Data Storytelling 1

Crafting Narratives with Data to Spur Action

Summary

Today's business professionals are swimming in an endless sea of data. This course provides a guide to translate good data into understandable, actionable insight using a narrative structure.

Participants will walk through the process of crafting a compelling data narrative, starting with *exploratory* analysis and moving into *explanatory* analysis that is clear to your audience. Time-tested narrative structures will be drawn from to communicate complex information in a way that resonates with decision-makers and leads to action. Practical exercises using financial data will reinforce concepts for learners.

Prerequisites

There are no prerequisites for this course, though a familiarity with good data analysis and charting techniques (from "Excel 1: Core Data Analysis", "Excel 2: Advanced Data Analysis" or "Excel 3: Dynamic Dashboarding") would be helpful.

Timing

This course requires 4 hours.

Learning Topics

1. **Exploratory vs. Explanatory Data Analysis**
   - ✓ Learn to separate the data for analysis versus the data used to communicate that insight
   - ✓ Apply exploratory analysis to identify key data drivers in a data sample

2. **Understand Your Audience, Personalize the Message**
   - ✓ Learn to create and ask questions for your audience to create presentations that stimulate action and response
   - ✓ Demonstrate the benefits of adding a persona to your data to create stories that resonate

3. **Creating Impactful Narrative Structures**
   - ✓ Explore historical storytelling frameworks and how they help us make compelling data stories
   - ✓ Craft a compelling data storytelling "arc" that takes readers through carefully designed narrative stages:
     - **The Setup:** describe the current situation and "hook" the audience
     - **The Breadcrumbs:** data points that develop the plot and create tension
     - **The Aha Moment:** The major finding or central insight
     - **The Action Plan:** Next steps & solutions to prompt action from decision-makers
   - ✓ Employ techniques to deal with the impatient decision-maker
   - ✓ Understand how compelling stories can help to overcome resistance or entrenched "myths" and corporate cultural "blind spots"