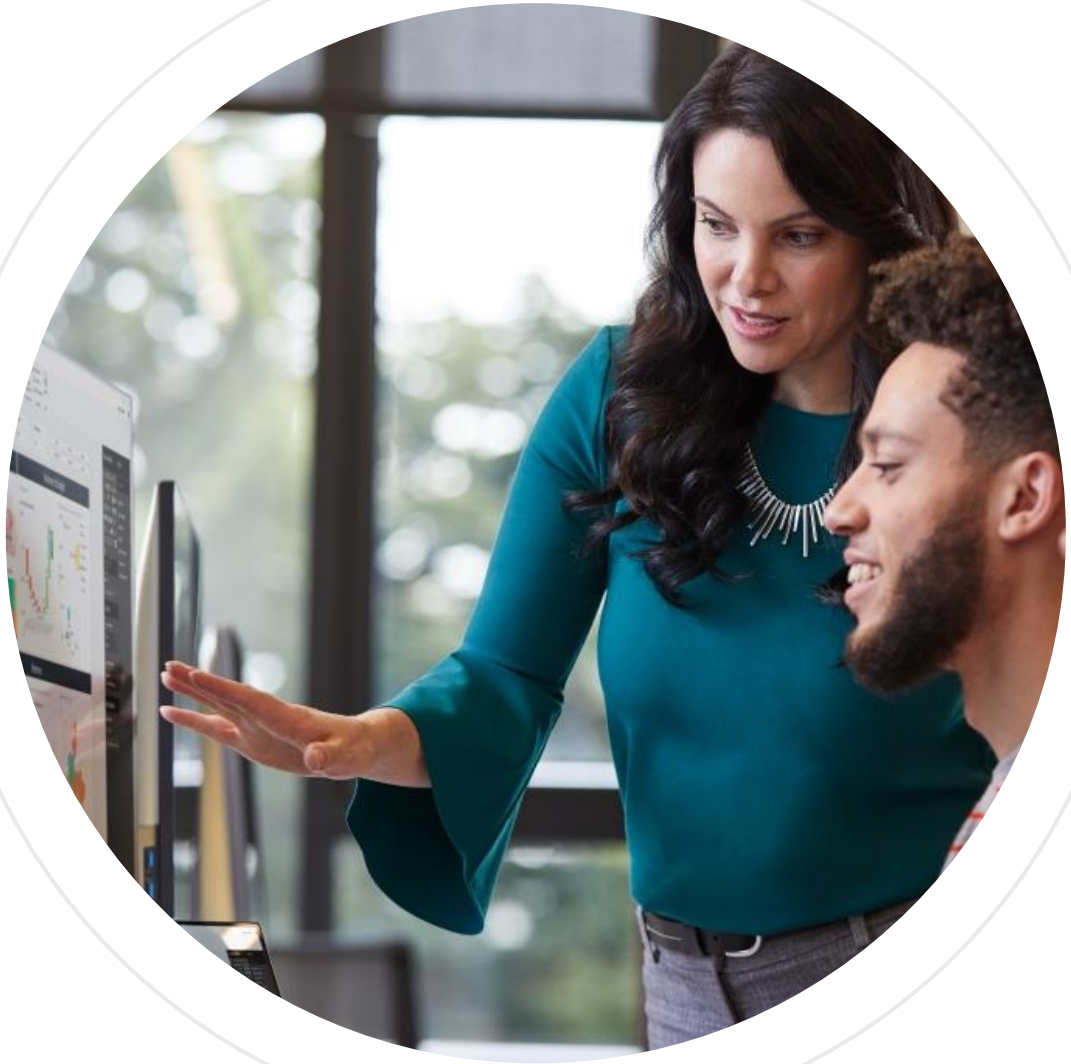
Data Storytelling

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 2:
3 C's of Building Your Data Story

Course 3:
Visualizing the Story



Course 1:
Unearthing Stories in Data

Course 3:
The Value of Visuals

Course 4:
Secrets to Effective Visuals



The Core Example

Core Example:

You work in the Sales Department of NovaTech Company



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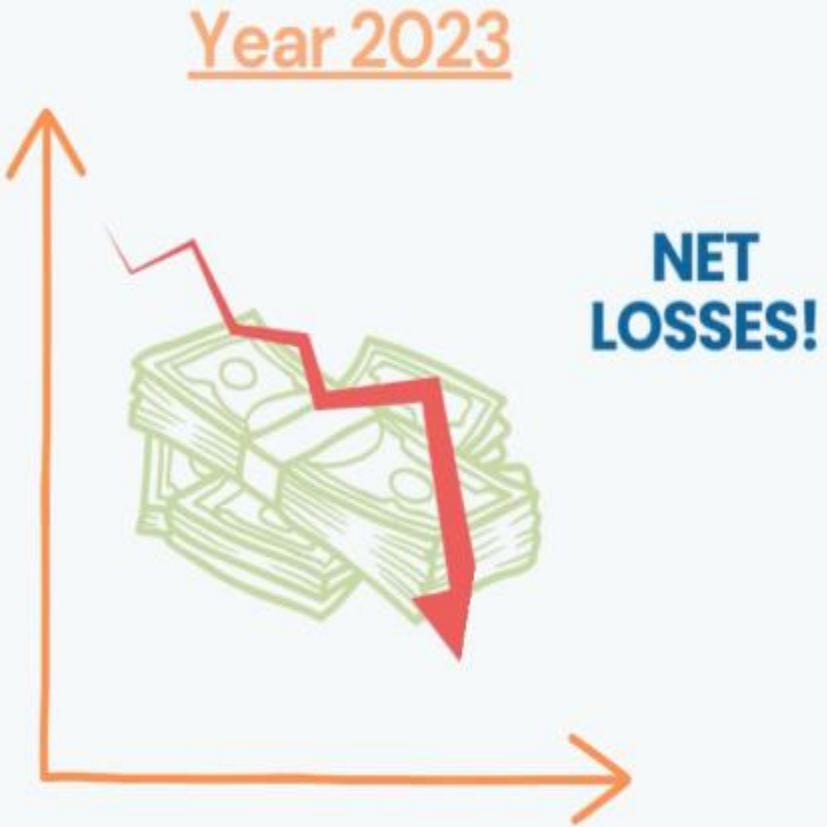


