

# Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals

To Download this book in many format Visit :

<https://wocoentala.org/source1/6d5e799e1cad836652a52aed9942d8ae>

---

Master the art and science of data storytelling-with frameworks and techniques to help you craft compelling stories with data.

The ability to effectively communicate with data is no longer a luxury in today's economy; it is a necessity. Transforming data into visual communication is only one part of the picture. It is equally important to engage your audience with a narrative-to tell a story with the numbers. Effective Data Storytelling will teach you the essential skills necessary to communicate your insights through persuasive and memorable data stories.

Narratives are more powerful than raw statistics, more enduring than pretty charts. When done correctly, data stories can influence decisions and drive change. Most other books focus only on data visualization while neglecting the powerful narrative and psychological aspects of telling stories with data. Author Brent Dykes shows you how to take the three central elements of data storytelling-data, narrative, and visuals-and combine them for maximum effectiveness. Taking a comprehensive look at all the elements of data storytelling, this unique book will enable you to:

- >> Transform your insights and data visualizations into appealing, impactful data stories
- >> Learn the fundamental elements of a data story and key audience drivers
- >> Understand the differences between how the brain processes facts and narrative
- >> Structure your findings as a data narrative, using a four-step storyboarding process
- >> Incorporate the seven essential principles of better visual storytelling into your work
- >> Avoid common data storytelling mistakes by learning from historical and modern examples

Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals is a must-have resource for anyone who communicates regularly with data, including business professionals, analysts, marketers, salespeople, financial managers, and educators.

A relatively short time ago, data was looked upon as "nice to have," but not essential to most people's roles or positions. Things have certainly changed. Data has rapidly become an indispensable strategic asset at most organizations, forcing everyone to become increasingly literate and conversant in this new digital language. Even though the use of data continues to increase dramatically, data storytelling remains poorly understood. Many insights fail in the last mile of communication and never deliver on their full potential. Telling an engaging story with data is more than just an extension of data visualization. While your data provides the clarity needed to drive change, it's the storytelling that makes your insights both persuasive and memorable.

Effective Data Storytelling shows you how to create a narrative with data and explains why this method works so effectively. This book helps you combine the science of data with the art of storytelling. Using the three pillars of data storytelling— data, narrative, and visuals— you will develop the skills to convey your insights to others in a powerful and effective manner. Clear, easy-to-read chapters cover every vital aspect of telling a story with data. You begin by exploring the power of stories and learning how to achieve the four

key communication goals when sharing data. Next, you will learn about how the human mind processes information and why emotion plays a more powerful role in decision making than facts. The following chapter covers the six essential elements of a data story, your role as the data storyteller, and the importance of knowing your audience.

Once you've learned the fundamentals, the rest of the book provides you with step-by-step guidance on turning your data, narrative, and visuals into a complete data story. From the six attributes of an actionable insight, to the different kinds of narrative models, to using storyboarding to organize your key points, to inserting characters and analogies into your data story, to setting up and polishing your visuals<sup>2</sup> each stage of the process is explained in detail. The final section brings all the elements together and provides real-world examples of engaging data stories in practical scenarios and teaches you how the concepts and principles in this book can be applied to your own insights.

Effective Data Storytelling provides you with everything you need to communicate your insights more effectively, understand why data storytelling is so important, and drive positive change with data.

## PRAISE FOR EFFECTIVE DATA STORYTELLING

"Brent Dykes is the king of data storytelling; he's probably thought about this more than anyone else on the planet. No matter how good your data and analysis are, they won't have much impact unless they are embedded in a good story. Read this book to find out how to do that."

-Thomas H. Davenport, Distinguished Professor, Babson College; Research Fellow, MIT Initiative on the Digital Economy, Author of Competing on Analytics and The AI Advantage

"Numbers and data visualizations are powerful means to reveal insights and communicate them in business environments, but they are often more effective and persuasive when arranged into narrative structures. Brent Dykes teaches us how to ideate data-driven stories and bring them to fruition while walking us through several fascinating historical and modern examples. Data never speaks for itself; it must be interrogated and compelled to speak. This book explains how."

-Alberto Cairo, Knight Chair at the University of Miami, Author of How Charts Lie

"Dykes does a masterful job of making the vague concept of 'data storytelling' tangible and actionable. With real-world examples from history and from the present, which he deconstructs using the concepts that are the core of the book, he hits the sweet spot of being an engaging read that is also specific and tactical. "

-Tim Wilson, Senior Director of Analytics, Search Discovery

"The first to bring together the importance of data, visuals, and narrative, this seminal work on telling stories with data is chock-full of examples founded on principles from Aristotle to story guru, Robert McKee. I can't wait to share Brent's book with my graduate students and colleagues!"

-Maria Massei-Rosato, Adjunct Professor, Parsons School of Design

"If you're tasked with presenting analytical results, then this book is a must-read. Brent discusses a wide range of research on how people communicate in general and then ties that research to specific actions you can take to put together an effective story in an analytics setting. The book does a great job of making the case that we often approach analytics presentations poorly and then showing us how to improve."

-Bill Franks, Author and Chief Analytics Officer, International Institute for Analytics

### Other Books

Well-Designed. From Design Thinking to Design Doing Innovators today are told to run loose and think lean in order to fail fast and succeed sooner. But in a world obsessed with the new, where cool added features often trump actual customer needs, it's the consumer who suffers. In our quest to be more agile, we end up creating products that underwhelm. So how does a company like Nest, creator of the mundane thermostat, earn accolades like "beautiful" and "revolutionary" and a \$3.2 billion Google buyout? What did Nest do differently to create a household product that people speak of with love? Nest, and companies like it, understand that emotional connection is critical to product development. And they use a clear, repeatable design process that focuses squarely on consumer engagement rather than piling on features for features' sake. In this refreshingly jargon-free and practical book, product design expert Jon Kolko maps out this process, demonstrating how it will help you and your team conceive and build successful, emotionally resonant products again and again. The key, says Kolko, is empathy. You need to deeply understand customer needs and feelings, and this understanding must be reflected in the product. In successive chapters of the book, we see how leading companies use a design process of storytelling and iteration that evokes positive emotions, changes behavior, and creates deep engagement. Here are the four key steps: 1. Determine a product-market fit by seeking signals from communities of users. 2. Identify behavioral insights by conducting ethnographic research. 3. Sketch a product strategy by synthesizing complex research data into simple insights. 4. Polish the product details using visual representations to simplify complex ideas. Kolko walks the reader through each step, sharing eye-opening insights from his fifteen-year career in product design along the way. Whether you're a designer, a product developer, or a marketer thinking about your company's next offering, this book will forever change the way you think about—and create—successful products.

?.?.?.?.?. In successive chapters of the book, we see how leading companies use a design process of storytelling and iteration that evokes positive emotions, changes behavior, and creates deep engagement. Here are the four key steps: 1."