

Data Stories

Using Stories To Persuasively Packaging Data

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P97 Networks



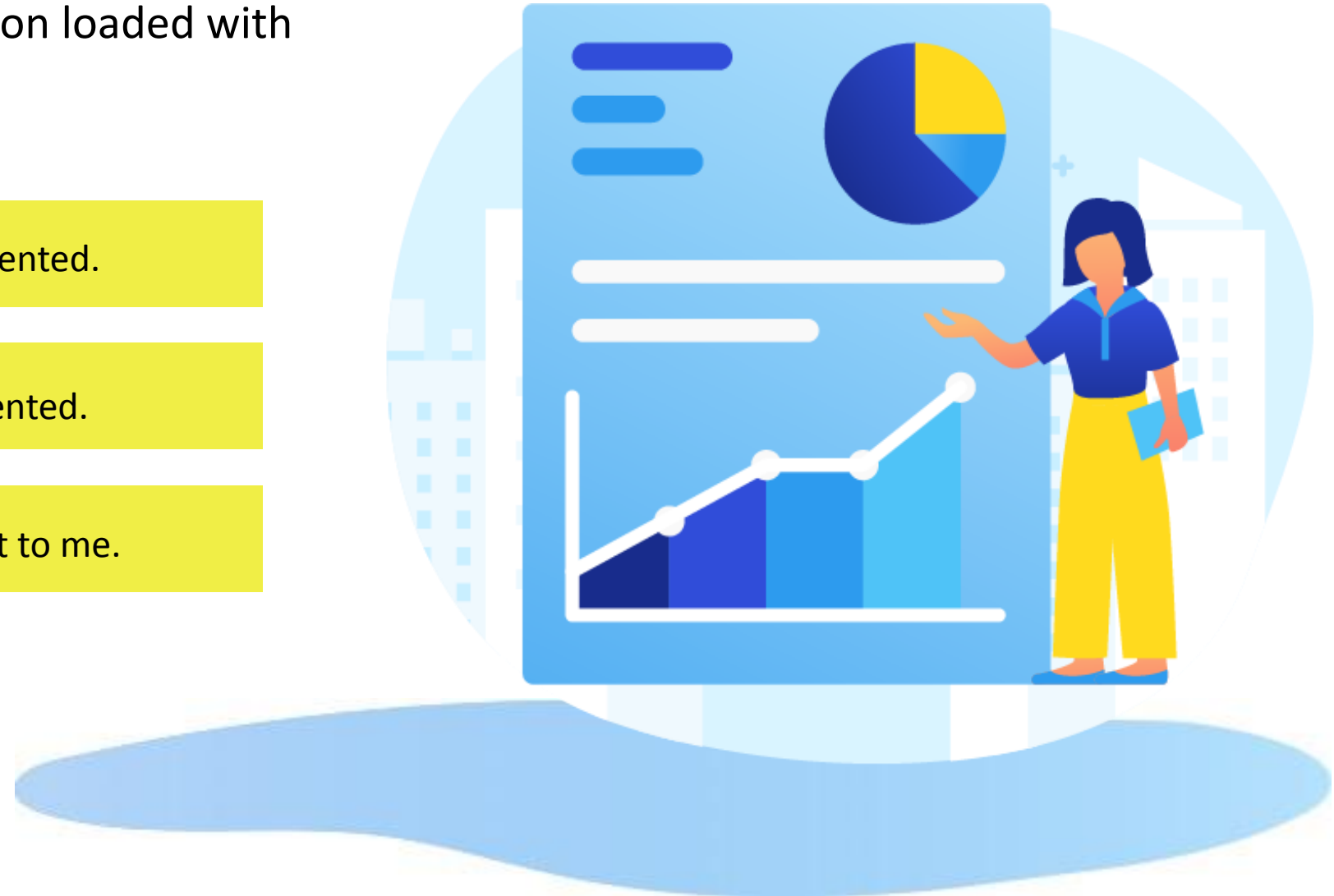
Data Confusion Is Common

What if I told you that the average business person who suffers through a presentation loaded with data has one of three reactions?

I don't understand the data being presented.

I don't care about the data being presented.

The data being presented isn't relevant to me.



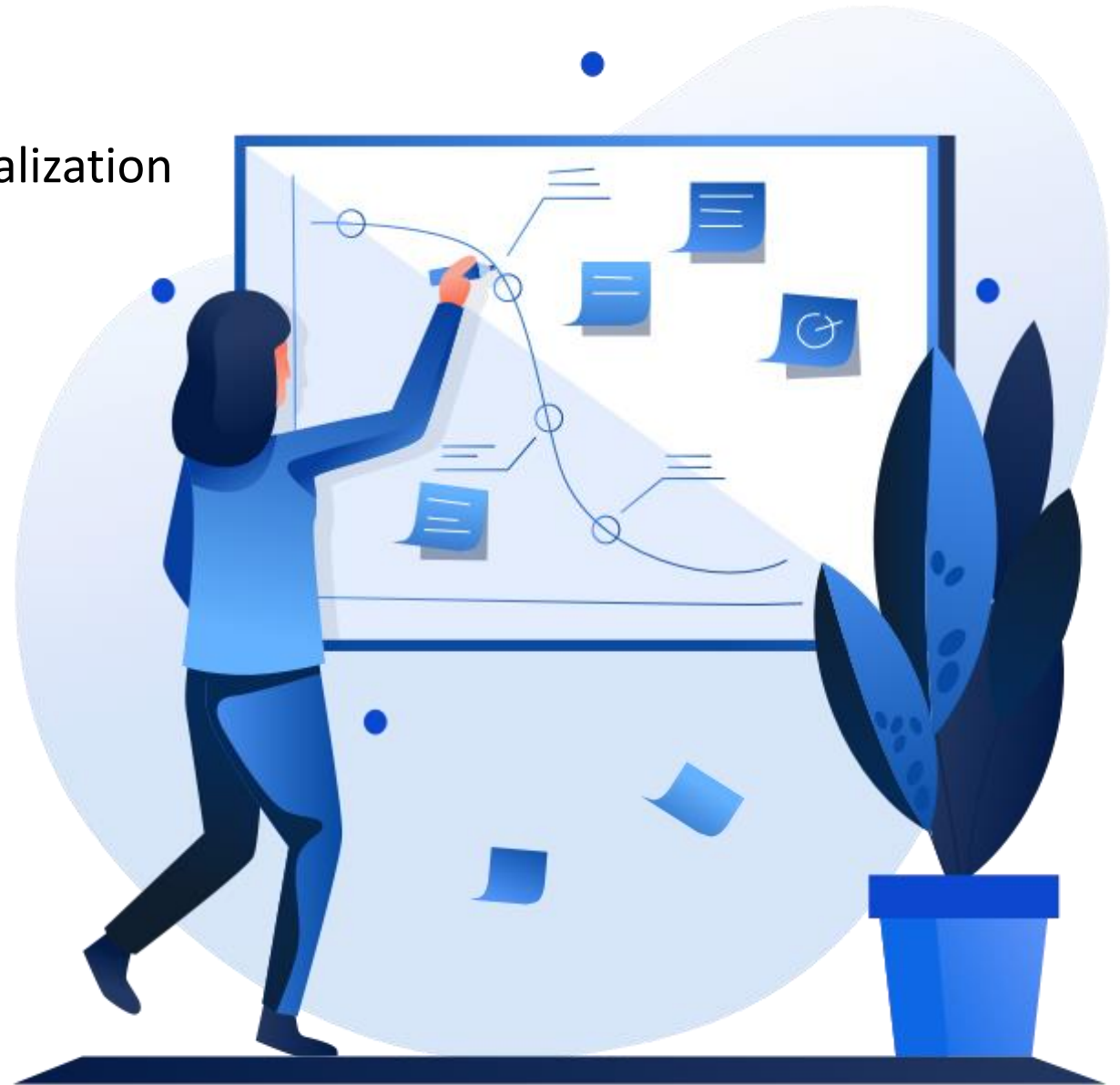
The natural reaction to that type of feedback is to try and fix the visual that you used.

