
Storytelling and Data Visualization 101

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Storytelling



Defining the Story's Purpose

Data Driven Storytelling:

- Exploring data
- Finding insights to answer business questions
- Short or ad-hoc
- Analyst
 - Data → Explore → Story

Design Thinking Storytelling:

- Fits in a pre-defined story
- Helps the user understand the what, guides them to the why
- Longer or ongoing studies
- Business
- Story → Data → Story

It all Starts with Good Data

Multichannel & Multisource for Richer Insights

Research findings



IoT, Sensors, GPS



Transactional data



Financial data



Email, chat, verbatims



Web
Email–Overlay



Mobile
Web–SMS–App



In Person
Interview–Kiosk–Paper



Phone
Interview–IVR



Social Media
Social Networks



Integration
Data Feeds

Basic Elements of a Story

Setting

When/where is the problem?

Conflict

What's the business problem?

Characters

Who are the people involved?

Plot

What's the insight?

Theme

What opportunity does the insight present?

Using the Big Picture to Tell a GOOD Story

Setting

When/where is the problem?

Conflict

What's the business problem?

Characters

Who are the people involved?

Plot

What's the insight?

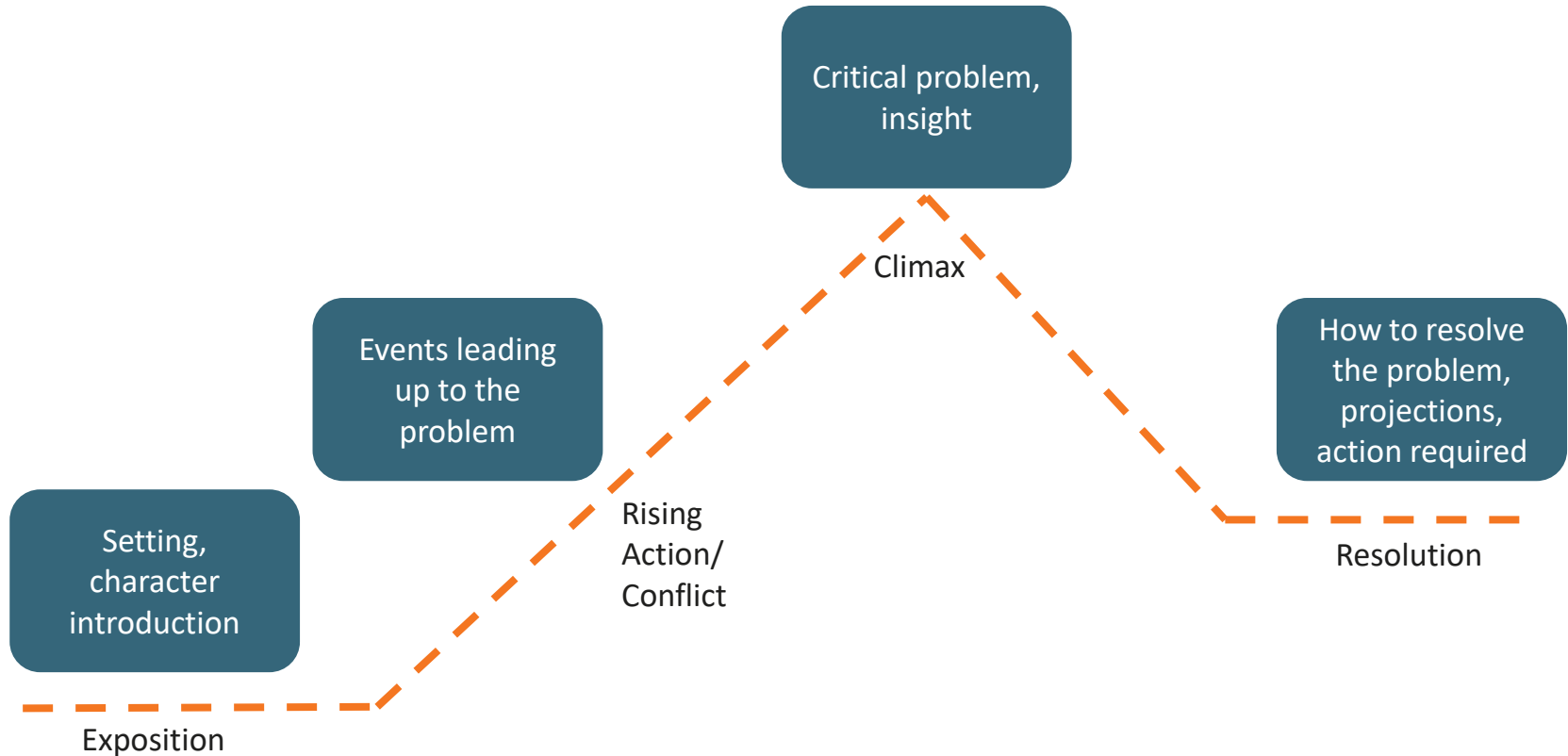
Theme

What opportunity does the insight present?

