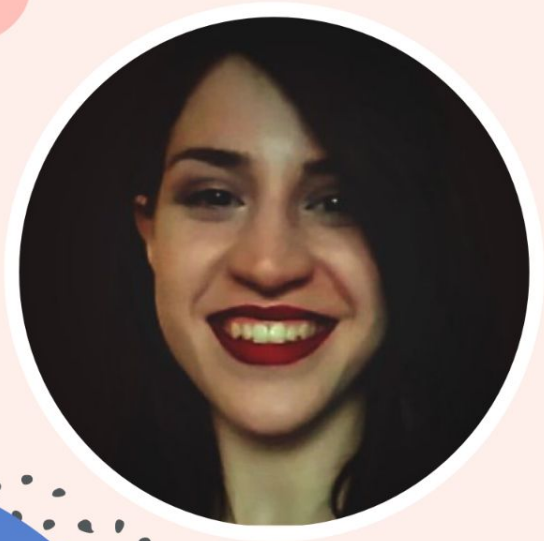


://WOMEN IN
TECH SEO/

INNOVATE



Data Storytelling

Lazarina Stoy

SEO & Data Science
Intrepid Digital

Throughout history and human evolution, stories have been the vehicle to **bridging gaps** between people and **uniting** them.



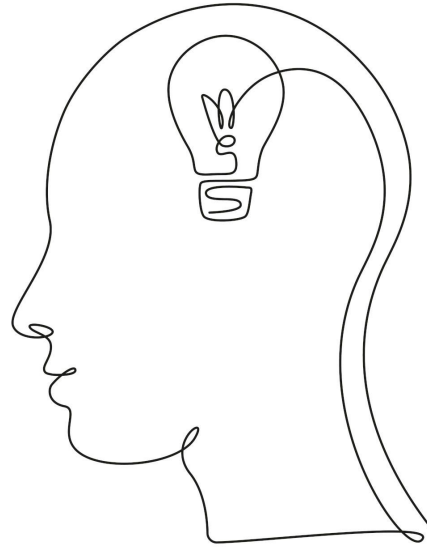
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Stories have the **power** to help us understand
meaningful information



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But can also ...

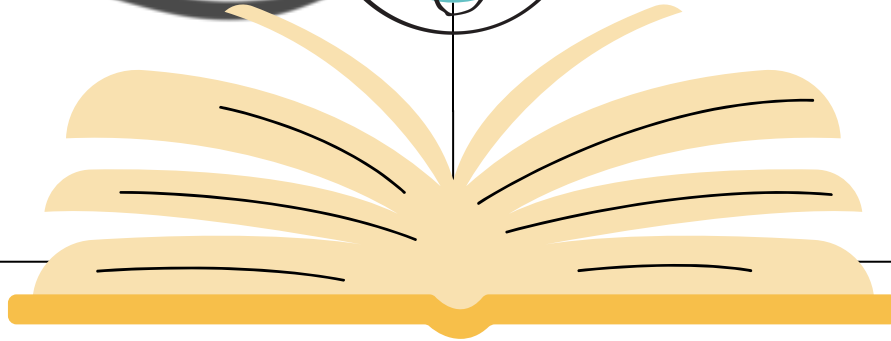
Shape values



Create prejudices



Influence desires



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Dashboards and spreadsheets only tell you **what** is happening, they are often missing the **why**.



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Data storytelling is a way for communicating **information**, tailored to a **specific audience**, with a **compelling narrative**.



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Narrative

- convey insights
- communicate wins, urgency, and project relationships
- cause and impact demonstration via data