Myth: I should probably make my graphs and charts look better.

Appearance Isn't Everything

Even if you followed every Tufte principle, improving the visual appearance of a visualization won't necessarily make it an effective visualization.

Tip #1: People don't care about your visualization. They care about the story your visual tells and why that's important to them.



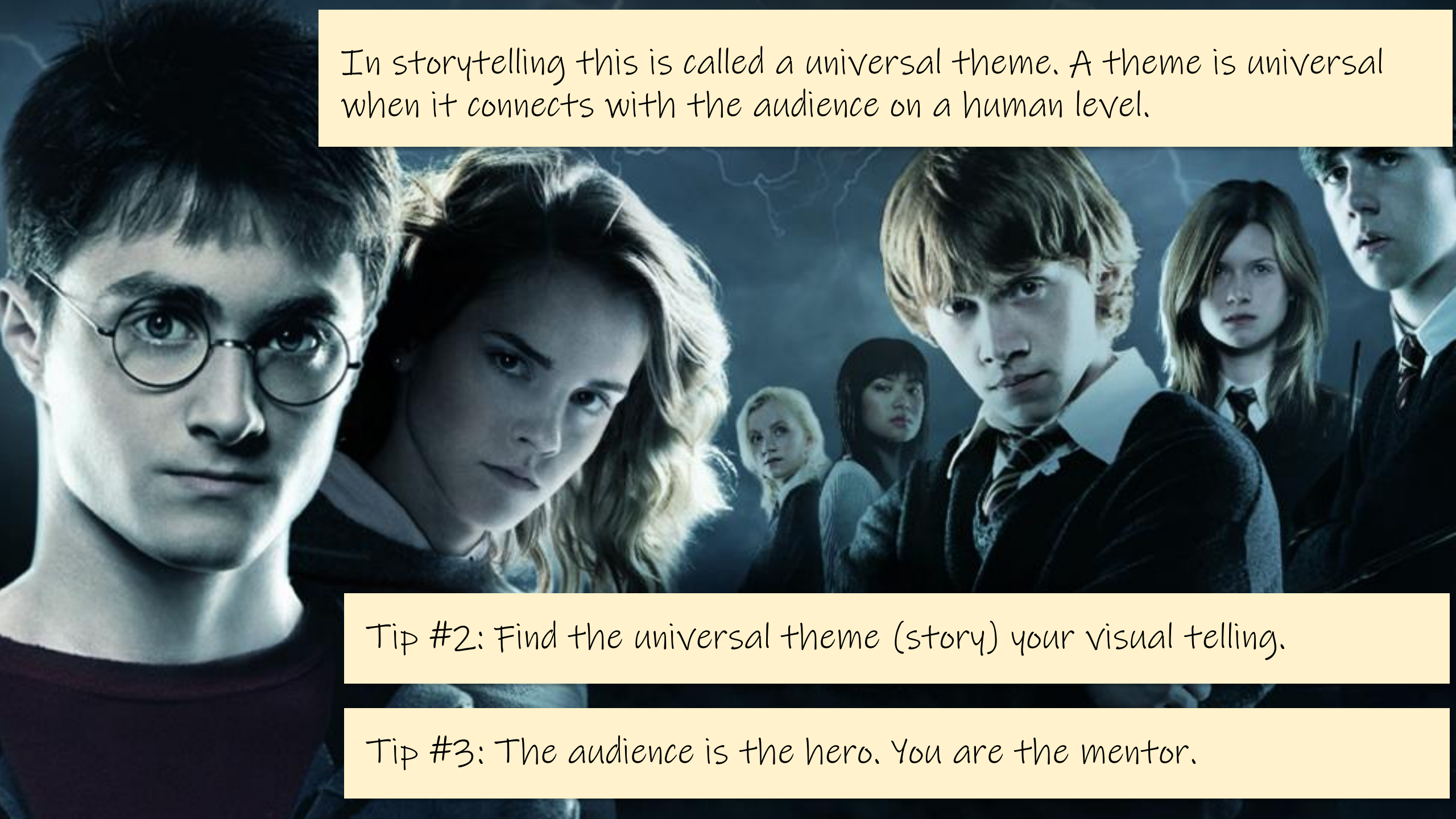
When viewers don't understand the story it's not the visual they will judge harshly, it's the information.

How do you make sure your visualizations move your story forward?

Stand By Me



Movie stories often take advantage of a common human trait that can be applied to visualization.



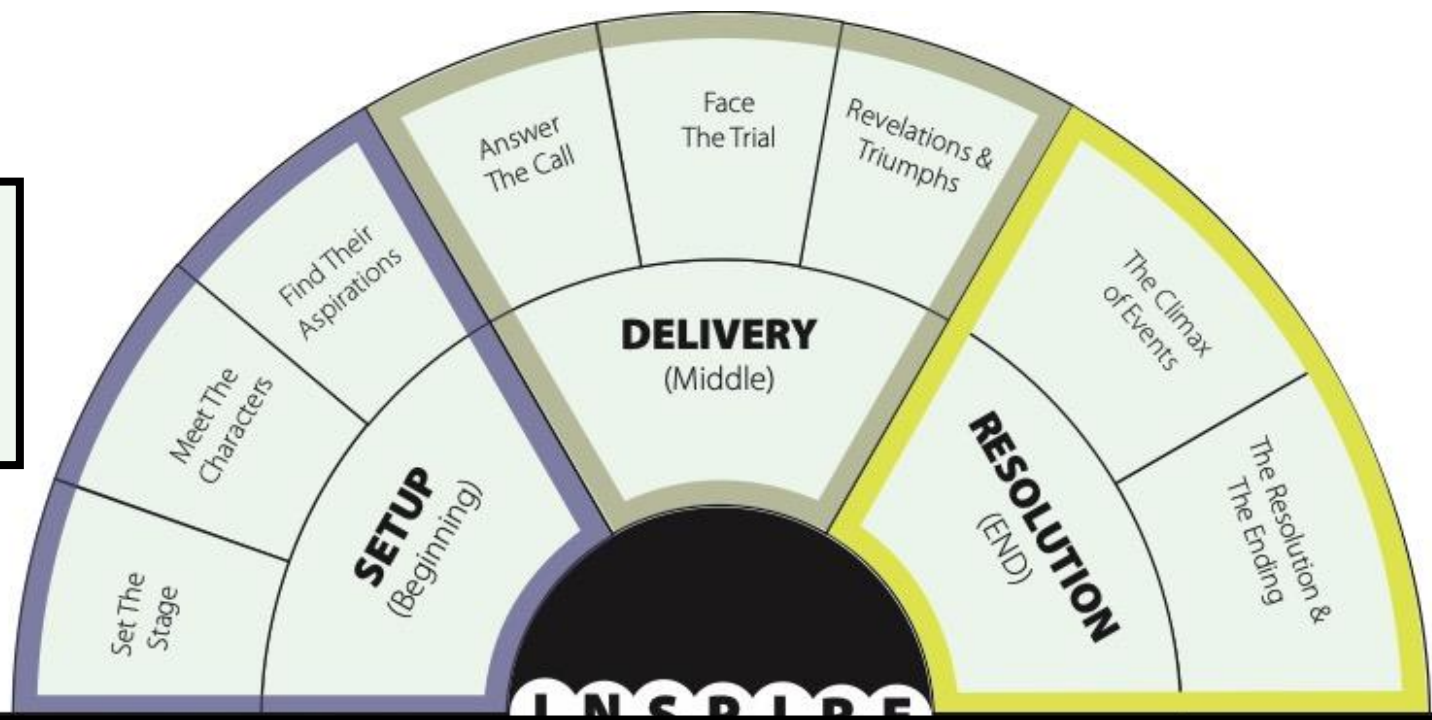
In storytelling this is called a universal theme. A theme is universal when it connects with the audience on a human level.

