THE ESSENTIALS OF

STORYTELLING

WITH YOUR DATA

Data storytelling is a structured approach for communicating data insights, and it involves a combination of **three** key elements:

1. Data

2. Visuals

3. Narrative

MarComFly
message & image

Visuals are processed

60,000 X

faster than text.

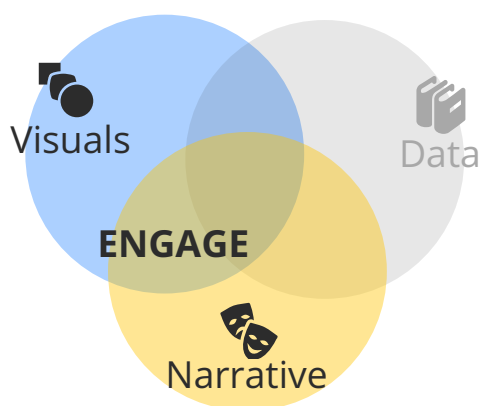Many managers are hiring people based on their data preparation and analysis skills for than technical skills.

THE 3 KEY ELEMENTS
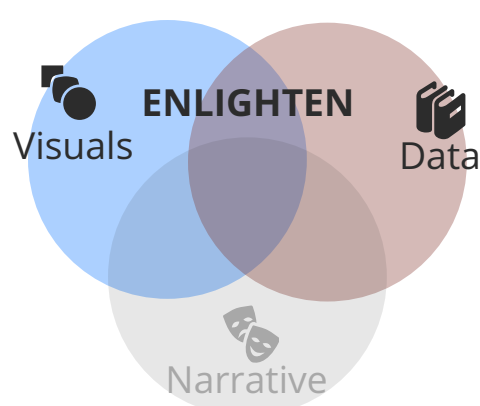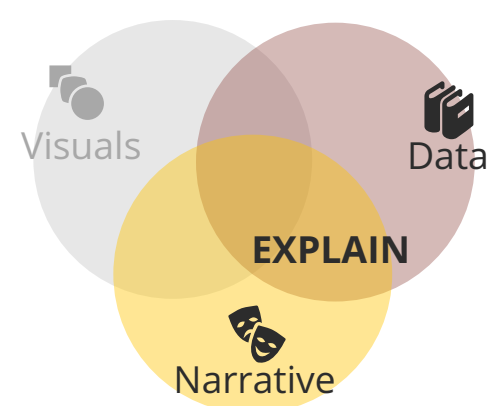

Visuals   Data

ENGAGE

Narrative

When narrative and visuals are merged together, they can **engage** or even entertain an audience.

Visuals   **ENLIGHTEN**   Data

Narrative

When visuals are applied to data, they can **enlighten** the audience to insights that they wouldn't see without charts or graphs.

Visuals   Data

EXPLAIN

Narrative

When narrative is coupled with data, it helps to **explain** to your audience what's happening in the data and why a particular insight is important.

When you combine the right visuals and narrative with the right data, you have **a data story that can influence and drive change.**

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