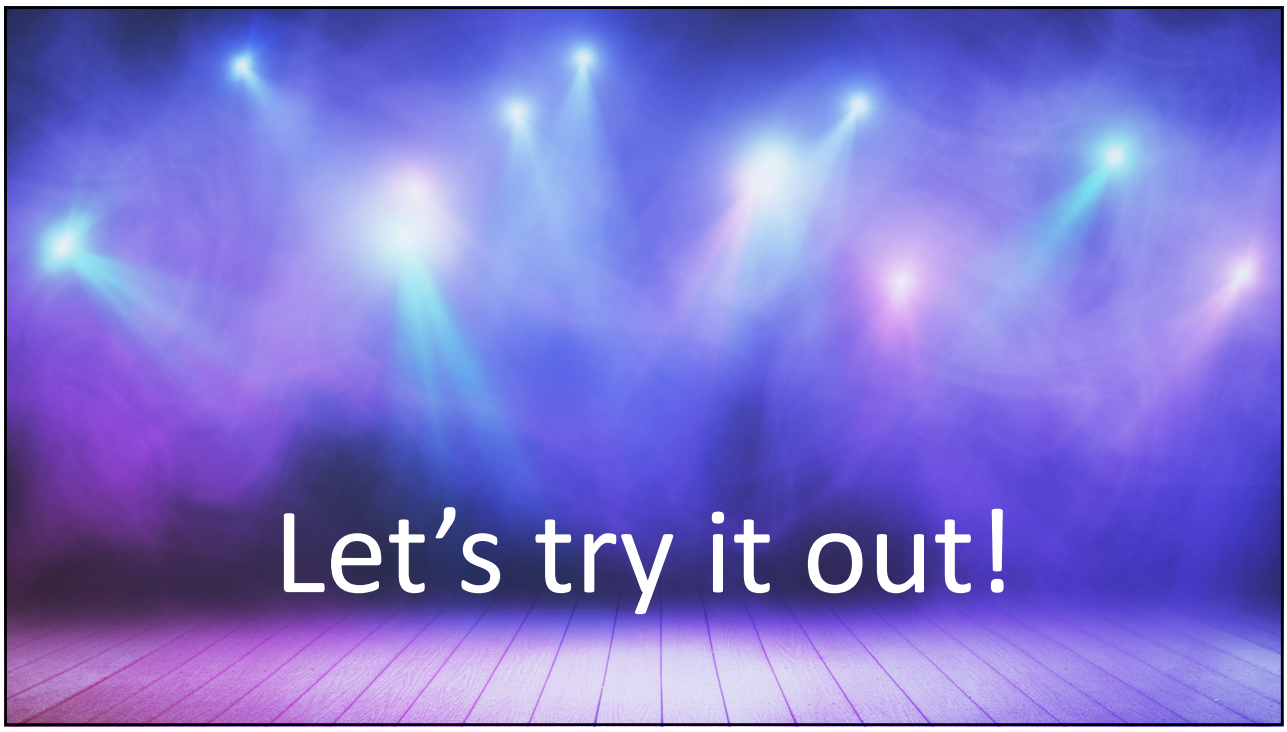
Composition



Relationship



Distribution



Final Thoughts

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Las Vegas
Getting Your Story Straight with Data Visualizations
Questions?
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Our Training Powers You.