Data Visualization

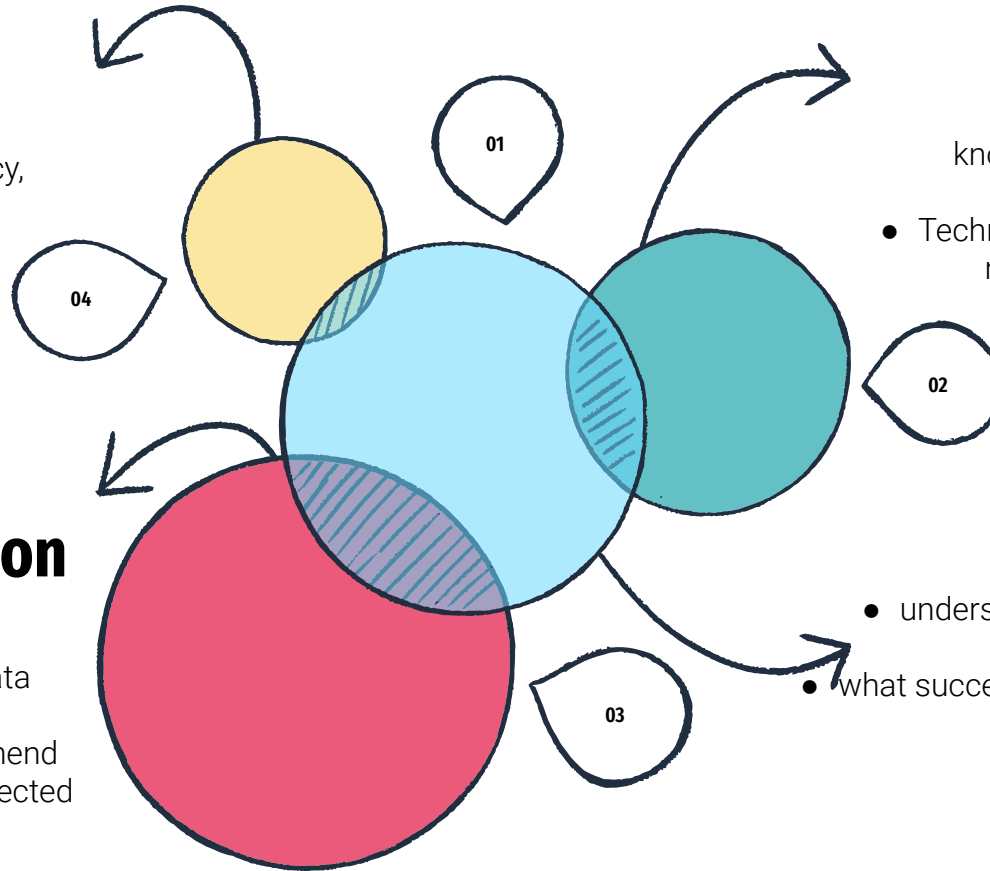
- understanding how to best visualise data, based on data type
- help stakeholders comprehend high quantities of data collected

Data Science

- Knowing how to extract knowledge and insights from data
- Technical skill of combining and manipulating multiple data sources

Relationships

- understanding your stakeholders
 - hidden motivations
- what success and failure looks like to them



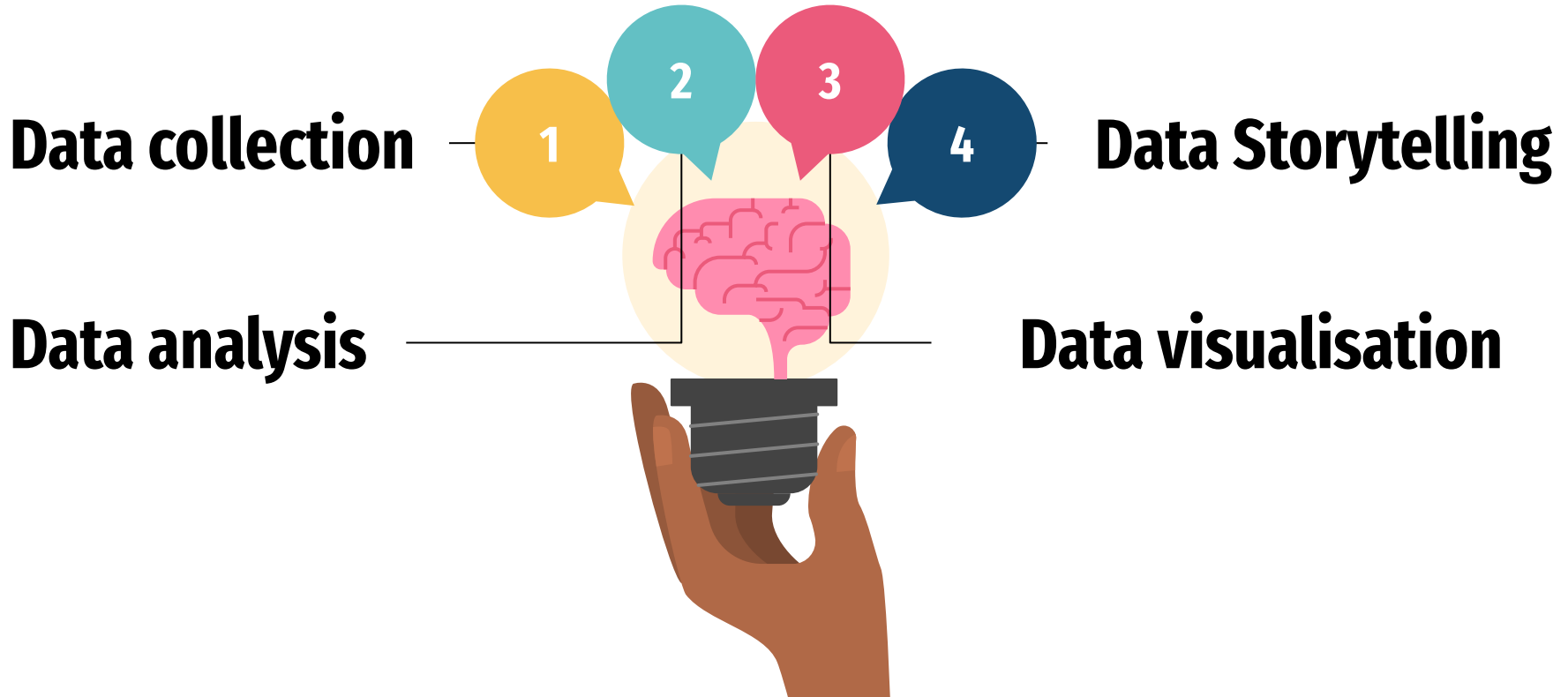
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Where does data storytelling fit in the typical reporting process?



