# Data Storytelling

DRIVING RESULT THROUGH DATA STORYTELLING

2 COURSE

# DEVELOP:
# Build Your Data Story

# III. The 3 C's of Building Your Data Story

# The 3 C's of Building Your Data Story

Crowd

Content

Core

LEARNING ROADMAP:

# Navigating Your Path to Success

Course 1:
**Driving Change and Action through Insight**

Course 1:
**Unearthing Stories in Data**

Course 2:
**3 C's of Building Your Data Story**

Course 3:
**The Value of Visuals**

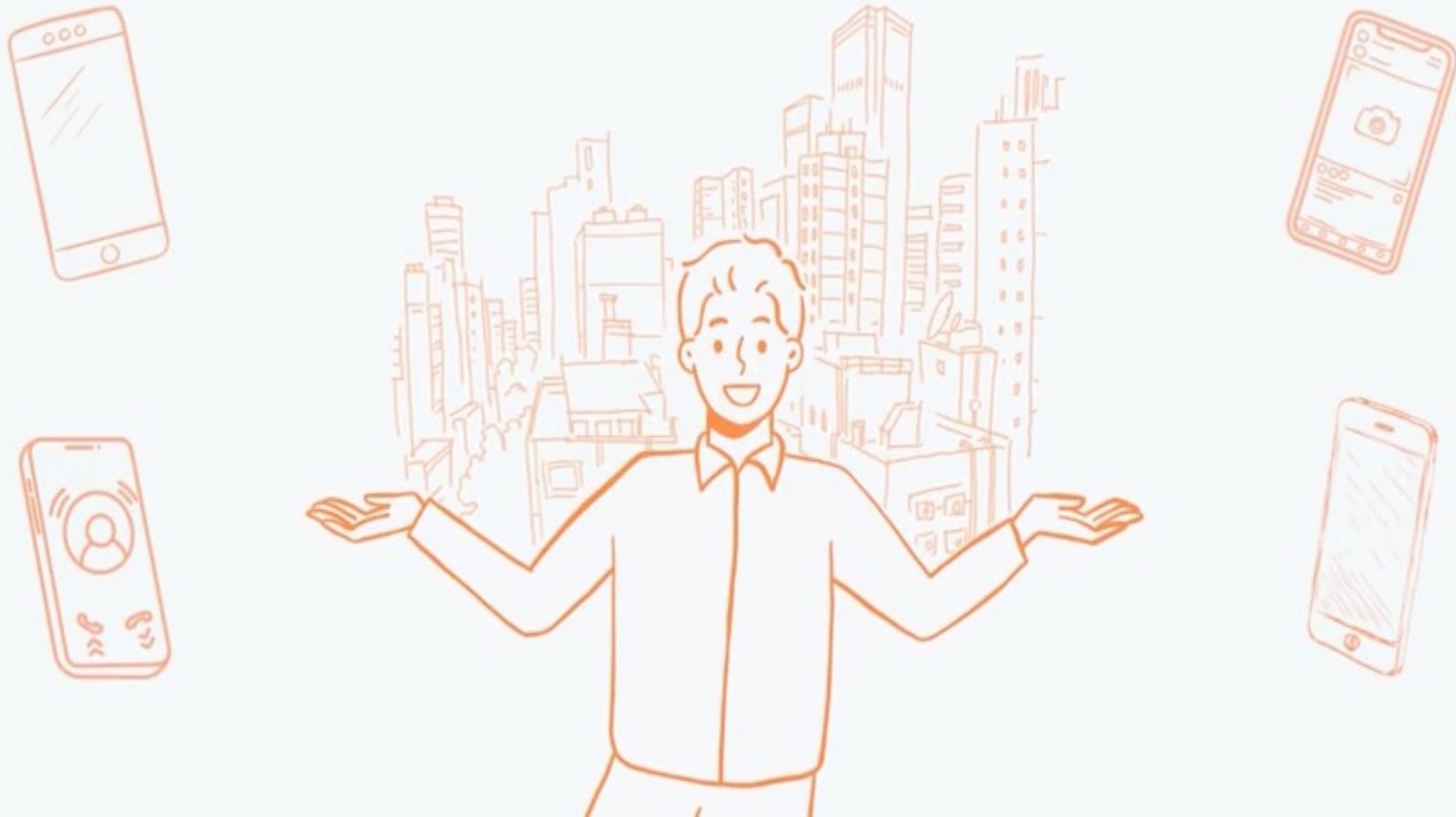
Course 3:
**Visualizing the Story**

Course 4:
**Secrets to Effective Visuals**

# The Core Example

Core Example:

# You work in the Sales Department of NovaTech Company



Core Example:

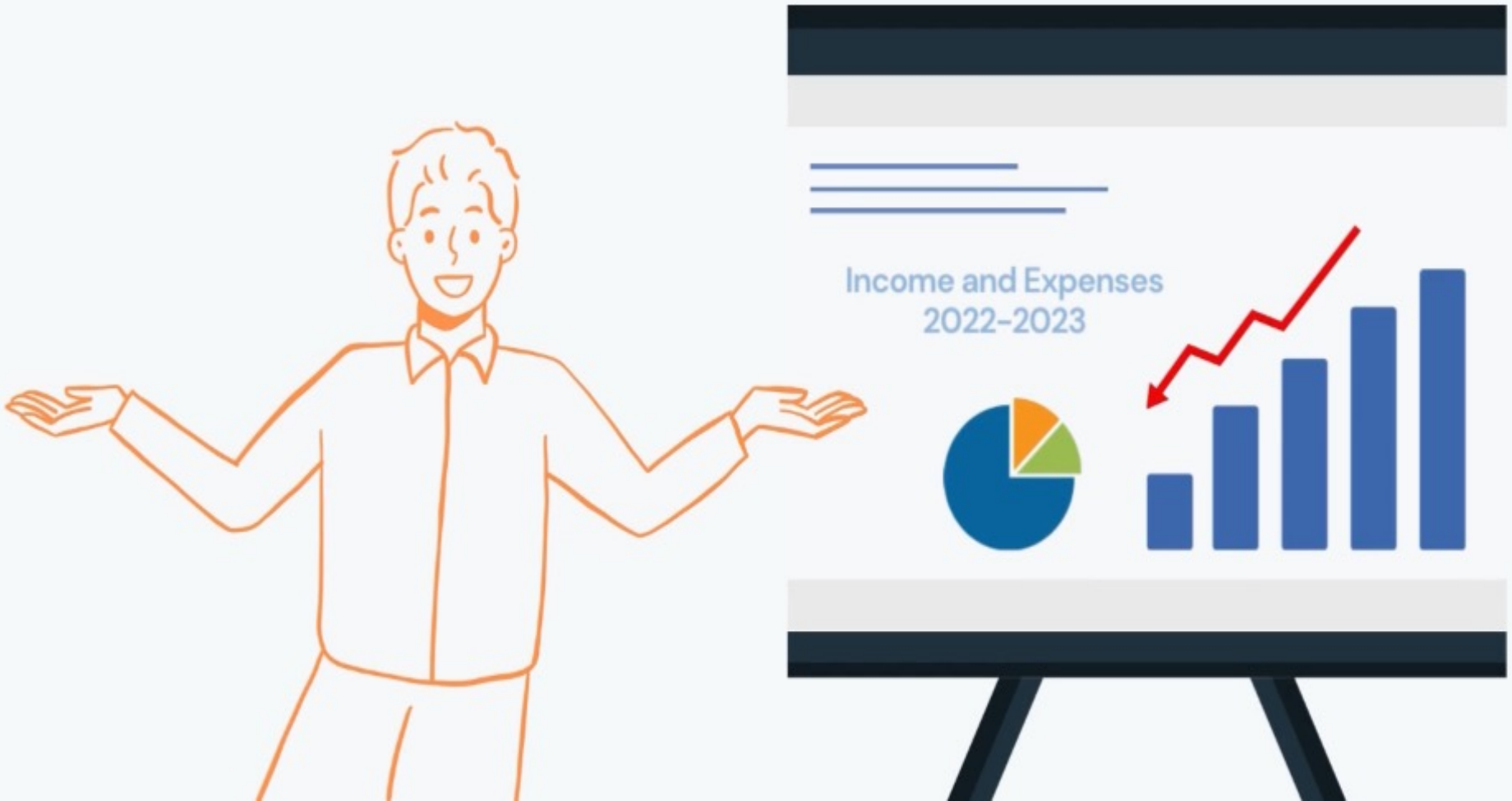
## You work in the Sales Department of NovaTech Company