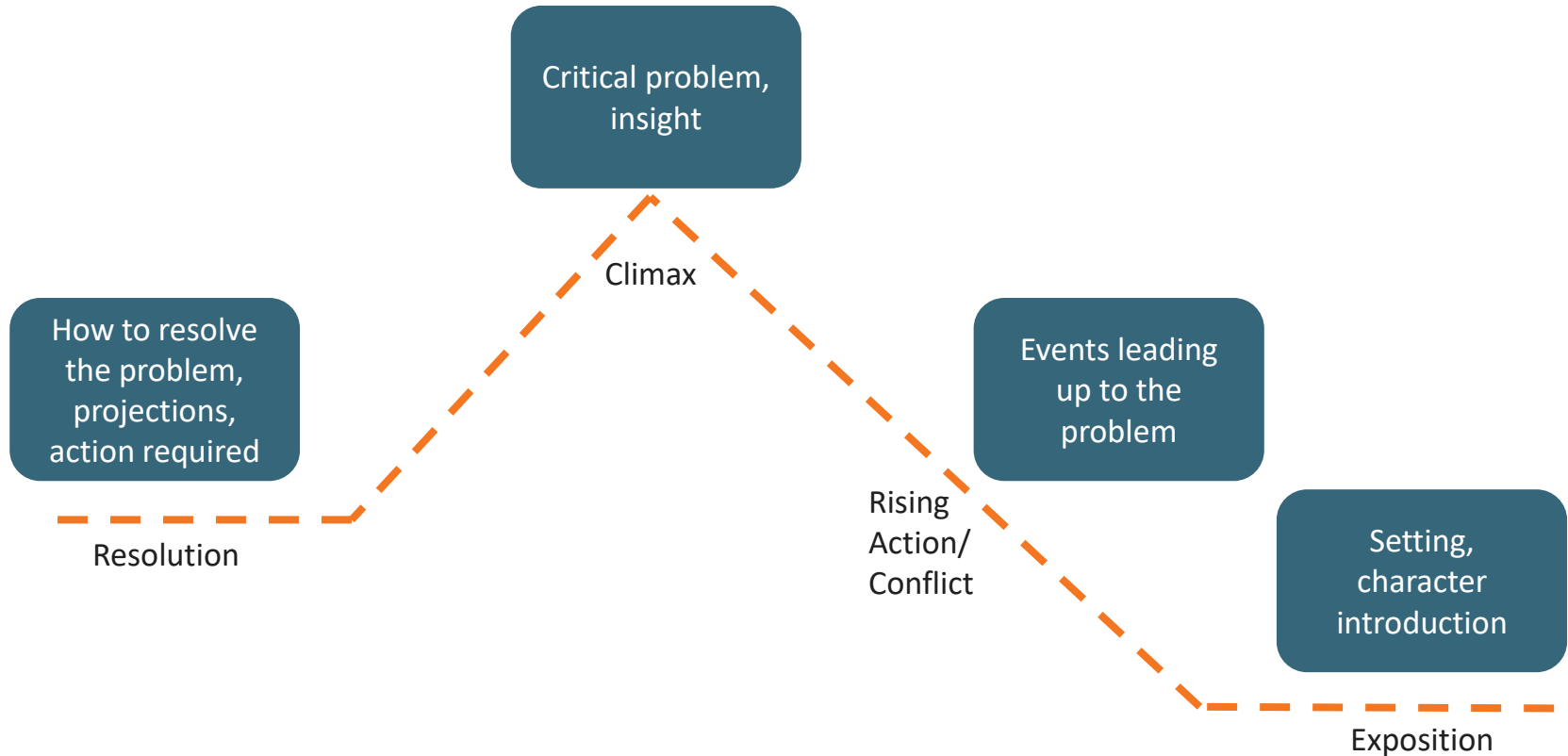
The Big-Picture:

- How many direct competitors?
- What are the competitors' market penetrations, positions?
- How long is the usual sales cycle?
- What are the market strengths/weaknesses?
- What are typical consumer purchasing behaviors?
- How are customers using the products?
- What is the revenue at risk?
- Etc.