Core Example:

You work in the Sales Department of NovaTech Company



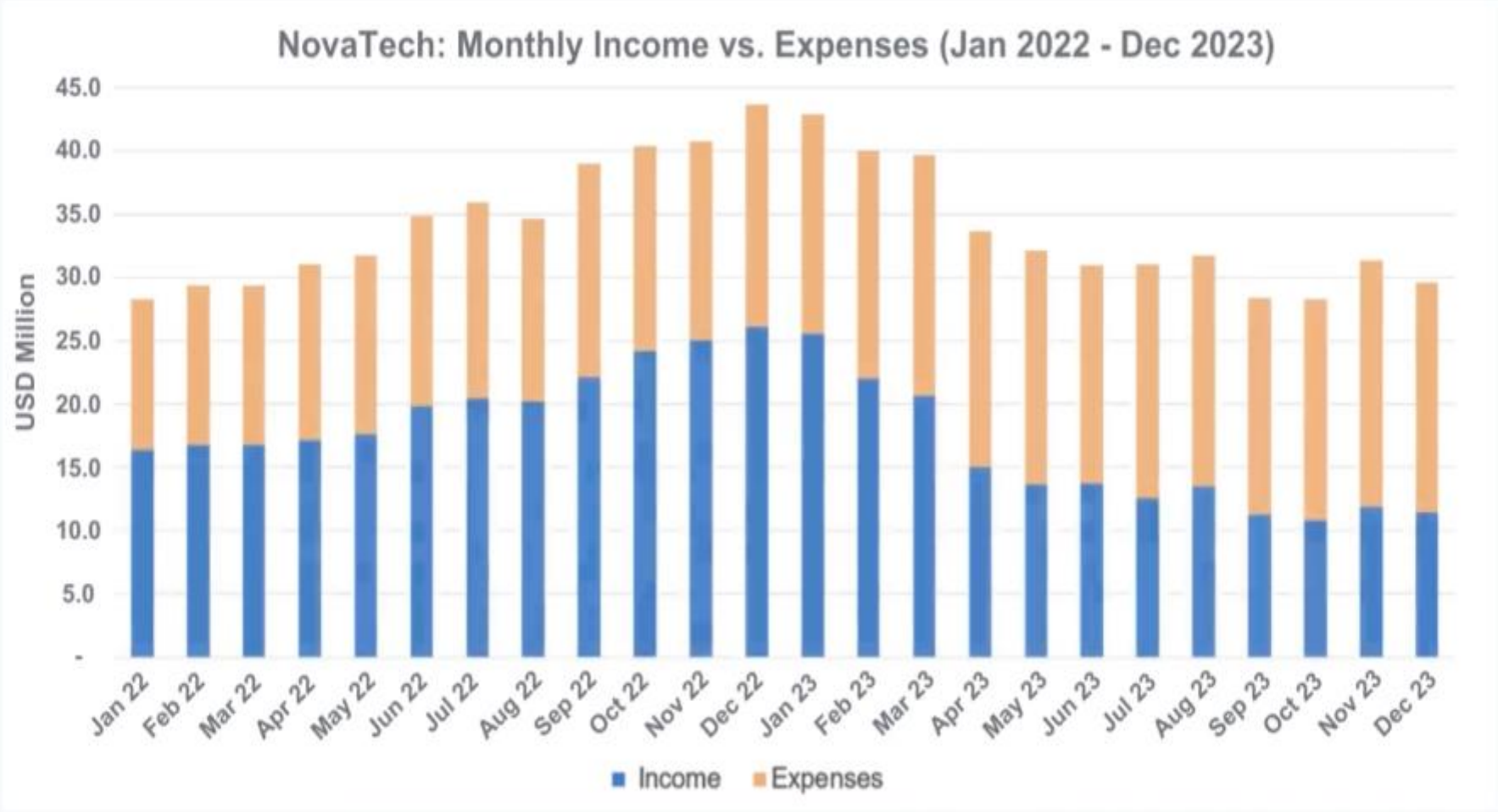
Core Example:

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

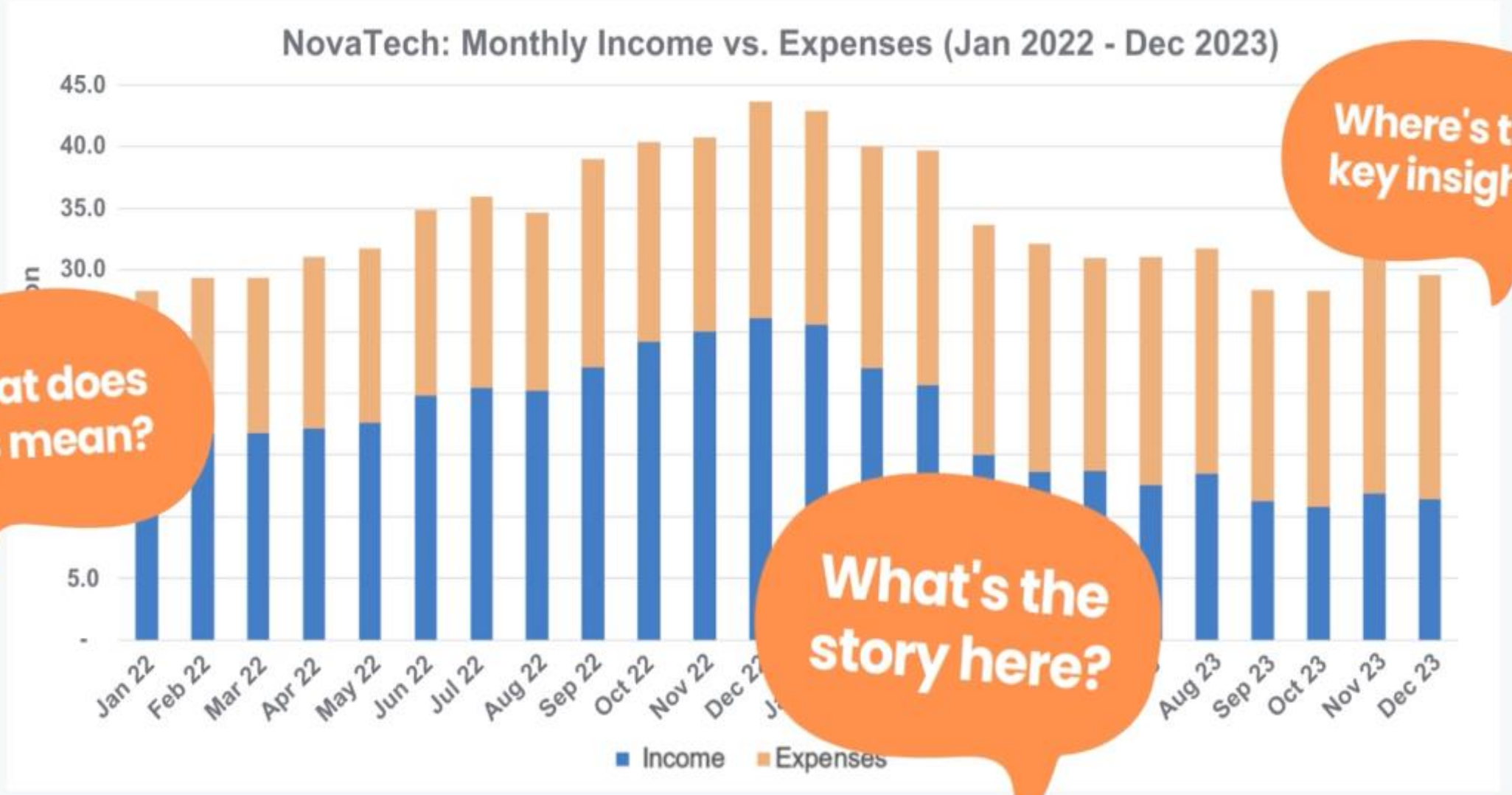




Visual

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.**

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begins with **building your Data Story.**



Discover
Key Insights

Develop
Data Story

Design
Visuals

Drive
Action & Results

The Data Story Sequence



The 3 C's of Building Your Data Story



Crowd



Content



Core



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

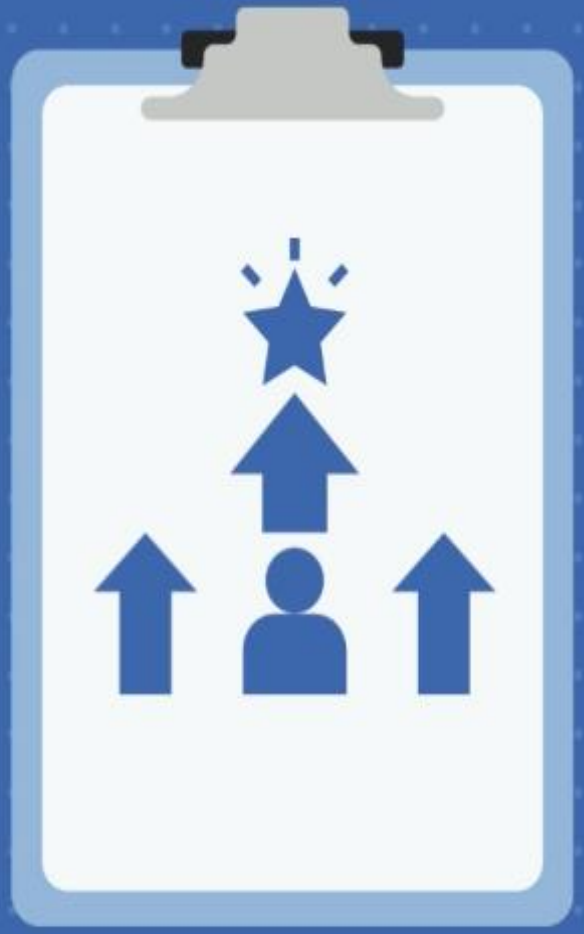
A.U.D.I.E.N.C.E.