Year 2023

**NET LOSSES!**

Core Example:

# You work in the Sales Department of NovaTech Company

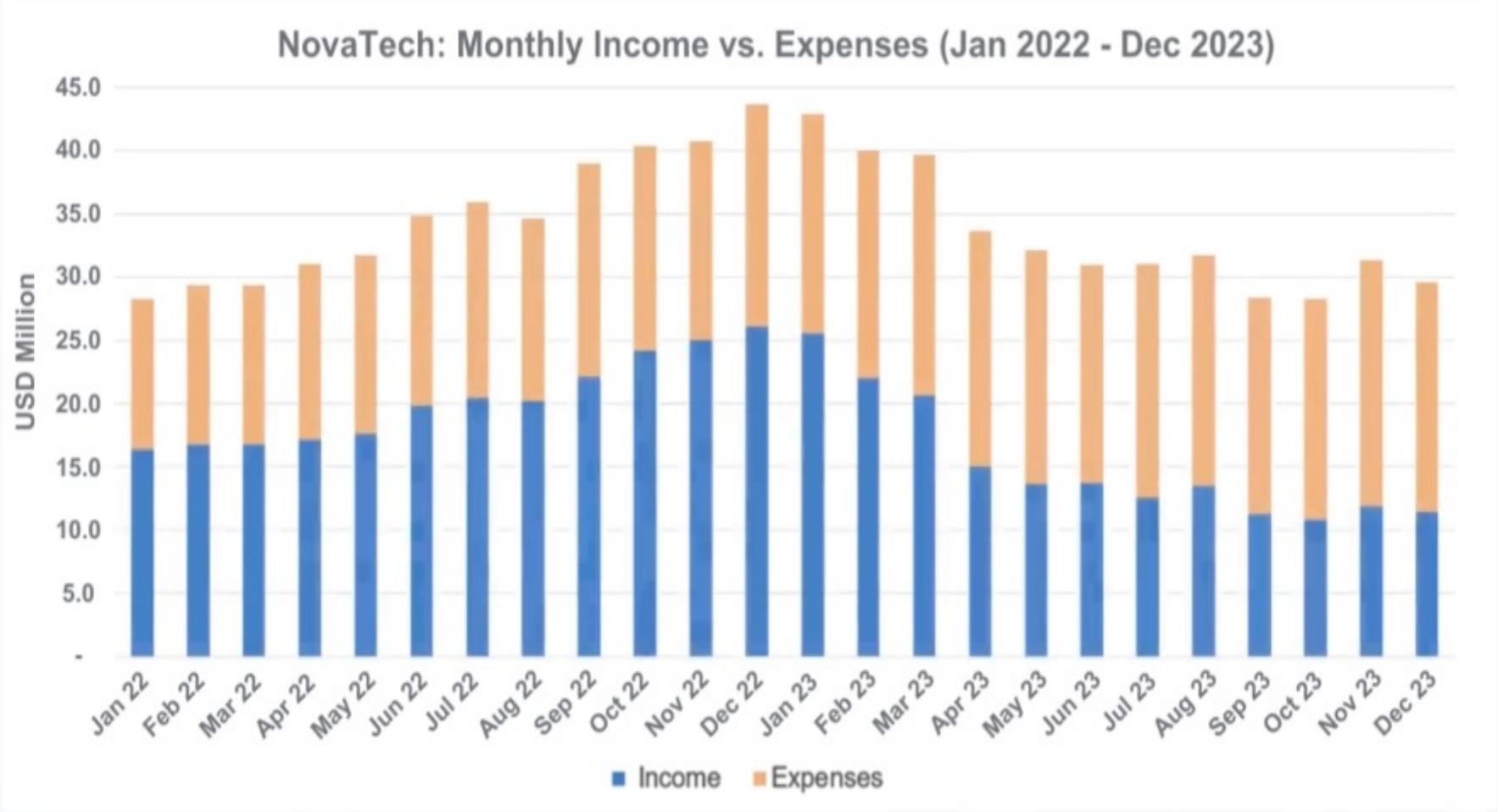


Core Example:

# You work in the Sales Department of NovaTech Company

Core Example:

# NovaTech's Income vs. Expenses as of Jan 2022 – Dec 2023



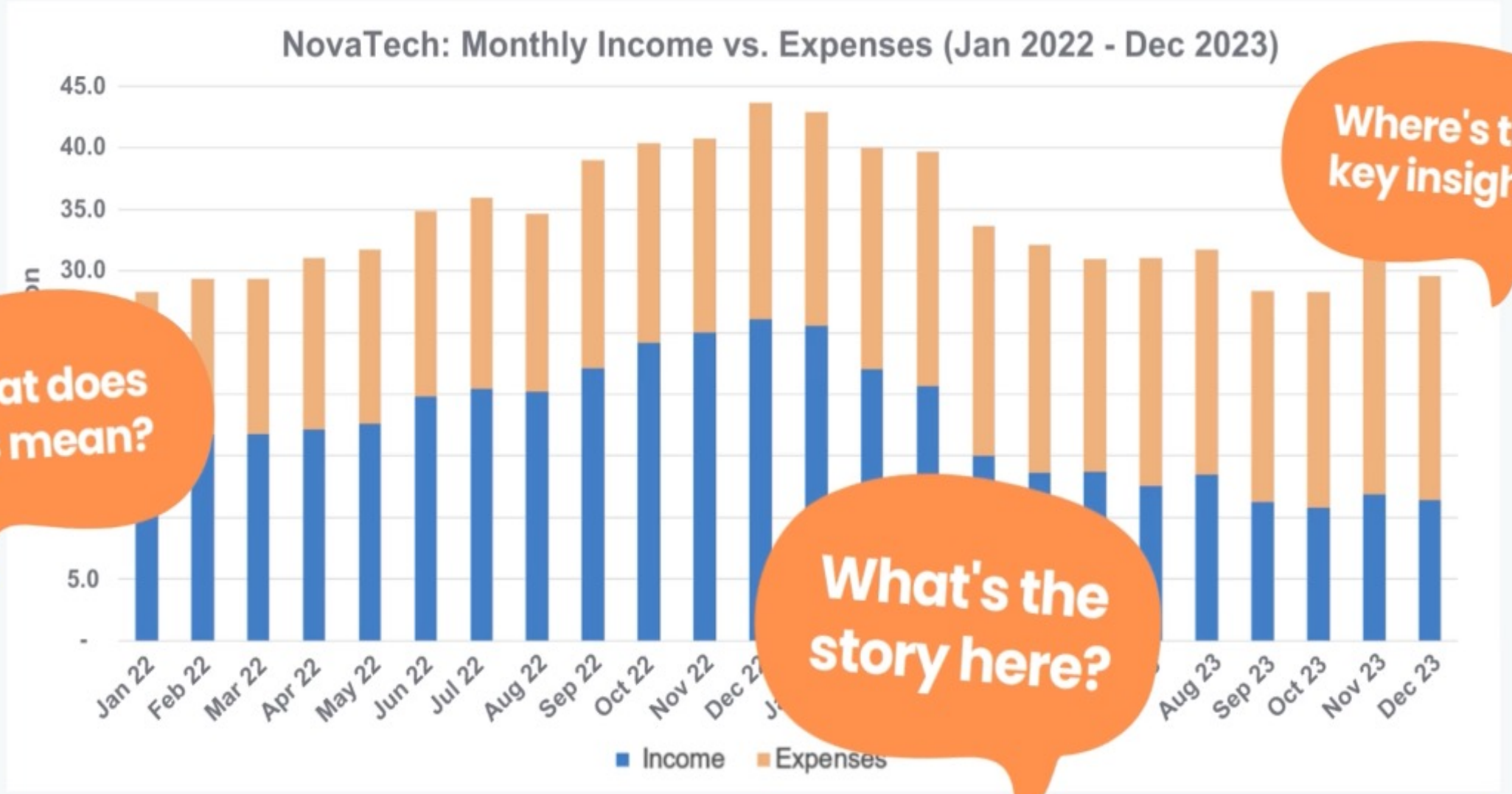

Uses a **stacked bar graph** to show income and expenses for the years 2022 - 2023

Data

Visual

Core Example:

# NovaTech's Income vs. Expenses as of Jan 2022 – Dec 2023




What does this mean?

What's the story here?

Where's the key insight?

How do we make this data **more compelling**, and more likely to **drive action that produces results?**

# Through the power of
# Data Storytelling

Insight-driven change and action begins with **building your Data Story.**

Insight-driven change and action
begins with **building your Data Story.**

**Discover**
Key Insights

**Develop**
Data Story

**Design**
Visuals

**Drive**
Action & Results

# The Data Story Sequence

## III. The 3 C's of Building Your Data Story

# A. The CROWD: Audience Profiling

A gap between **you, your data,** and **your audience**.

## III. The 3 C's of Building Your Data Story

# A. The CROWD:

# 1. Know Your A.U.D.I.E.N.C.E.

# A.U.D.I.E.N.C.E. Profiling

is key to crafting engaging data stories that resonate with your listeners on a **deeper level**.

**A** NALYZE

**U** NDERSTAND

**D** EMOGRAPHICS

**I** NTERESTS

**E** NVIRONMENT

**N** EEDS

**C** USTOMIZATION

**E** XPECTATIONS

# A.U.D.I.E.N.C.E.

## ANALYZE

- History
- Background
- Relationship with audience

# A.U.D.I.E.N.C.E.

## UNDERSTAND

- Commonalities
- Expertise
- Knowledge
- Temperament

A.U.D.I.E.N.C.E.

## DEMOGRAPHICS

- Size of group
- Average age
- Gender profile

A.U.D.I.E.N.C.E.

## ☑ INTERESTS

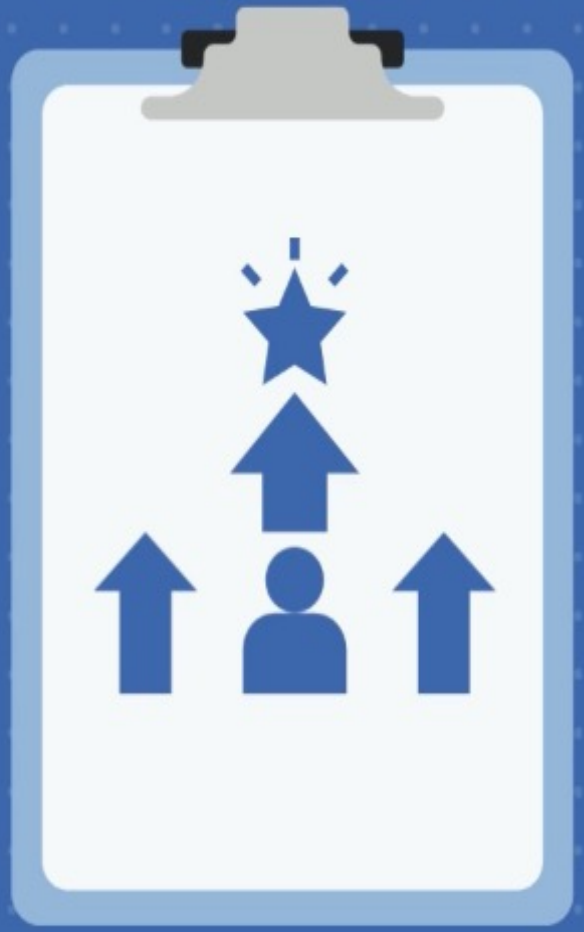
- Common interests
- Relevant findings

A.U.D.I.E.N.C.E.