Tip #2: Find the universal theme (story) your visual telling.

Tip #3: The audience is the hero. You are the mentor.



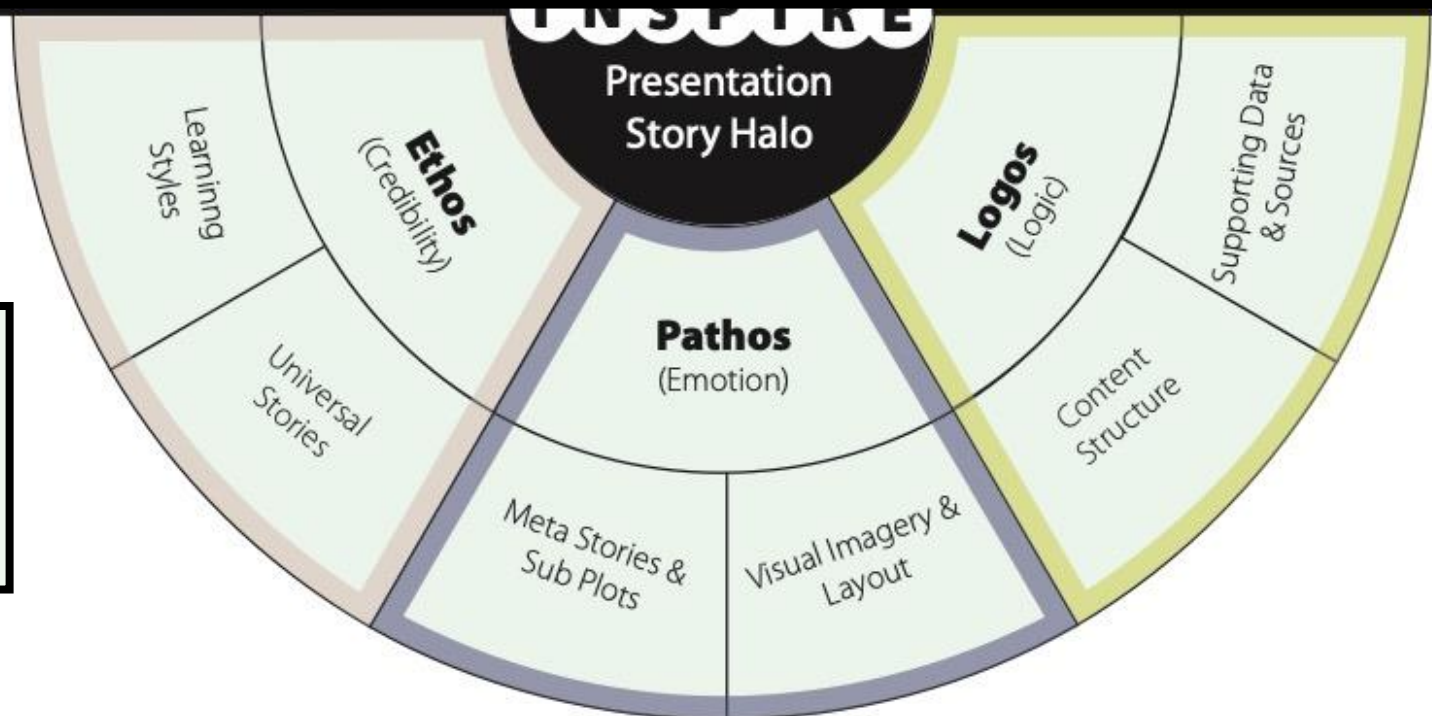
Expressiveness - Say everything you want to say, no more, no less – and don't mislead.



What's the message? What are the details behind the story?

How will you make it resonate?

Effectiveness – Use the best method(s) available for showing your information.



Visuals Can Be Universal

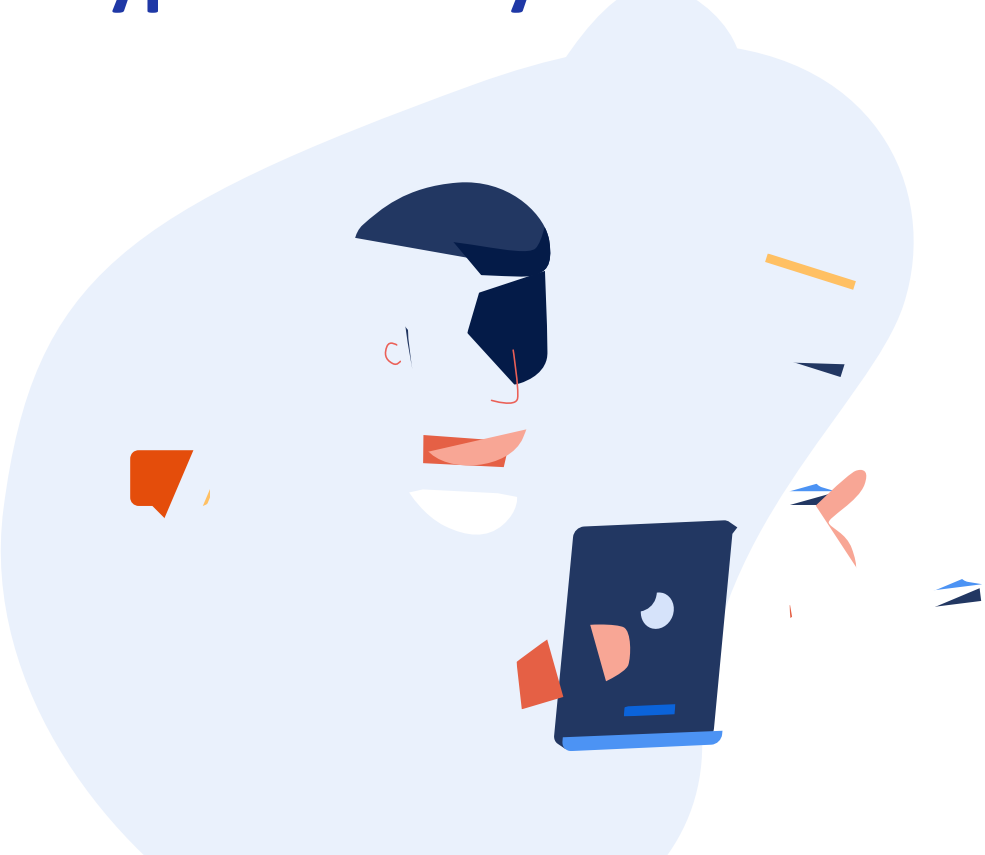
Like movies, we are drawn to visuals that use familiar themes. We intuitively know when the chart works.

What type of story are you telling?

How do you make it universal?

