
WHEN ASKED TO
"MAKE YOUR DATA
TELL A STORY"
YOUR FIRST QUESTION
SHOULD ALWAYS
BE "WHY?"

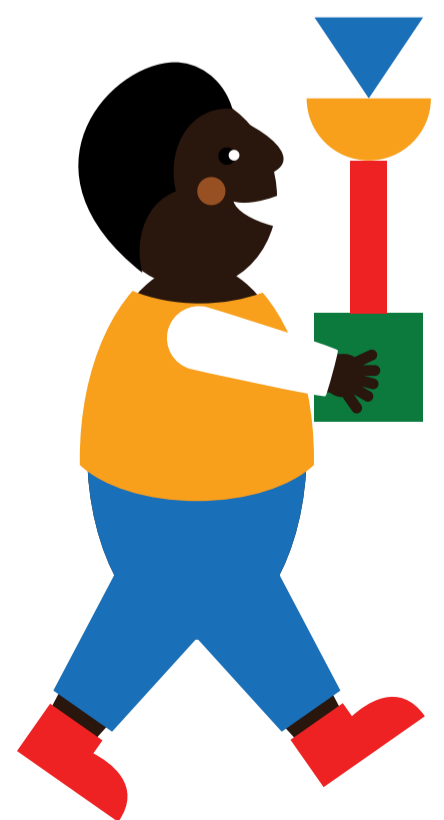
The
Data
Storyteller's
Handbook



YOU CAN'T TELL A BUSINESS DATA STORY WITHOUT FIRST BEING FAMILIAR WITH THE BUSINESS.

UNDERSTAND YOUR ROAD TO BUSINESS IMPACT.