## ENVIRONMENT

- Business environment
- Cultural norms

A.U.D.I.E.N.C.E.



## NEEDS

- Looking for in your presentation
- Goals and objectives
- Aim to achieve

# A.U.D.I.E.N.C.E.

## CUSTOMIZATION

- Prejudices
- Notions/Opinions
- Assumptions

**Remember !!**

Be respectful and considerate of their perspectives.

A.U.D.I.E.N.C.E.

## EXPECTATIONS

- Expectations
- Fears
- Standards

**A** NALYZE - History/background, relationship

**U** NDERSTAND - Commonalities, expertise, knowledge, temperament

**D** EMOGRAPHICS - Size, average age, gender profile

**I** NTERESTS - Common interests, relevance

**E** NVIRONMENT - Business environment, culture

**N** EEDS - Looking for, goal, need to achieve

**C** USTOMIZATION - Prejudices, opinions, assumptions

**E** XPECTATIONS - Expectations, fears, standards

Core Example:

# Presenting Data to the VP of NovaTech Company

A.U.D.I.E.N.C.E.

# Analyze: Background

10 yrs. experience in tech industry

Previously from technical background, but recently more client-facing

Had just been promoted to VP the past year

A.U.D.I.E.N.C.E.

# Analyze: Relationship

You've only interacted with her a few times

You have a work relationship with her

She trusts your analysis

A.U.D.I.E.N.C.E.

# Understand

- Detail-oriented
- Time-conscious, straightforward
- Quick to adapt to emerging trends
- New to her role and needs a win

A.U.D.I.E.N.C.E.

# Demographics

**Gender:** Female

**Age:** Late-30's, Millennial

**Civil Status:** Single

**Household:** Lives independently; Dedicated to her career

A.U.D.I.E.N.C.E.

# Interest

- Passionate about tech innovation
- Up to date with latest tech trends
- Enjoys exploring new apps and gadgets, fits her role as VP of tech company

A.U.D.I.E.N.C.E.

# Environment

Company shareholders are critical of her ability as a newcomer to her role

Highly competitive market

A.U.D.I.E.N.C.E.

# Needs

- Solution to address the company's rising expenses and falling income
- Business strategy to curb losses
- Appropriate data to support the strategy

A.U.D.I.E.N.C.E.

# Customization

- Dislikes lengthy meetings
- Proposal must fit within budgetary constraints
- Actions taken must leverage readily available resources

A.U.D.I.E.N.C.E.

# Expectations

- Understand the cause behind data findings
- Clear recommendation to address net losses and increase profit
- Operational losses are unsustainable in the long run if unaddressed

# Remember!

**Getting to know your audience** is a key step to building your data story for a **more impactful presentation**.

III. The 3 C's of Building Your Data Story

# A. The CROWD:

# 2. Meet the Anablep

# Being Anableptic

# anablep (n)

a unique "four-eyed fish" whose eyes are divided into two different parts, enabling them to see **below** and **above** the water surface at the same time

# What does it mean to be an Anableptic Person?

Alert and aware of
your **surroundings**

Observant and perceptive of the **situation**

Mindful of
**opportunities**
to seize

Non-linear,
**big picture perspective**
of things

# Be Anableptic with your Audience!

# Be Anableptic with your Audience!

- ✓ Practice having eyes for your audience
- ✓ Be sensitive to their thoughts, needs, and feelings
- ✓ **Apply** your observations to how you **present** your data

# Be *anableptic* in your data presention!

# The 3 C's of Building Your Data Story

Crowd

Content

Core

# The 3 C's of Building Your Data Story

Crowd

Content

Core

III. The 3 C's of Building Your Data Story

# B. The CONTENT:
# The Data S.T.O.R.Y. Line Framework

# CONTENT

The **heart**, **soul**, and **plot** of your data story

# Data follows a sequence of events, just like a story or movie.

# The Data S.T.O.R.Y. Line

# Situation

## Background or Context

- Specific time, place, date
- Conditions that surround the data
- Framework for understanding the insights and outcomes

# Situation

## Characters or Entities

- Persons, entities, or key players concerned or involved
- Who and what is impacted by the insights

# Situation

**Provide "just enough" situation information to give context.**

# Take-Off

## Hook, Rising Action

- Captivate with a “CONFLICT”
- Inciting incident or notable observation
- Turning point that reveals a problem or opportunity
- Issue that you and your audience care about solving

# Take-Off

## Insights, Supporting Facts

- Tension or complexity of the data analysis increases
- Insights start to build momentum
- Patterns, trends, or relationships

# Take-Off

**Sets the stage for the data story's climax, where the most significant and impactful insights are revealed.**

# Opportunity

## Climax, AHA Moment

- High point with most significant insight
- Major finding that addresses core challenge
- Leads to decisive moment/critical turning point
- Greatest influence on decision-making

# Opportunity

**A pivotal moment that captures your audience's attention and emotions.**

## Solutions, Recommendations, Call to Action

- Explain and contextualize key insights
- Proactive suggestions and potential solutions
- Leave audience with actionable steps

# Resolution

# Resolution

**Brings closure to the story: a clear path forward and a sense of purpose that drives your audience to action and change.**

# Desired Result or Outcome

- Final result of the insights and actions presented
- Outcome if recommendations are understood and acted upon
- Desired goal or objective achieved