Constructing the Story: Forward



Constructing the Story: Backward



Telling the Story with Visualization

Provide research findings in a graphical format

- Understandable
- Clear, concise
- Interactive
- Actionable

Managers leveraging visual data discovery are 28 percent more likely to find timely information than those who rely solely on static reports
– Aberdeen Group

Master the Art of Story Telling

**Organize
visualizations
in a logical,
story-like way**



Provide a Guided Tour

**Make the most
important ideas
stand out**



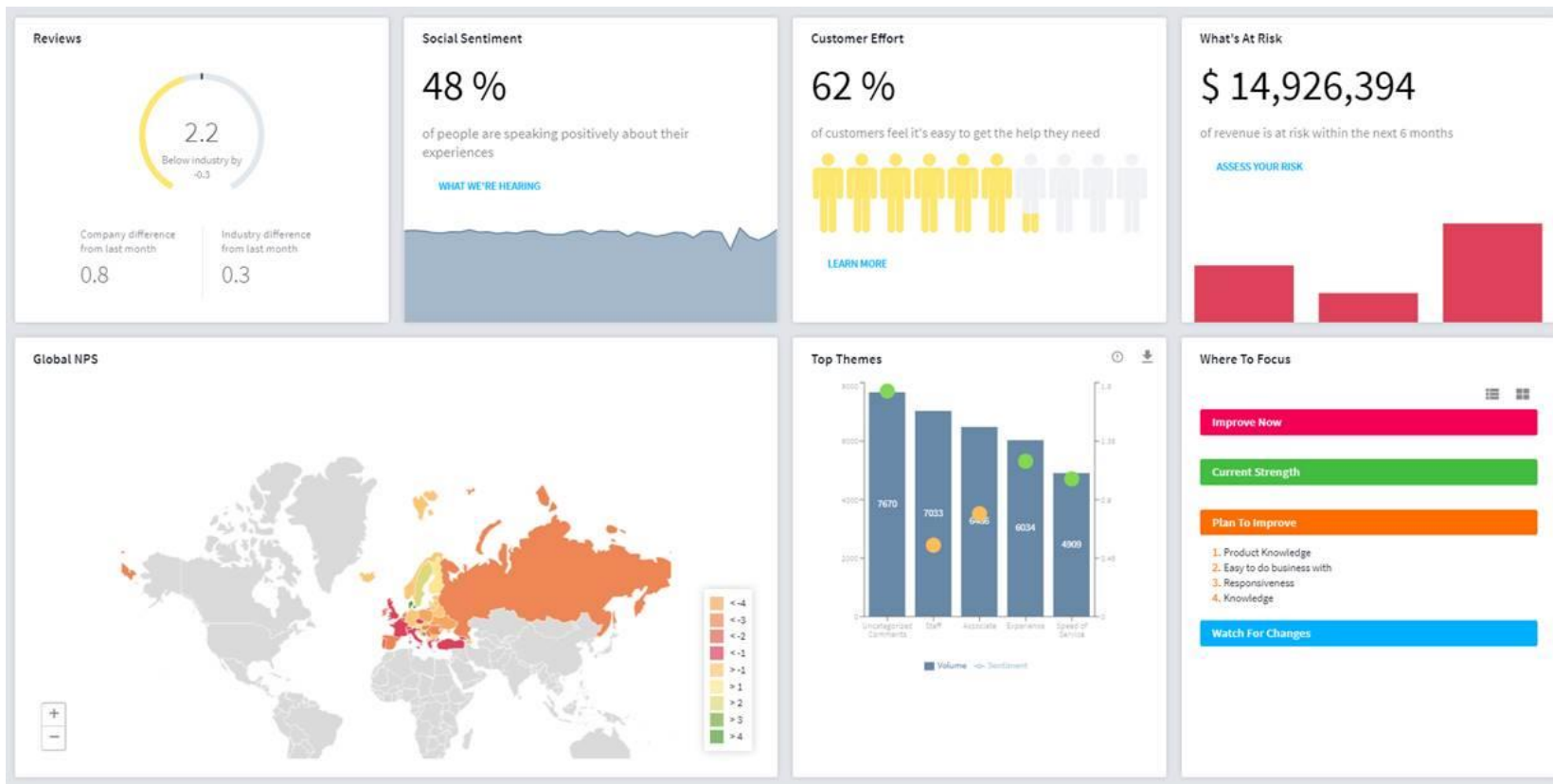
Keep it
simple