The
Data
Storyteller's
Handbook



**DATA VISUALS
SHOULD **NOT** BE
SHARED AS PART
OF A DATA STORY
UNLESS THEY HELP
TO TELL IT.**

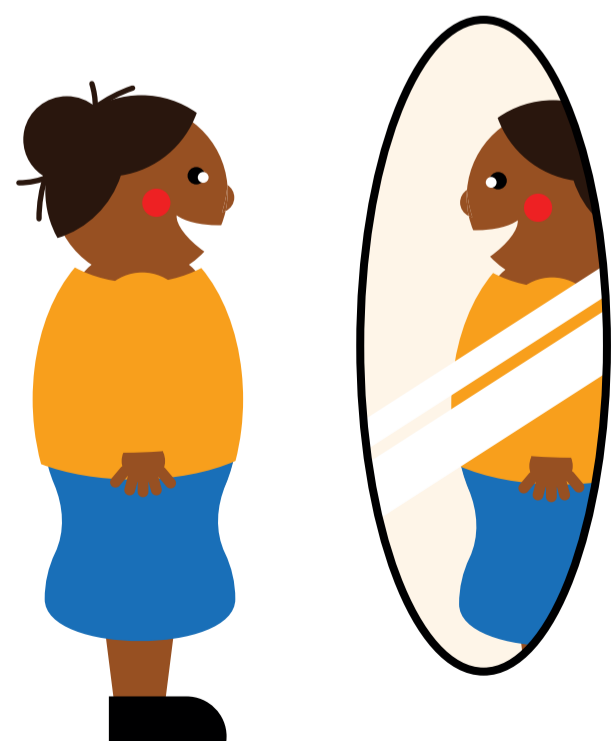
The
Data
Storyteller's
Handbook



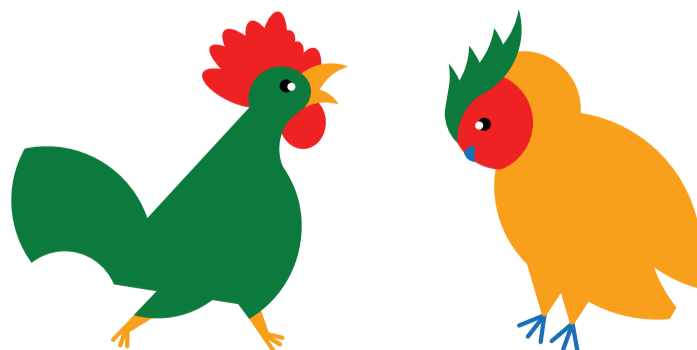
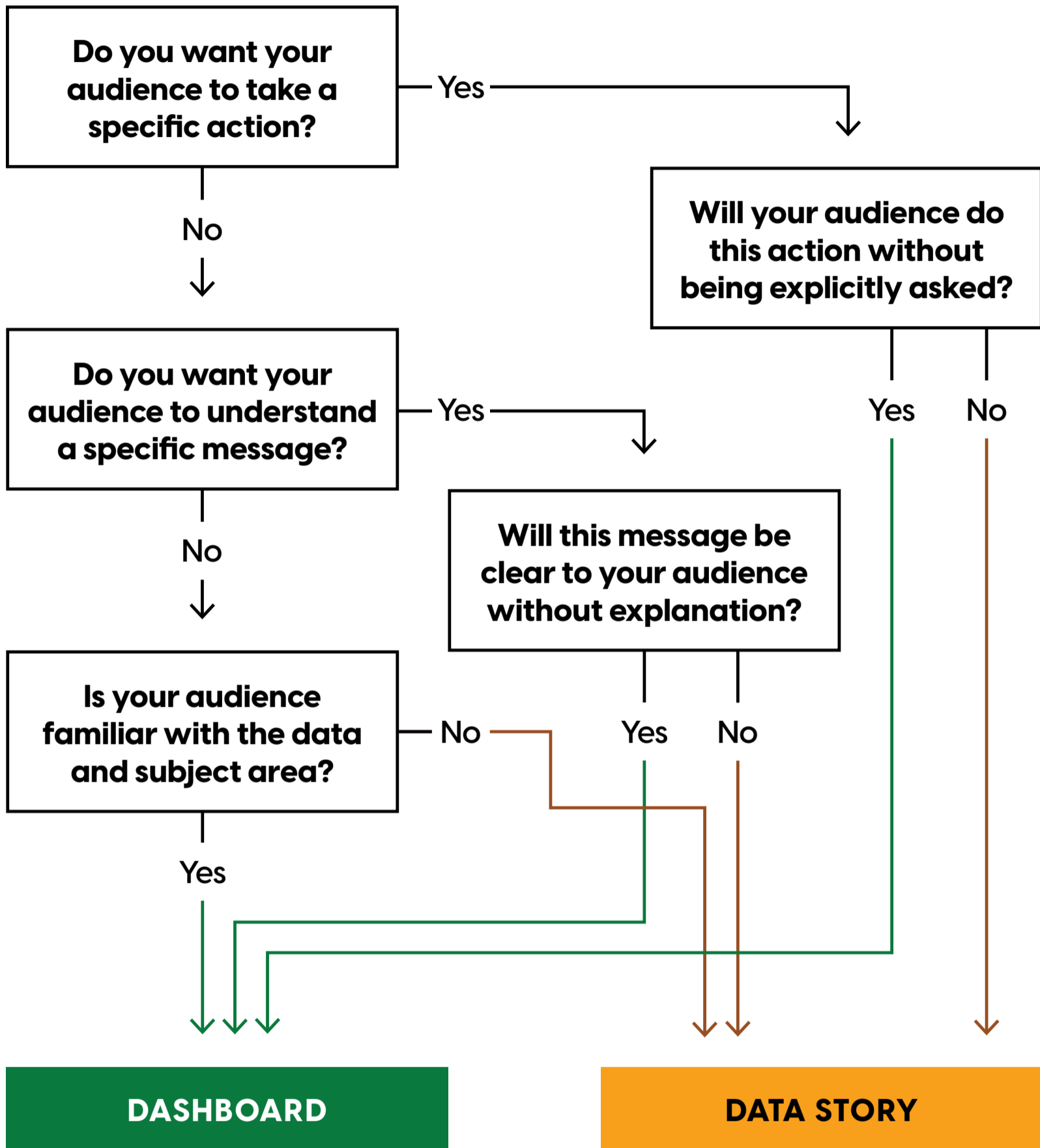
YOU ARE **NOT** THE AUDIENCE FOR YOUR DATA STORY.

SO, DON'T DESIGN IT IN THE SAME WAY YOU'D LIKE TO RECEIVE IT.

The
Data
Storyteller's
Handbook



A DASHBOARD OR DATA STORY?



DATA ANALYTICS PROCESS

Data insights

DATA STORYTELLING PROCESS



Why: The Business

Why do you want to communicate?



Who: The Audience

Whom will you communicate with?



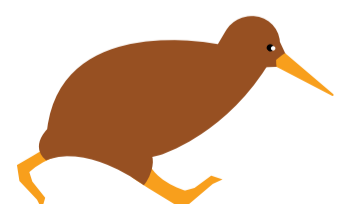
What: The Data Story

What is your message?