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



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



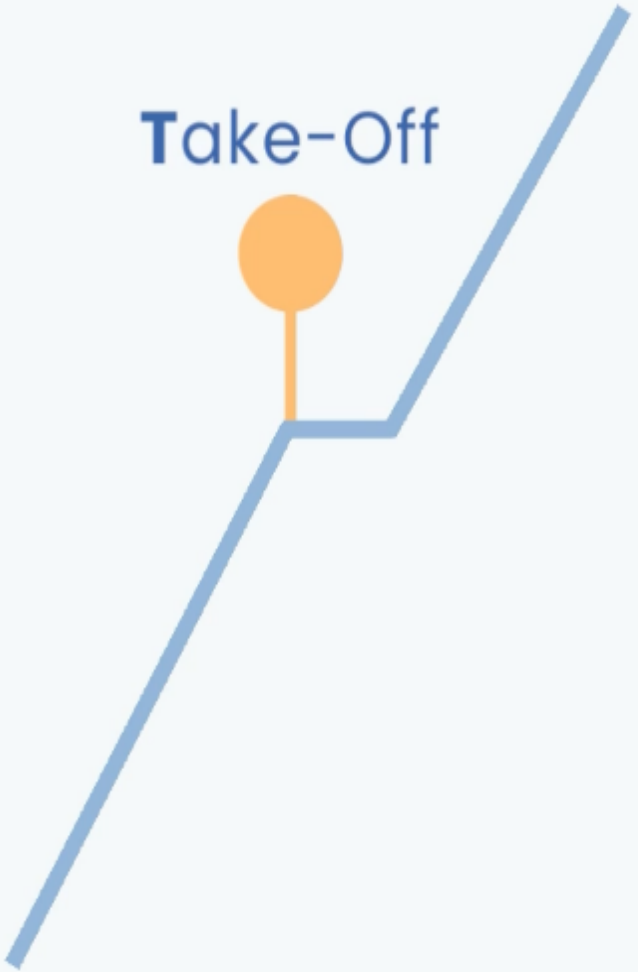


November 2022

- 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

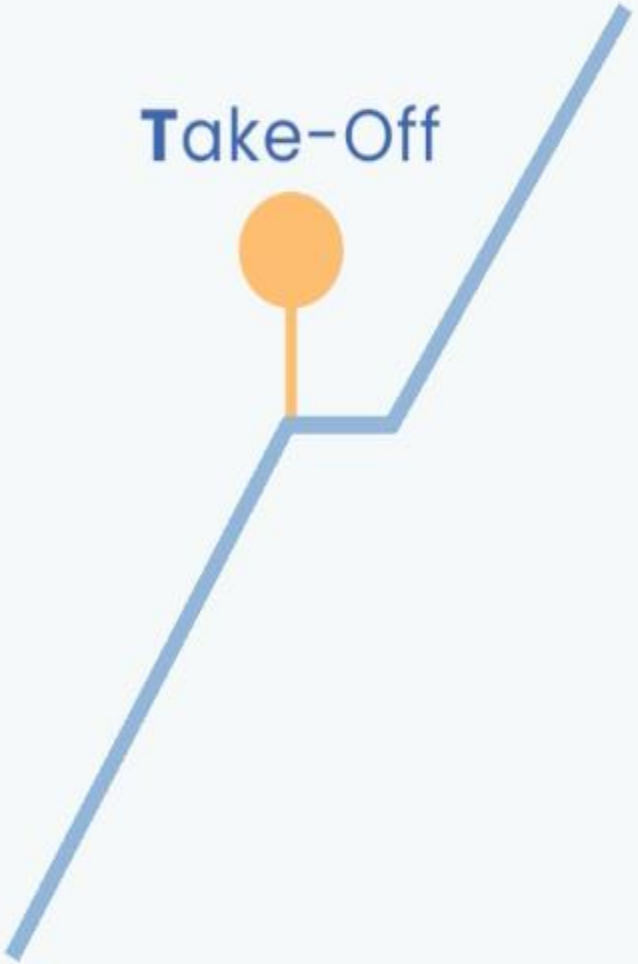




Model C did not do well
in the market as anticipated

Core Example:

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



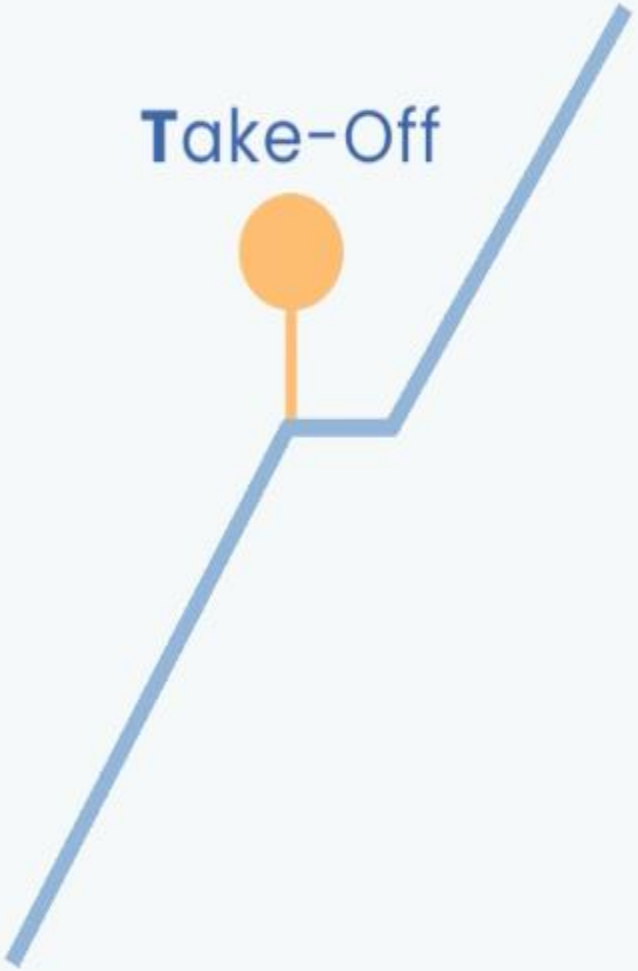


1. Several glitches and issues with new Model C

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

Core Example:

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





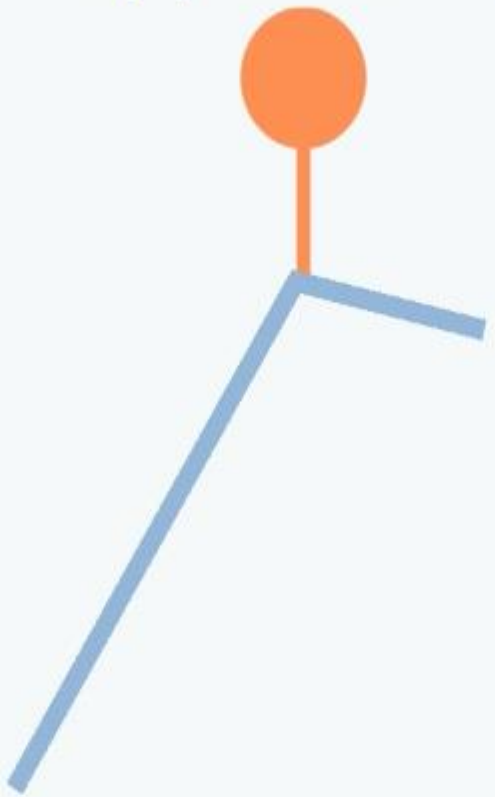
2. Rising R&D/Marketing Costs

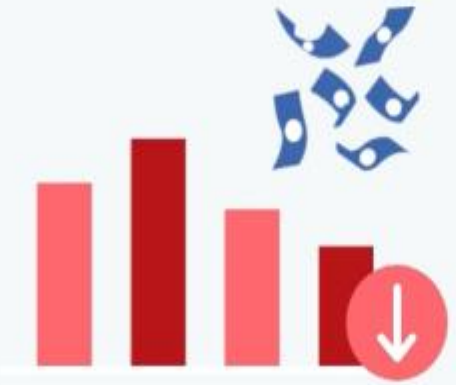
- Model C **not sustainable** without revenue from Model A and B

Core Example:

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

Opportunity





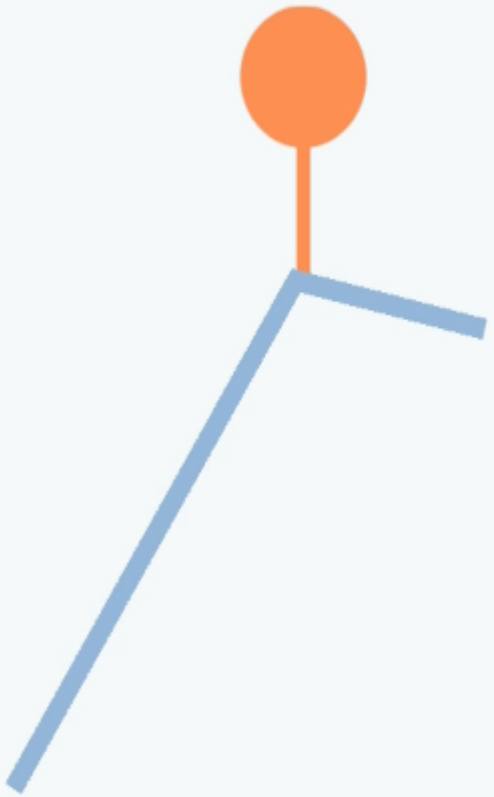
Losses were incurred as a result of the change in strategy

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

Core Example:

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

Opportunity



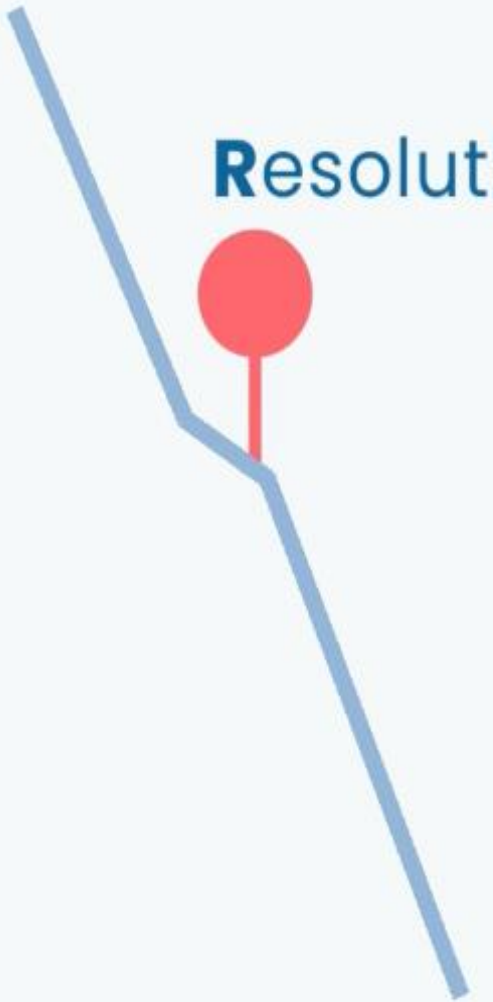


Losing revenue streams from Model A and B is a huge deal

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

Core Example:

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



Resolution

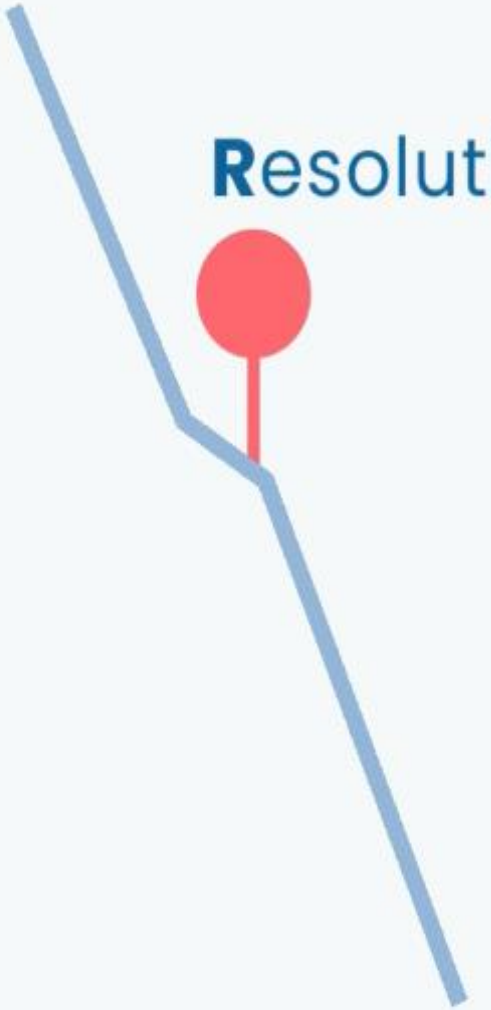


Solution:

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

Core Example:

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



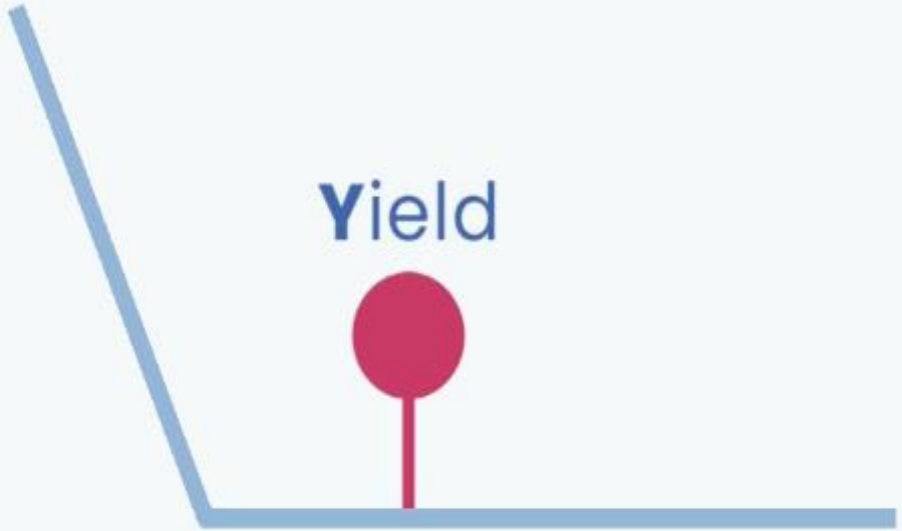


Convince VP of change in strategy

- **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)

