



# Storytelling With Data

Mastering the art of storytelling with the science of data

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# Why would you want to tell stories with data?

It allows the audience to best hear and convey what you are trying to say



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## Storytelling with data starts with Insights

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Moving away from simply describing

“what did I find?”

and moving to

“how does what I found connect together and to my audience?”

is the key for effectively communicating data findings

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# Storytelling makes Data:

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- More Relatable
- Less Intimidating
- Easier to digest
- More translatable into action

Storytelling  
does not just  
mean simply  
speaking

- Effective storytelling has:
  - Insights
  - Visualizations
  - Static Reporting
  - Dynamic or Interactive Reporting
  - A Bias to Action



# Good Storytelling Amplifies the Message of the Data

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- Storytelling:
  - Takes the data and brings it to life
  - Makes data conversational
  - Sparks questions and follow-up about the data

Great Storytellers take the attention away from themselves and focus the listeners on what the data is saying.

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# Effective Storytelling means you think ahead of your audience

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- Think a step or two ahead of your audience
- Appropriate business language or jargon
- What's top of mind to the business
- Business and culturally relevant visuals and graphics
- Selecting the correct color scheme
- Managing whitespace
- Carefully thinking through user experience (UX) design

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The First Step is  
to always think  
carefully about  
your language  
related to data

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Examples of Technical Language	Examples of Data Storytelling Language
Mean	On Average
Significant	Statistically significant, meaningful/business relevant
Normal/Skewed Distribution	Negative, Positive, Average (Sentiment or Scores)
Correlated	Have a strong/weak/no relationship with
Validated	Supported closely with the Data



But Never Forget  
that the First Rule of  
Data Storytelling is  
Know Thy Audience



Storytelling with data is not easy.

You have to learn how to simplify your own thinking AND think for someone else



A good data  
storyteller is an  
instant partner





A good data storyteller's voice is in the room with the stakeholders even when they are no longer there

THE END



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