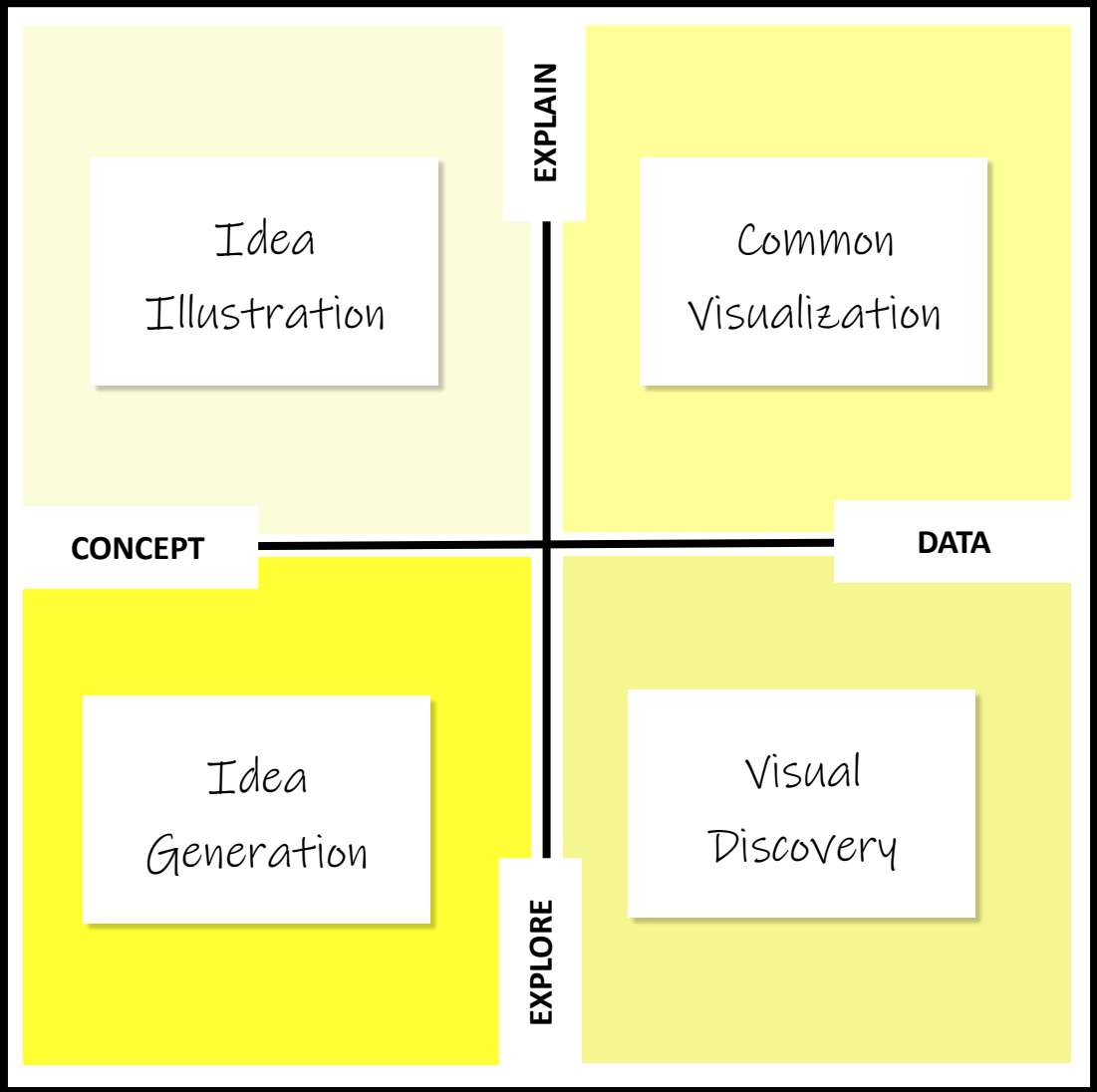


What Type Of Story Are You Telling?

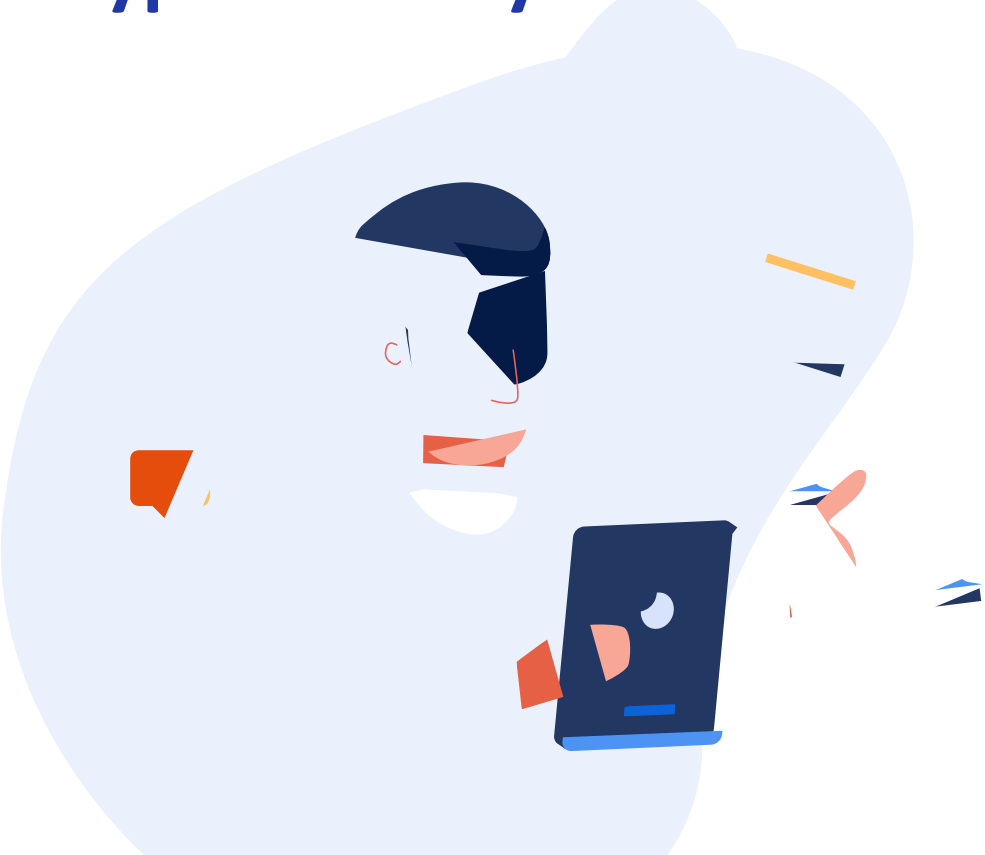


Is the information conceptual or data-driven?

Are you explaining or exploring?