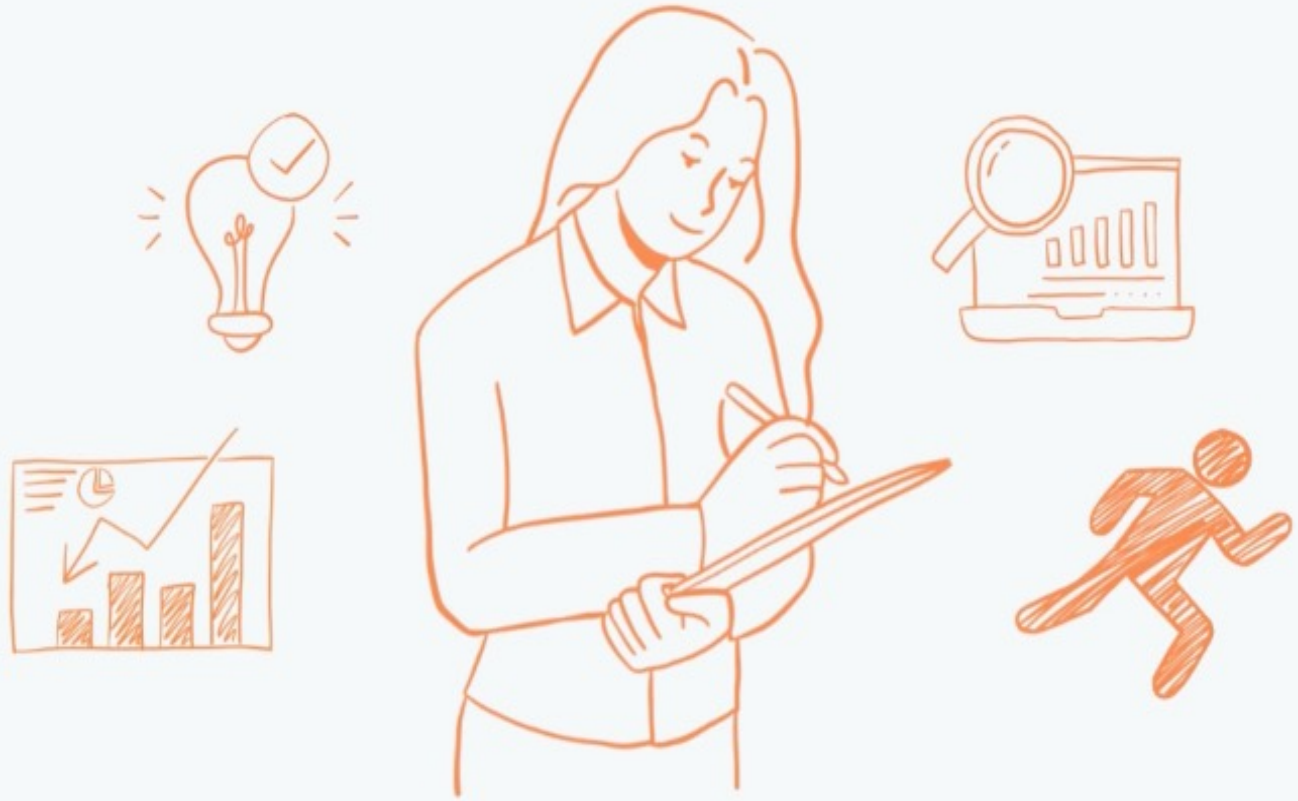
Yield

Marks the culmination of your data story, where you drive change and achieve the desired result.

Yield

# Remember!

As you take your data through the **S.T.O.R.Y. Line** process, make sure to maintain an **engaging narrative flow.**



Core Example:

# The Data S.T.O.R.Y. Line Framework

Core Example:

# The Data S.T.O.R.Y. Line

**January 2022 - October 2022**

Consistent profits from sales of
**Model A** and **Model B**

Core Example:

# The Data S.T.O.R.Y. Line

**Research shows:**
**Potential for a new Model C with latest features**

Broad appeal to the market

Core Example:

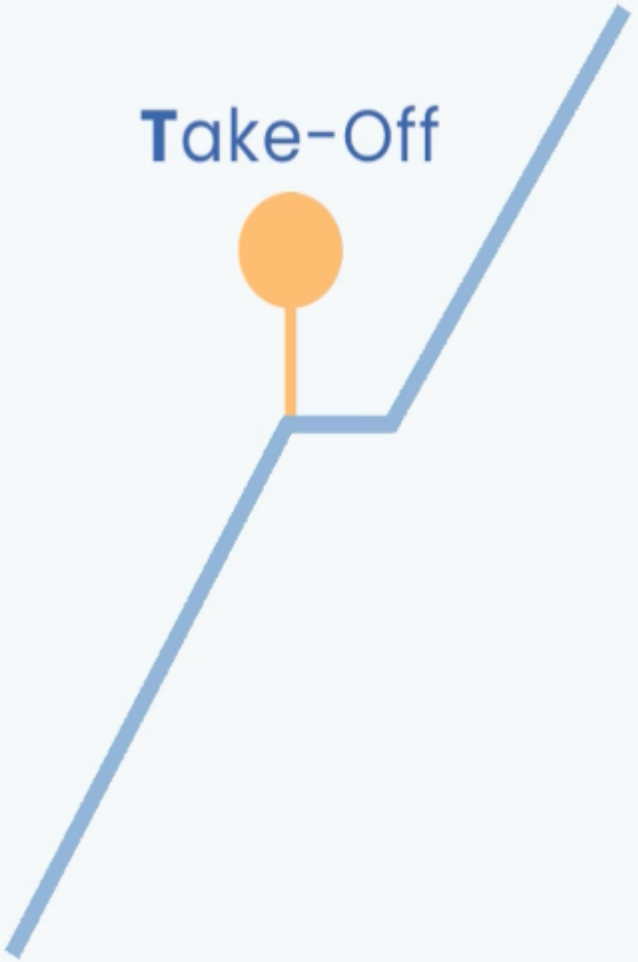
# The Data S.T.O.R.Y. Line

## November 2022

- Sales of Model A and B were **halted**
- Focus on **introducing Model C** to the market

Core Example:

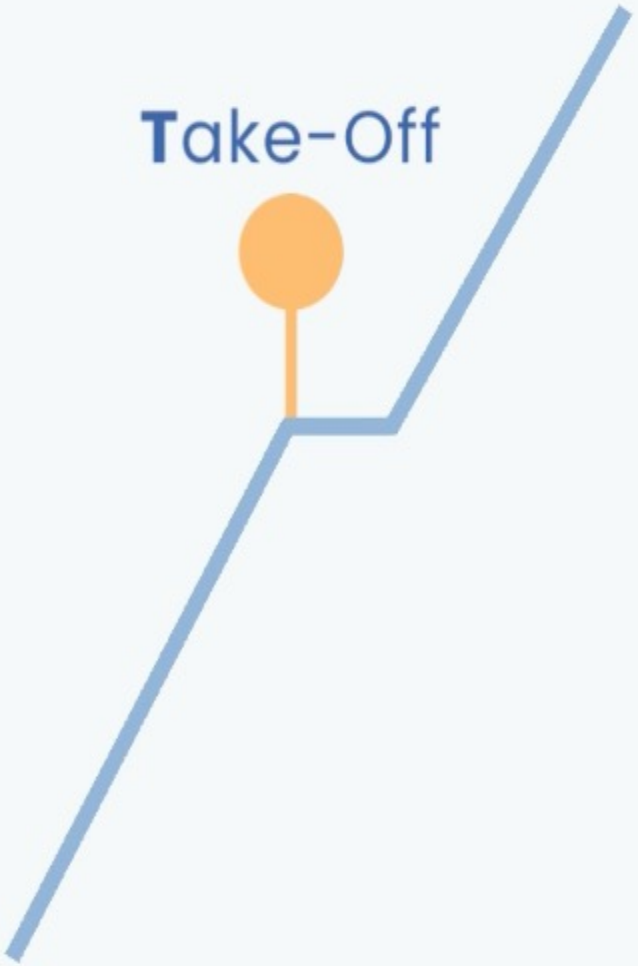
# The Data S.T.O.R.Y. Line



**Model C did not do well**
in the market as anticipated

Core Example:

# The Data S.T.O.R.Y. Line

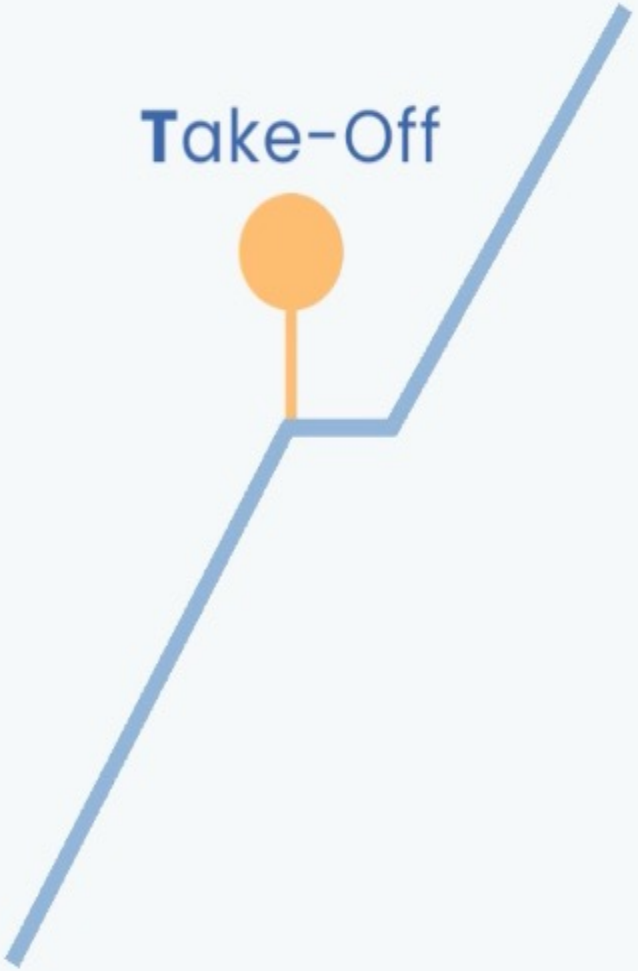


## 1. Several glitches and issues with new Model C

- Updated features not as seamless and user-friendly
- Affected product reviews

Core Example:

# The Data S.T.O.R.Y. Line



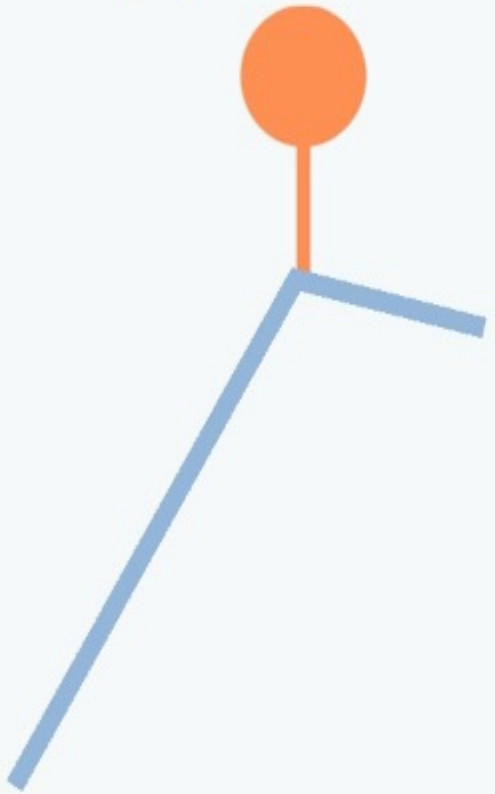
## 2. Rising R&D/Marketing Costs

- Model C **not sustainable** without revenue from Model A and B

Core Example:

# The Data S.T.O.R.Y. Line

Opportunity



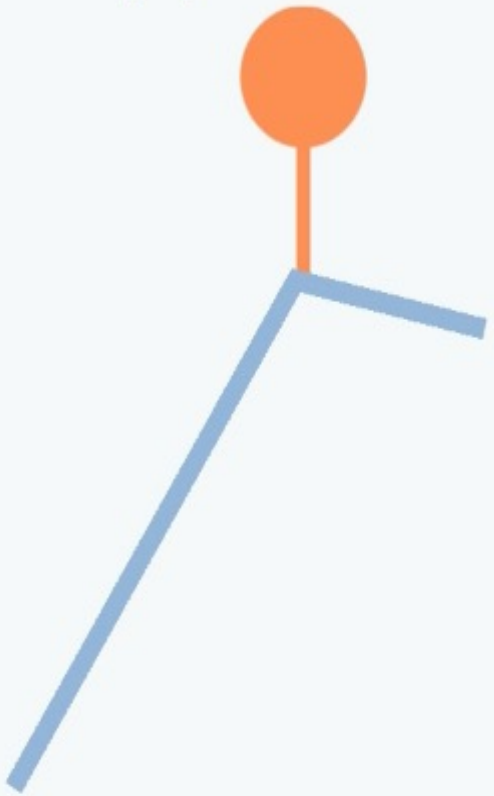
**Losses were incurred as a result of the change in strategy**

- Sales were focused on Model C **at expense of** Model A and B

Core Example:

# The Data S.T.O.R.Y. Line

## Opportunity

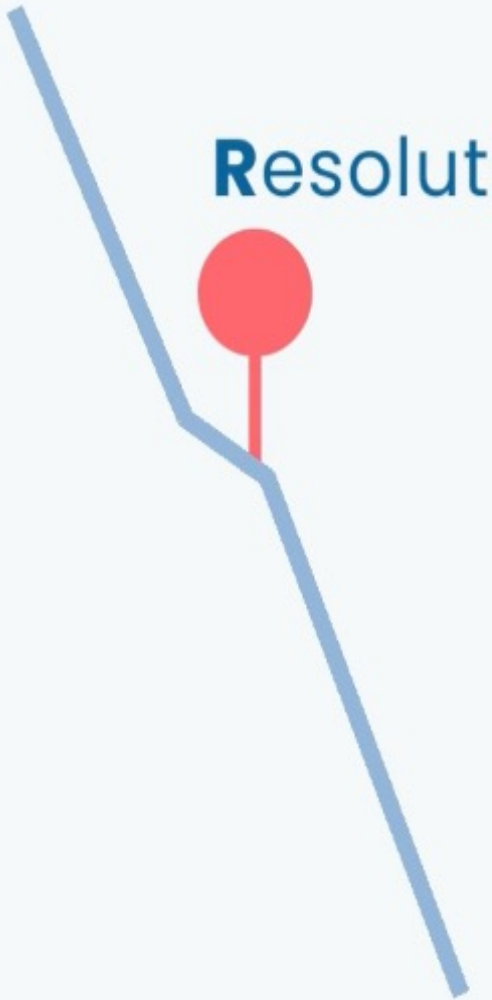


**Losing revenue streams from Model A and B is a huge deal**

- NovaTech cannot sustain the **operational losses** for too long

Core Example:

# The Data S.T.O.R.Y. Line

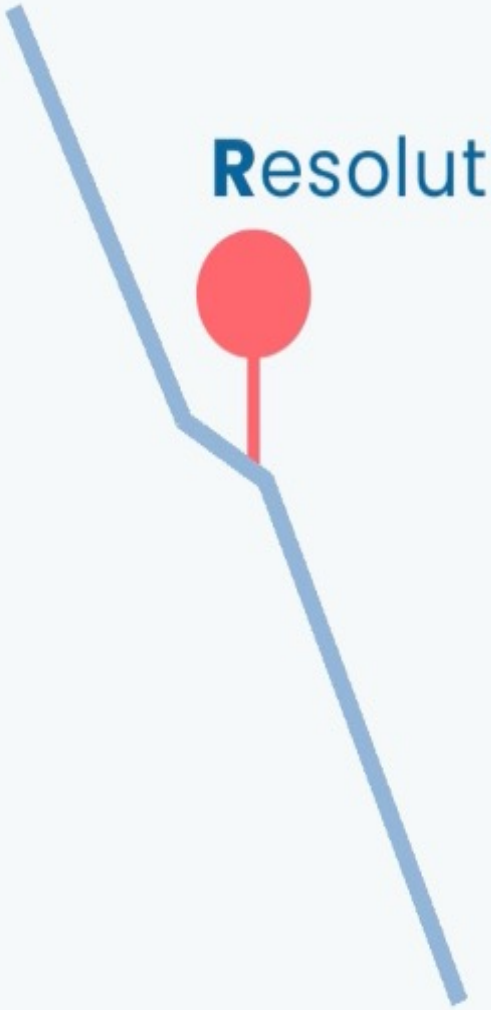


**Solution:**

Find ways to boost income until **Model C sales kick-off**

Core Example:

# The Data S.T.O.R.Y. Line



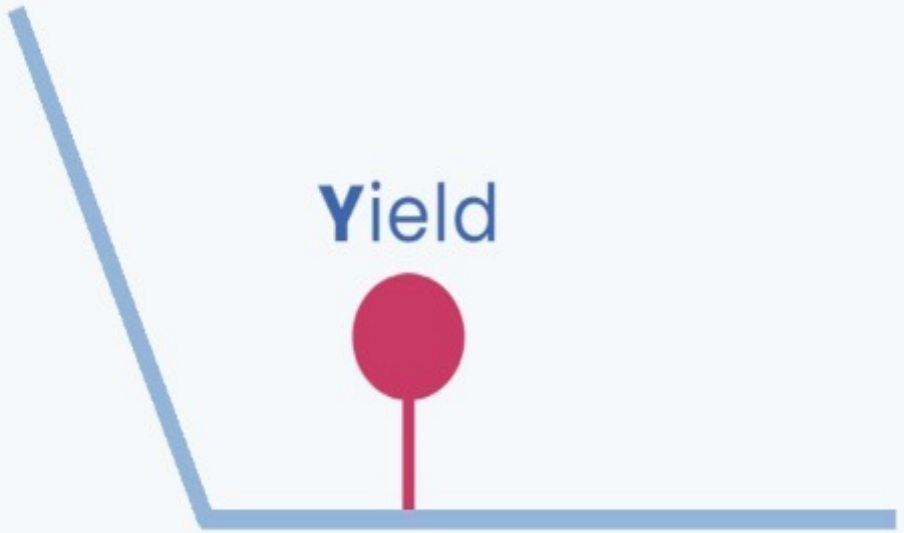
**R**esolution

## Convince VP of change in strategy

- **Restart Model A and B sales**, with minor upgrades for market appeal
- Revenue to support **further dev't and fine-tuning of Model C**

Core Example:

# The Data S.T.O.R.Y. Line



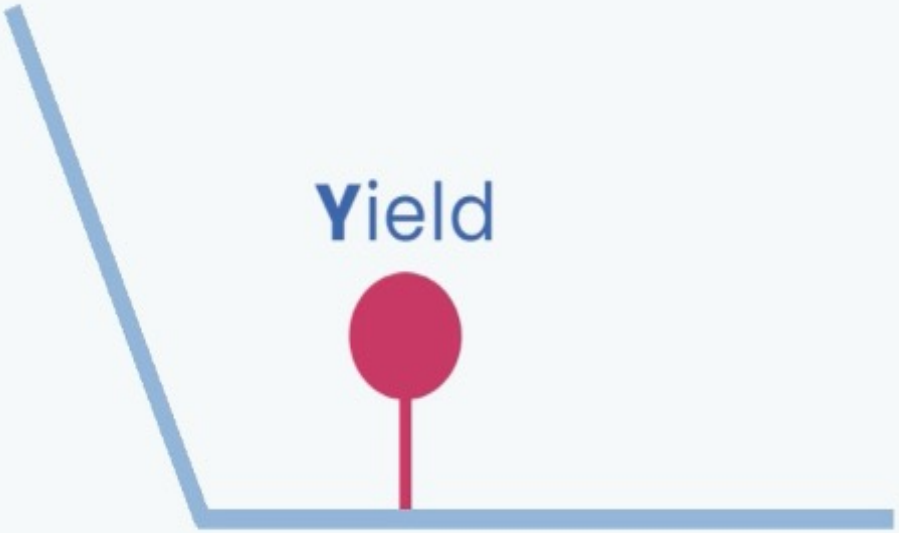
Upgrade and resell **Model A and B:**

**REGAIN LOST PROFIT**

- Model A and B will remain a **constant revenue stream**

Core Example:

# The Data S.T.O.R.Y. Line



**Future release of well-developed Model C** alongside Model A and B

- New revenue stream to **increase profits** rather than incur loss

# The Power of Data Storytelling

- **Captivate** your audience
- **Inspire** action
- **Drive** results

# The Power of Data Storytelling

# EMPOWER YOUR CONTENT!

# The 3 C's of Building Your Data Story

Crowd

Content

Core

# The Main Point

A thesis statement that **summarizes the findings** in your data story

# The Main Point

Helps audience **understand the insight** without having to analyze your visual

# The Main Point

- A thesis statement that **summarizes the findings** in your data story
- Helps audience **understand the insight** without having to analyze your visual
- **Supports findings** represented in your data visual

