ONE PAGE SUMMARY

IT & Software › Data Science › Data Storytelling

Introduction to Data Storytelling

Transform Data into Compelling Narratives for Impact.

DEFINITION

> Data storytelling combines data analysis with narrative techniques to communicate insights effectively. It helps audiences understand complex information through engaging stories.

KEY CONCEPTS

Data Visualization

Using charts and graphs to present data clearly and attractively.

Narrative Structure

Organizing information in a way that has a beginning, middle, and end to engage the audience.

Audience Awareness

Understanding who your audience is to tailor your message for maximum impact.

Emotional Connection

Creating relatable stories that evoke emotions to make data memorable.

Call to Action

Encouraging the audience to take specific actions based on the insights shared.

EXAMPLES

→ Using a pie chart to show market share differences among companies.

→ Telling a story about how data improved patient outcomes in healthcare.

→ Presenting a timeline of sales growth alongside key marketing events.

MEMORY TIPS

★ Remember 'DANE': Data, Audience, Narrative, Emotion for storytelling elements.

★ Visualize 'C.A.N.V.E.S': Charts, Audience, Narrative, Visualization, Emotion, Summary for structure.

★ Think of storytelling as a 'D.A.T.A.' journey: Discover, Analyze, Tell, Act.

COMMON MISTAKES

✗ Overloading slides with too much data and text.

✗ Neglecting the audience's background and interests.

✗ Failing to connect data insights to real-world implications.

QUICK RECAP

Data storytelling is about merging data analysis with narrative techniques to engage audiences. Focus on visualization, audience awareness, and emotional connection to communicate insights effectively.