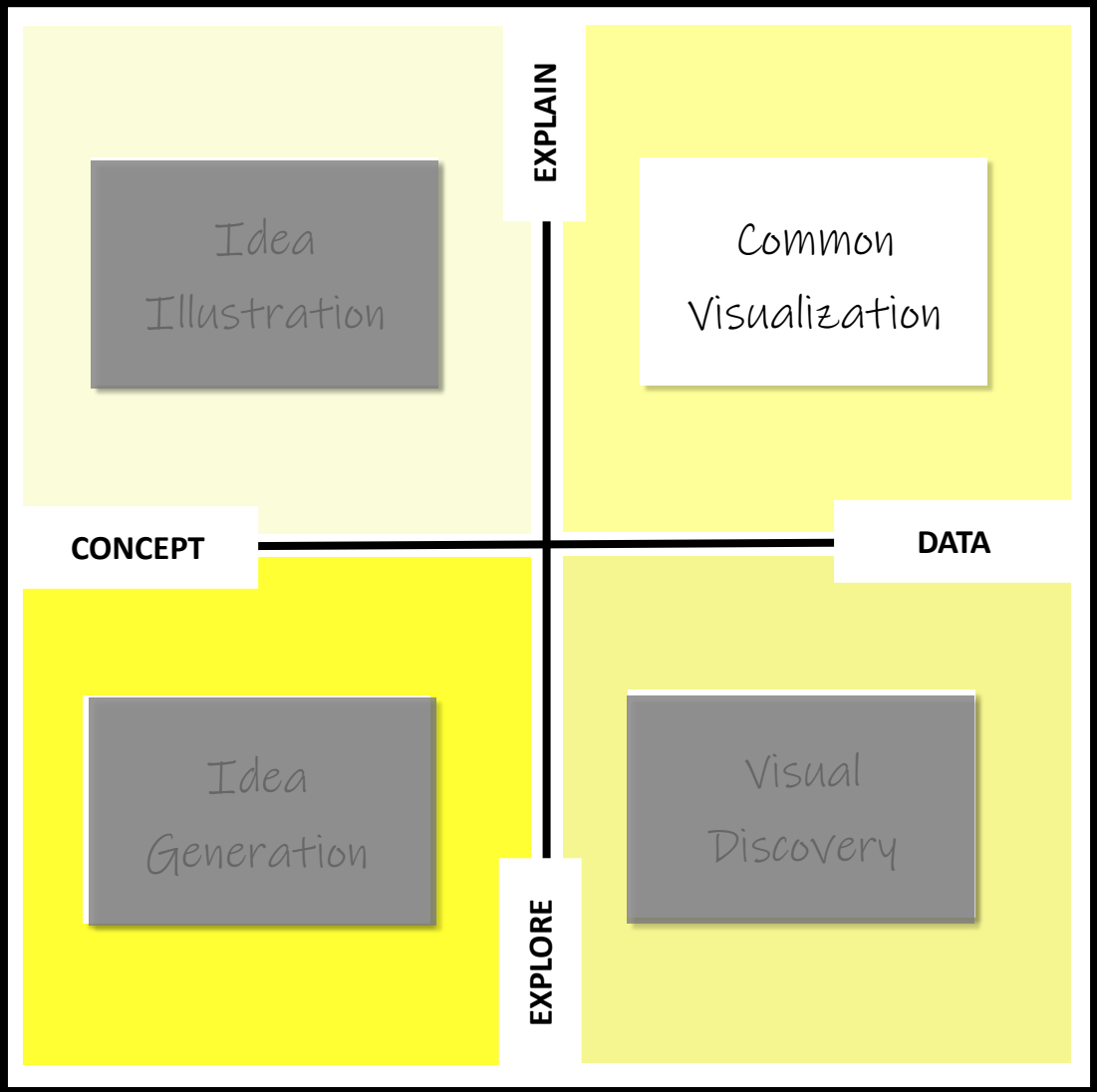


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What Makes Your Story Universal?