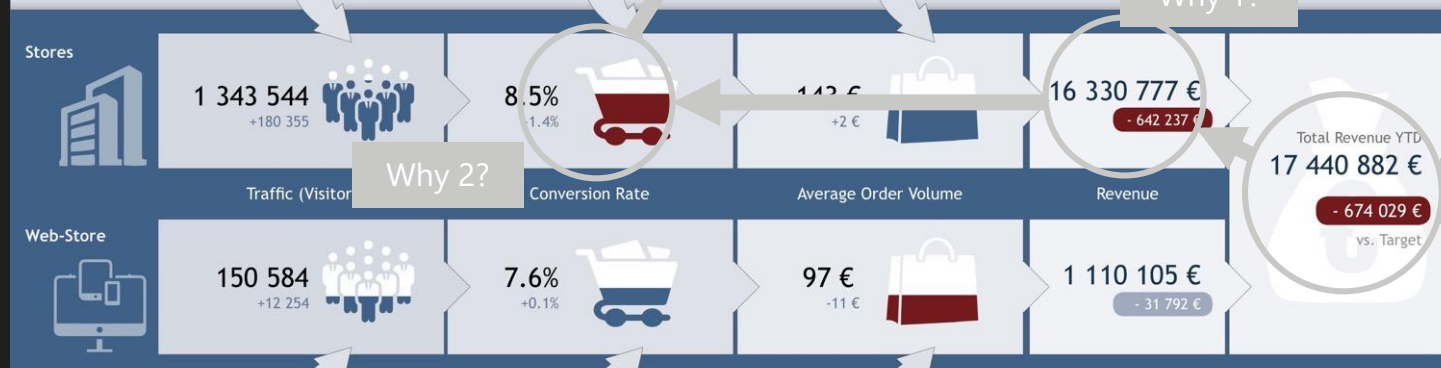


Design with a Purpose

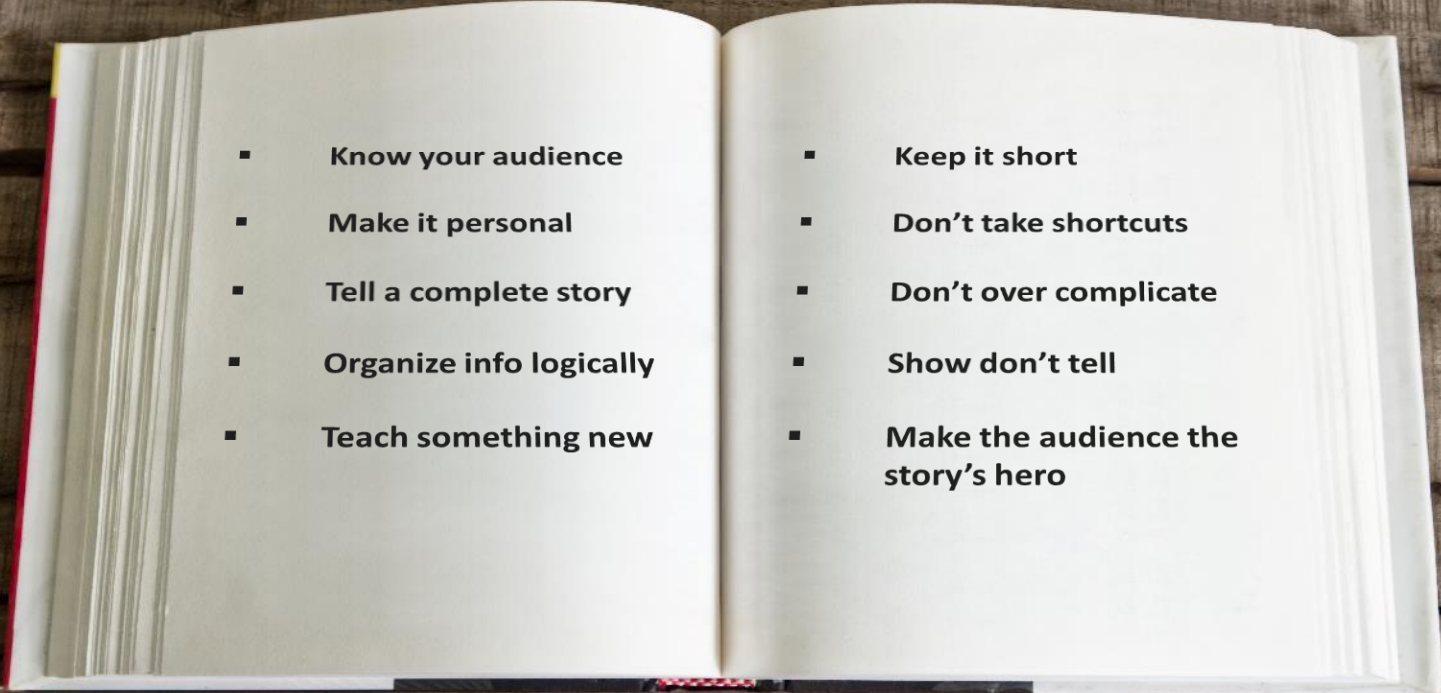
Design to
drive action

Tell the Story





10 Commandments of Storytelling & Visualization

- 
- **Know your audience**
 - **Make it personal**
 - **Tell a complete story**
 - **Organize info logically**
 - **Teach something new**
 - **Keep it short**
 - **Don't take shortcuts**
 - **Don't over complicate**
 - **Show don't tell**
 - **Make the audience the story's hero**

A story is told
when there's no reason
to ask "and now what?"!

Thank You

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