# The Key Elements of the Main Point

# 1. PROBLEM

Single phrase to state the central hook/issue

# 2. STAKES

Stakes or outcome if problem is not addressed

# 3. STEPS

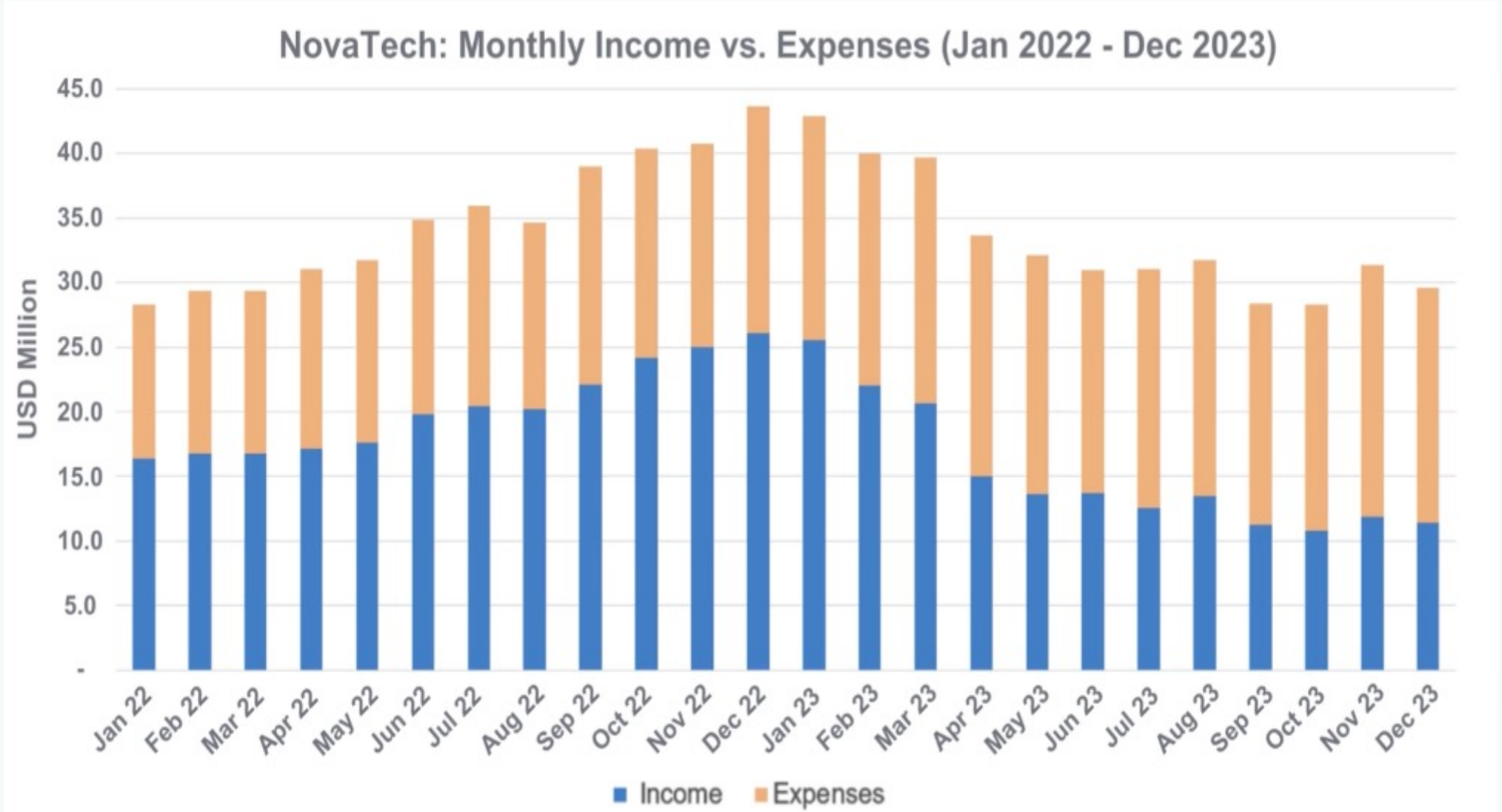
Actionable steps to address the problem (Recommendation)

# 4. Call to action

Appeal for a decision addressed to audience

Core Example:

# NovaTech's Income vs. Expenses as of Jan 2022 – Dec 2023



Core Example:

# Key Elements of NovaTech's Main Point

**PROBLEM**

STAKES

STEPS

CALL TO ACTION

The new Model C has **not been profitable** in the market.

Core Example:

# Key Elements of NovaTech's Main Point



PROBLEM

**STAKES**



STEPS



CALL TO ACTION

The losses incurred are **no longer sustainable.**

Core Example:

# Key Elements of NovaTech's Main Point



PROBLEM



STAKES

**STEPS**



CALL TO ACTION

We recommend **reintroducing revenue streams** from **Model A and B** to mitigate the losses.

Core Example:

# Key Elements of NovaTech's Main Point



PROBLEM



STAKES



STEPS

**CALL TO ACTION**

Appeal to the decision-makers to
**approve of this strategic shift.**

Core Example:

# The Main Point Statement from NovaTech's Insight

Problem Statement

**Our new Model C has not been profitable** and the losses we incurred are no longer sustainable, because of this failure we recommend reintroducing revenue streams from Model A & B; please approve of this strategic shift.

Core Example:

## The Main Point Statement from NovaTech's Insight

Convey the Stakes

Our new Model C has not been profitable and **the losses we incurred are no longer sustainable**, because of this failure we recommend reintroducing revenue streams from Model A & B; please approve of this strategic shift.

Core Example:

## The Main Point Statement from NovaTech's Insight

Our new Model C has not been profitable and the losses we incurred are no longer sustainable, because of this failure we **recommend reintroducing revenue streams from Model A & B**; please approve of this strategic shift.

Step to Take
(Recommendation)

Core Example:

## The Main Point Statement from NovaTech's Insight

Our new Model C has not been profitable and the losses we incurred are no longer sustainable, because of this failure we recommend reintroducing revenue streams from Model A & B; **please approve of this strategic shift.**

Call to Action
(Direct Appeal)

# Remember!

The **Main Point** is where your insights come together and **leave a lasting impact** on your audience.

LEARNING ROADMAP:

# Navigating Your Path to Success

COMPLETED

Course 1:
**Driving Change and Action through Insight**

Course 2:
**3 C's of Building Your Data Story**

Course 3:
**Visualizing the Story**

1 — 2 — 3 — 4 — 5 — 6

Course 1:
**Unearthing Stories in Data**

Course 3:
**The Value of Visuals**

Course 4:
**Secrets to Effective Visuals**

Quick
Pitstop
III. The 3 C's of Building
Your Data Story