We relate to things we understand

We see things that stand out

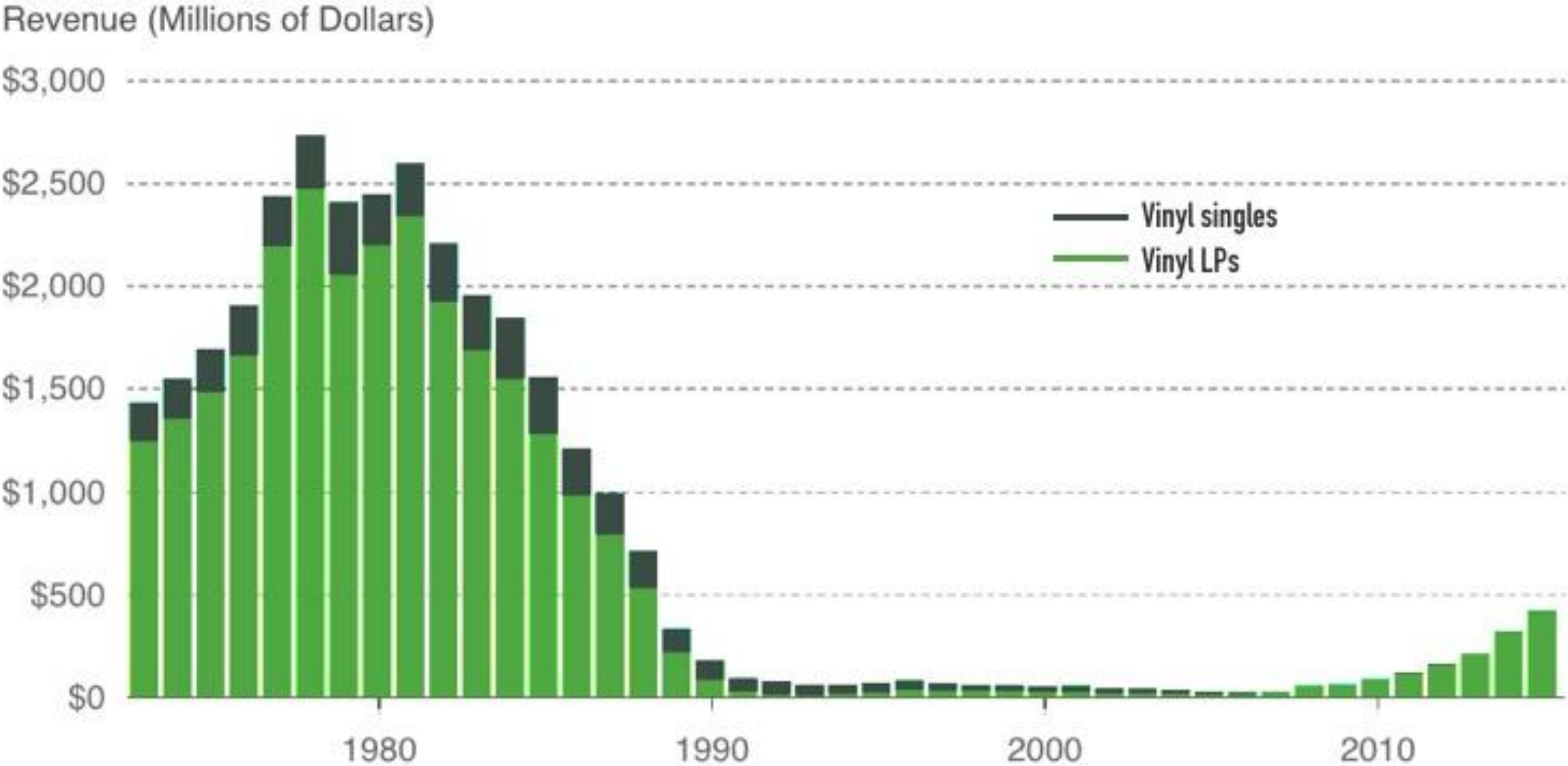
We only see a few things at a time

We seek meaning & make connections

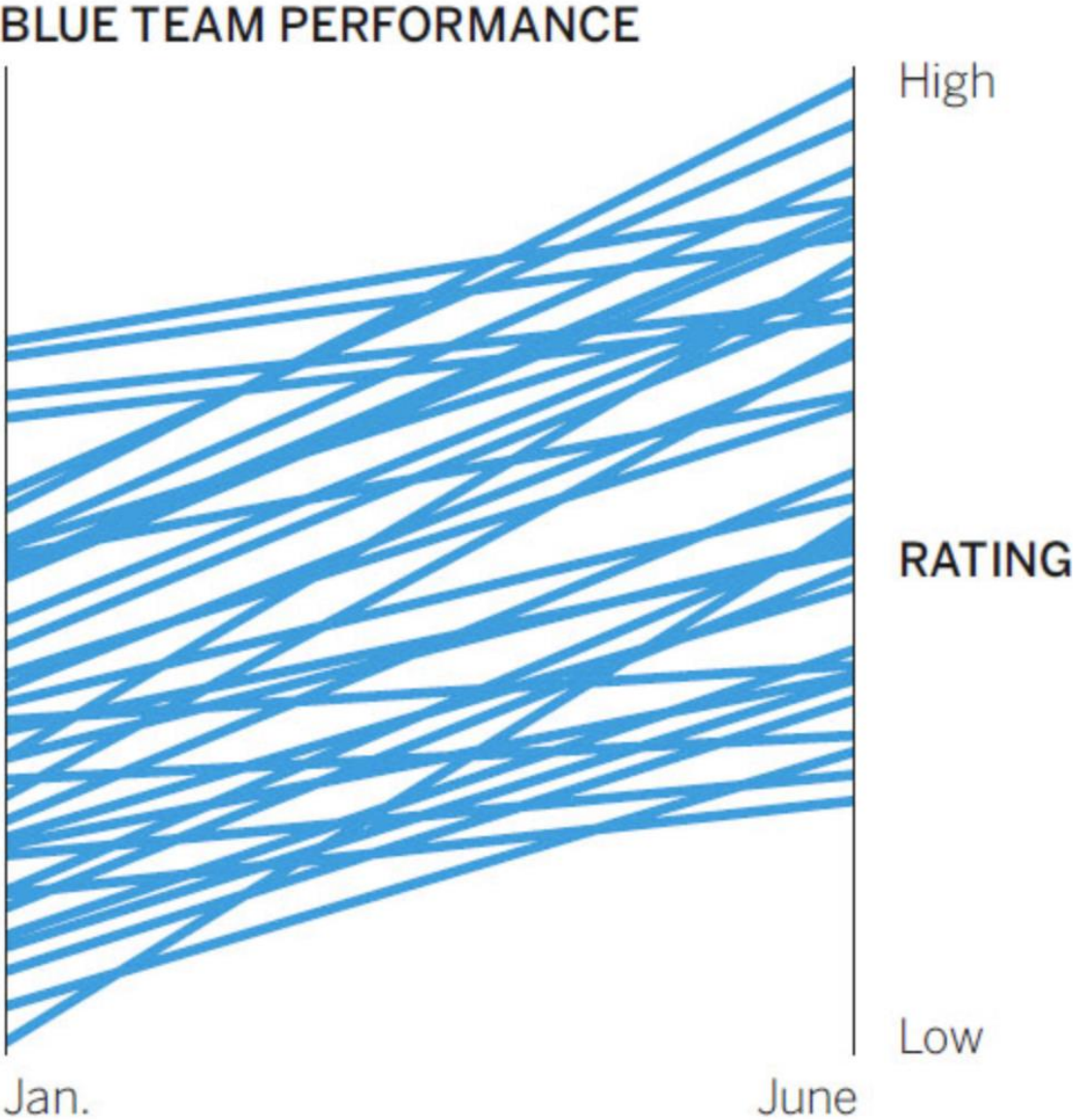
We rely on conventions



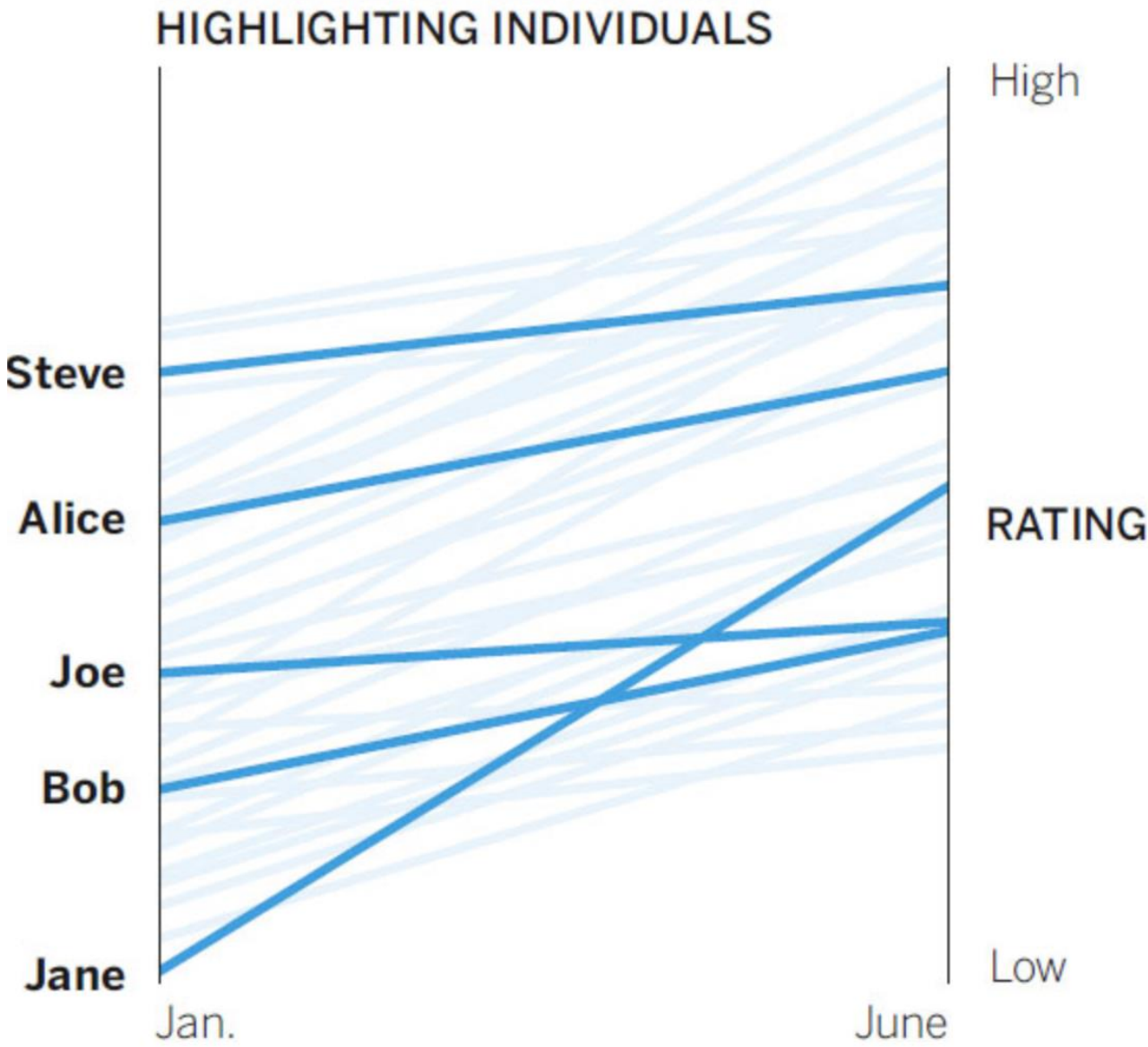
We Relate To What We Understand?