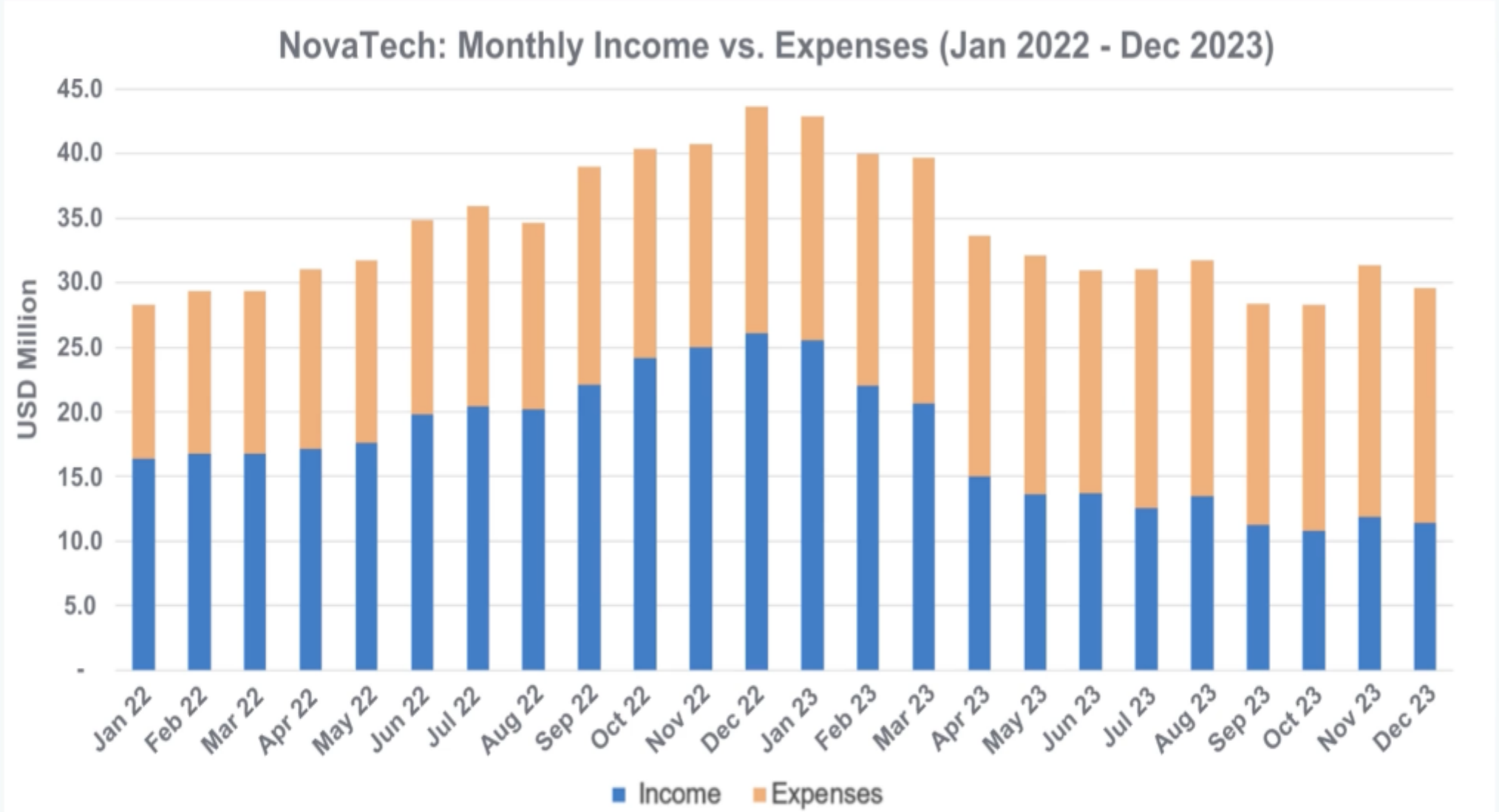


4. Call to action

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

Course 1:
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COMPLETED

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