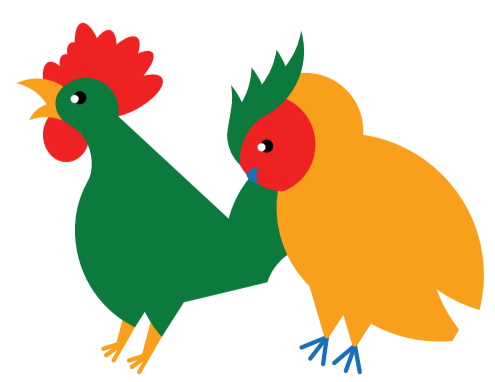
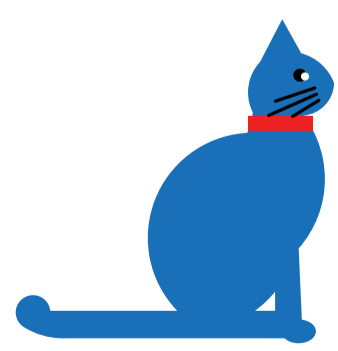
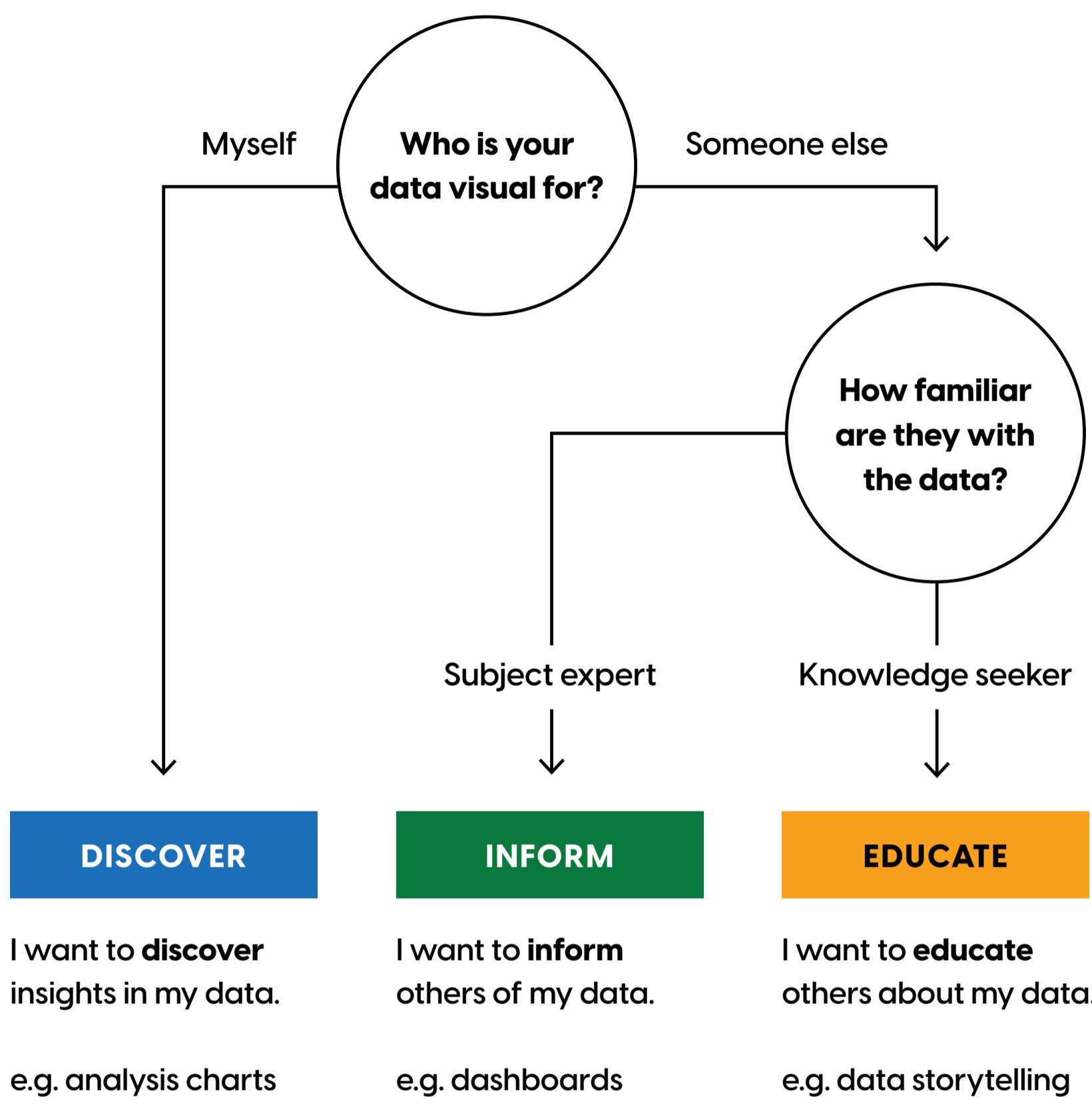


How: The Telling

How will you communicate your message?



WHAT'S YOUR REASON TO VISUALISE DATA?



DATA STORYTELLING COMMUNICATES A DATA-DERIVED MESSAGE.

THIS MAY OR MAY NOT BE VISUAL.



The
Data
Storyteller's
Handbook

DATA VISUALISATION PRESENTS DATA VISUALLY.

THIS MAY OR MAY NOT TELL A STORY.

The
Data
Storyteller's
Handbook