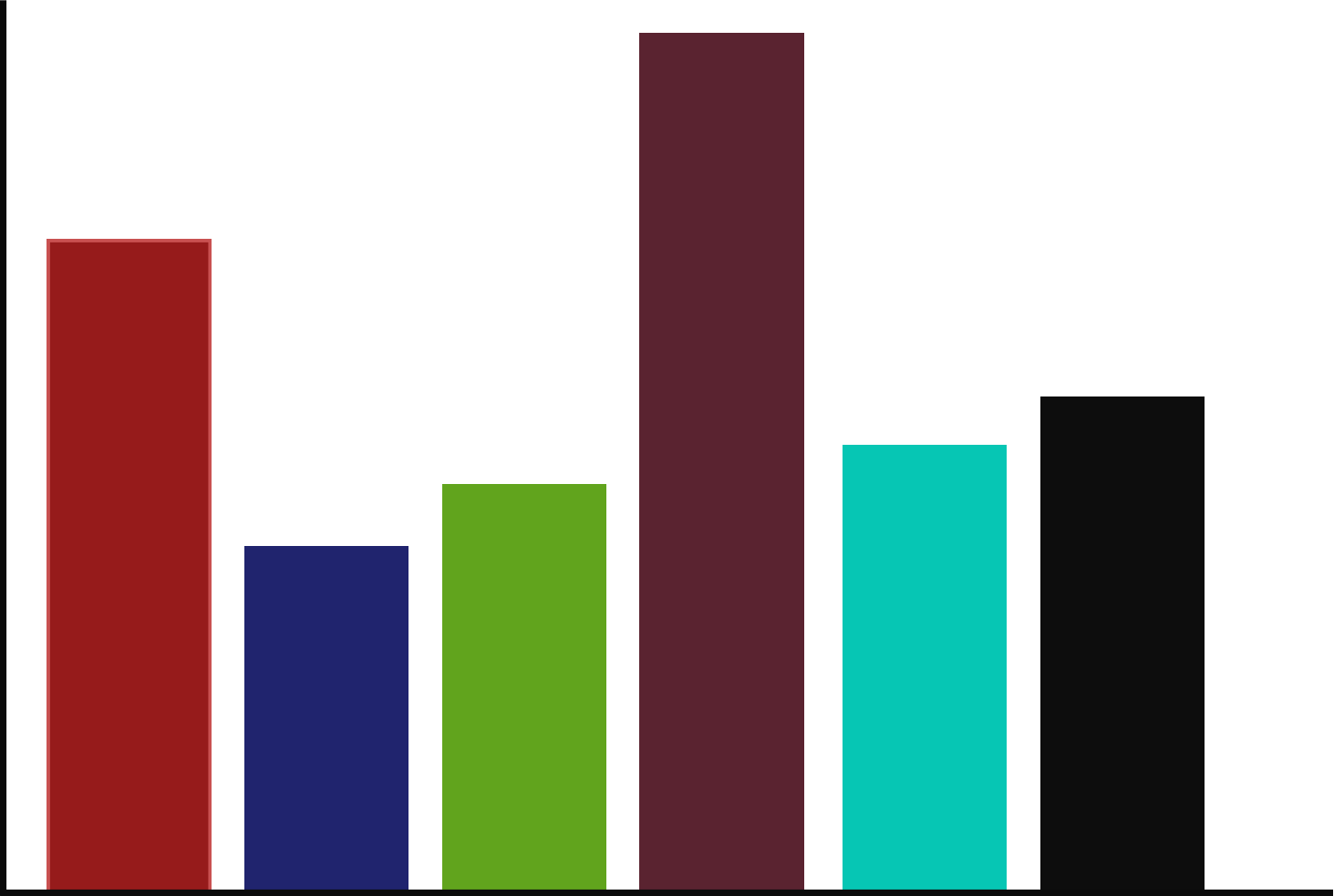
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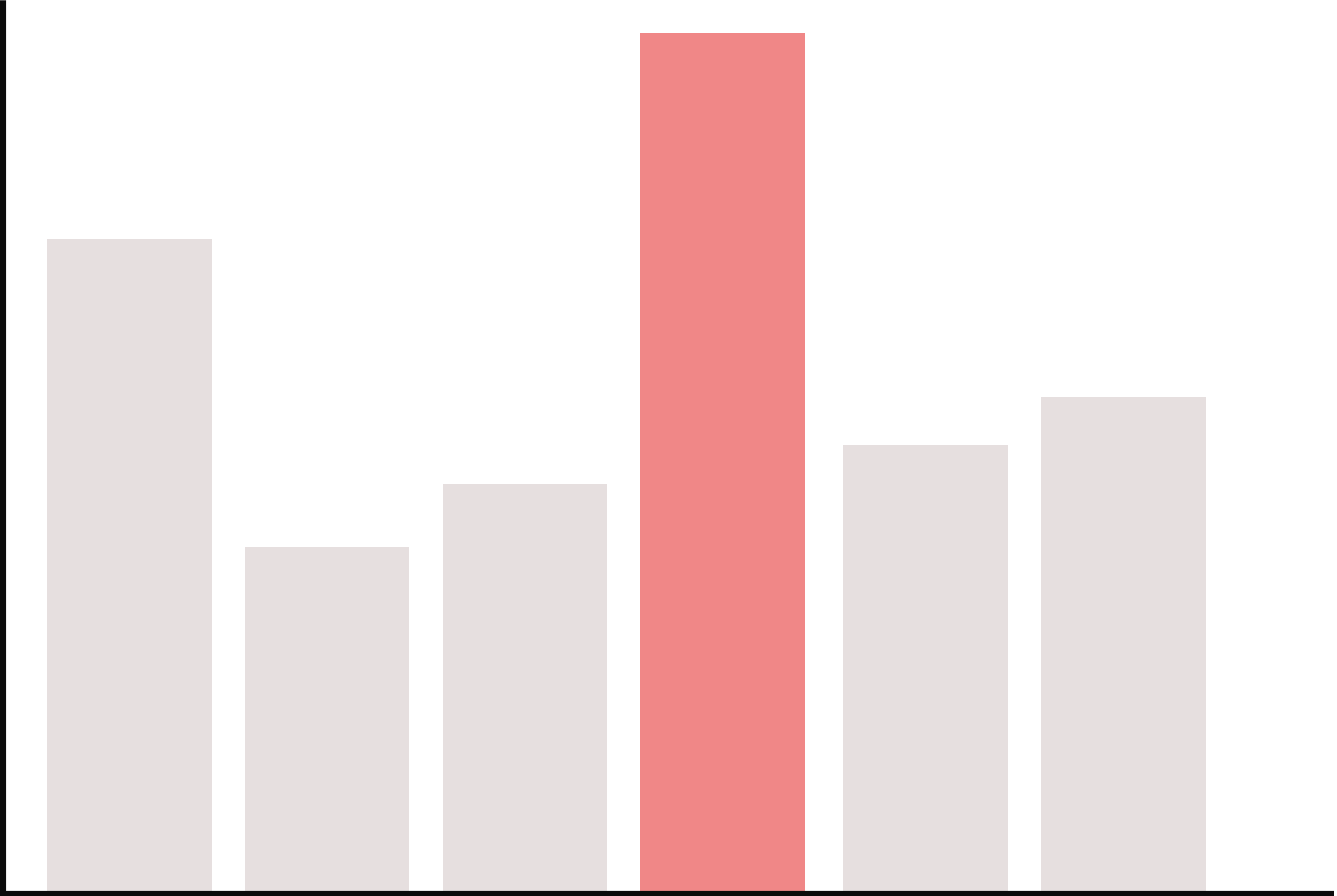
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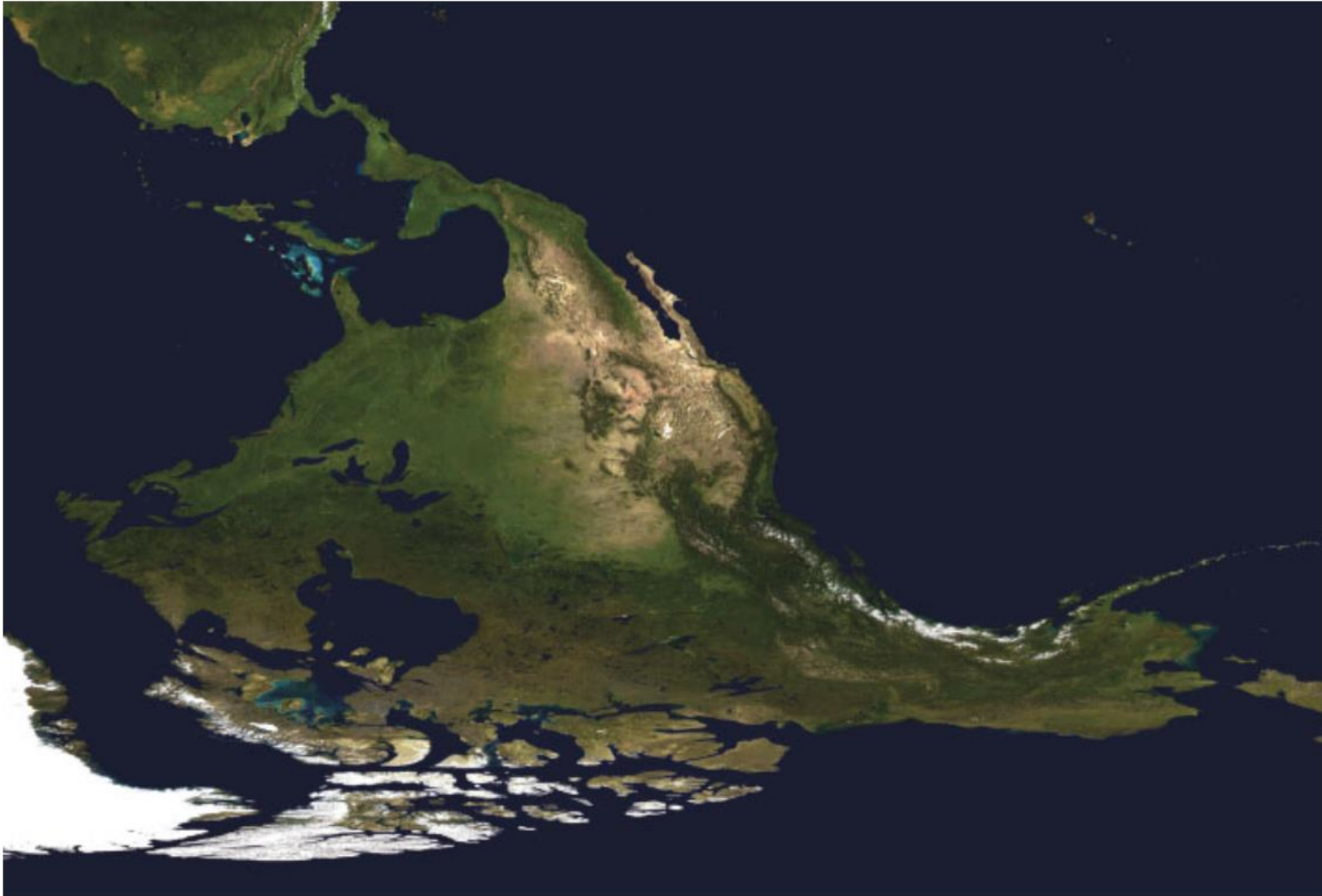
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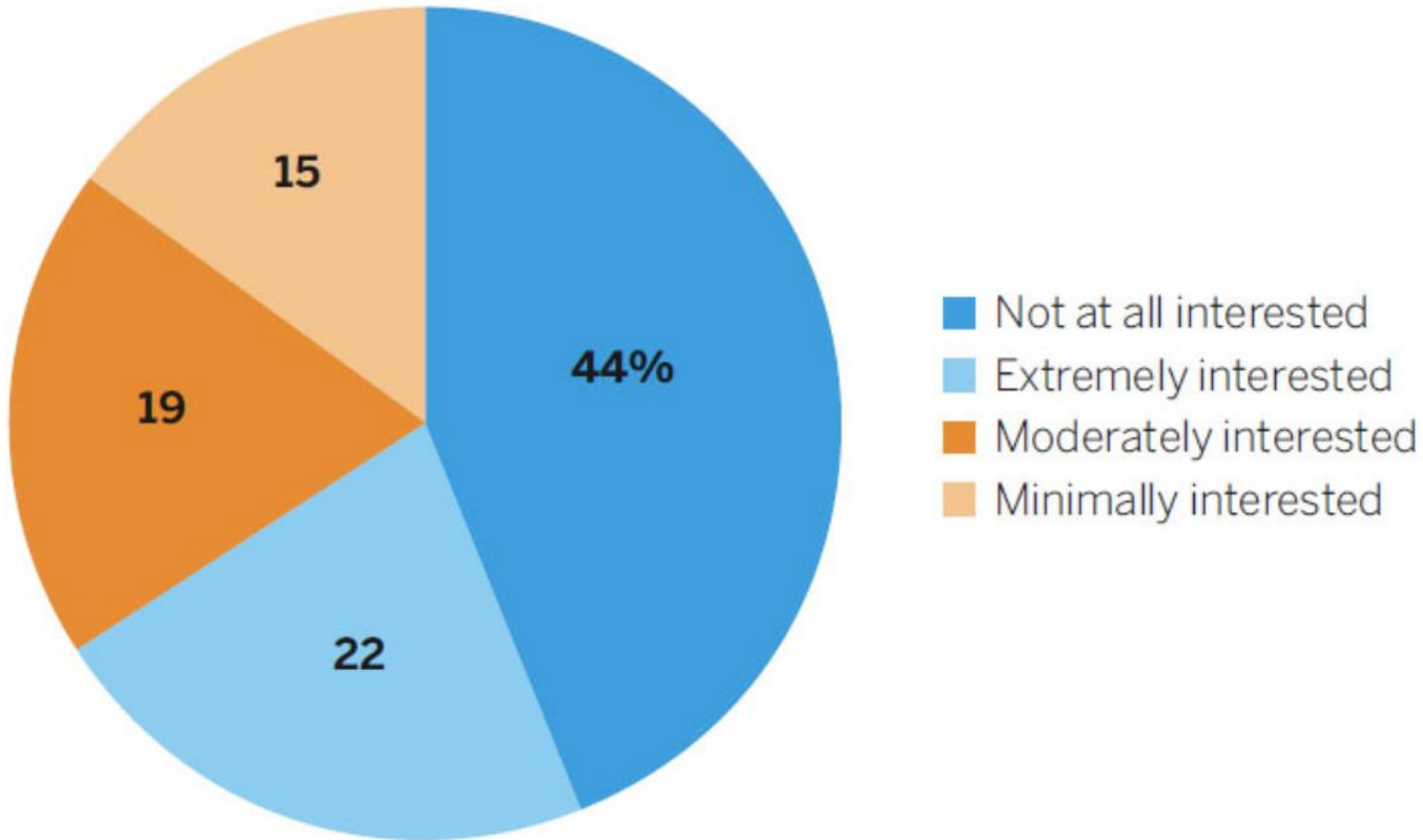


Good Or Bad, We Make Connections & Seek Meaning



We Rely On Conventions

HOW INTERESTED ARE YOU IN THIS PRODUCT?



We Rely On Conventions

HOW INTERESTED ARE YOU IN THIS PRODUCT?



What Makes Your Story Universal?

We relate to things we understand

Understand The Context

We see things that stand out

Choose The Right Visual

We only see a few things at a time

Focus Their Attention

We seek meaning & make connections

Remove The Clutter

We rely on conventions

Use Analogy & Metaphor

