



PUBLIC SERVICE RECOGNITION WEEK

Making Data Work For You

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Introduction & Objectives

- Learn why individuals use data storytelling
- Understand how to move from analytics to action
- Highlight keys elements of building a data story
- Learn how to use data storytelling to support decision-making



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What is Data Storytelling?

“Data storytelling describes the capability to convey important information and critical insights from data using a combination of textual and visual narrative techniques. It's a skill that helps provide context and deeper understanding around metrics in a report or dashboard, inspire your audience to act, and aid the decision-making process” – *Yellowfin Team Blog*

“Data storytelling is the ability to effectively communicate insights from a dataset using narratives and visualizations. It can be used to put data insights into context for and inspire action from your audience” – *Catherine Cote, Harvard Business School Online*



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“Data stories explore and explain how and why data changes over time, usually through a series of linked visualizations” – *Christy Pettey, Gartner*

Why Does Data Storytelling Work?

- Capitalizes on the brain's preference for stories over data
- Transform metrics and statistics into relatable stories
- Simplifies complex information
- Energizes people to take action



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Three Components of Data Storytelling



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- **Data and Data Analysis**
 - Understand your data and its limitations
- **Narrative/storyline**
 - Understand key points along the journey and how to connect them
- **Visualizations**
 - Understand the value in utilizing charts, tables, graphics to identify patterns



Building a Data Story

- Begin with a question or issue
- Understand the stakeholders and adjust to the audience
- Set the stage and describe the context
- Be clear and concise with descriptions
- End with insights, solutions, and options



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Using Data Storytelling to Support Decision Making



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“The skill of data storytelling is removing the noise and focusing people’s attention on the key insights”

– Brent Dykes, author of *“Effective Data Storytelling: How to Drive Change with Data, Narrative, and Visuals.”*

- Provide key context
- Avoid information overload
- Acknowledge and limit injection of biases
- Share insights relevant to the decision-making stakeholders



Review & Wrap Up



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Thank you for your participation and service to our nation!

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