Despite being the last step in the process,
data storytelling is arguably the

most important aspect
of typical reporting.



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What the
building blocks
of successful data storytelling?



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Data

1



Narrative

2



Visuals

3

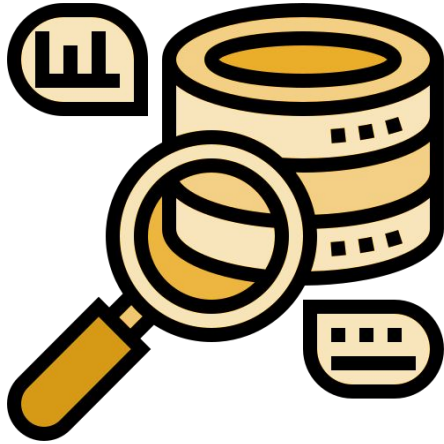


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Data

Accurate, reliable, and appropriate for insights generation



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Narrative

Compelling, action-oriented, and aligned with the needs of the project and its stakeholders



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Visuals

Assisting trend and pattern identification, and enabling insights that are not easily seen in the raw data

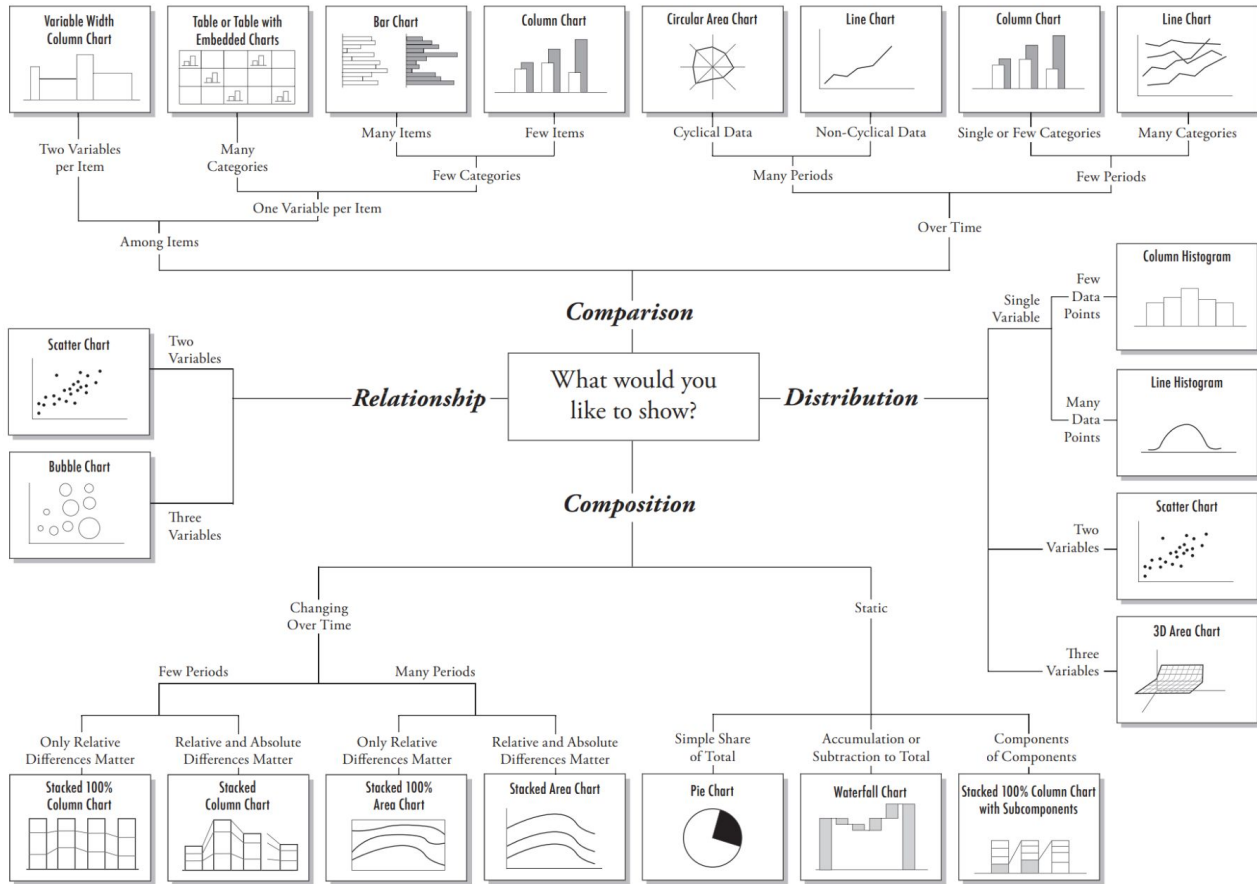


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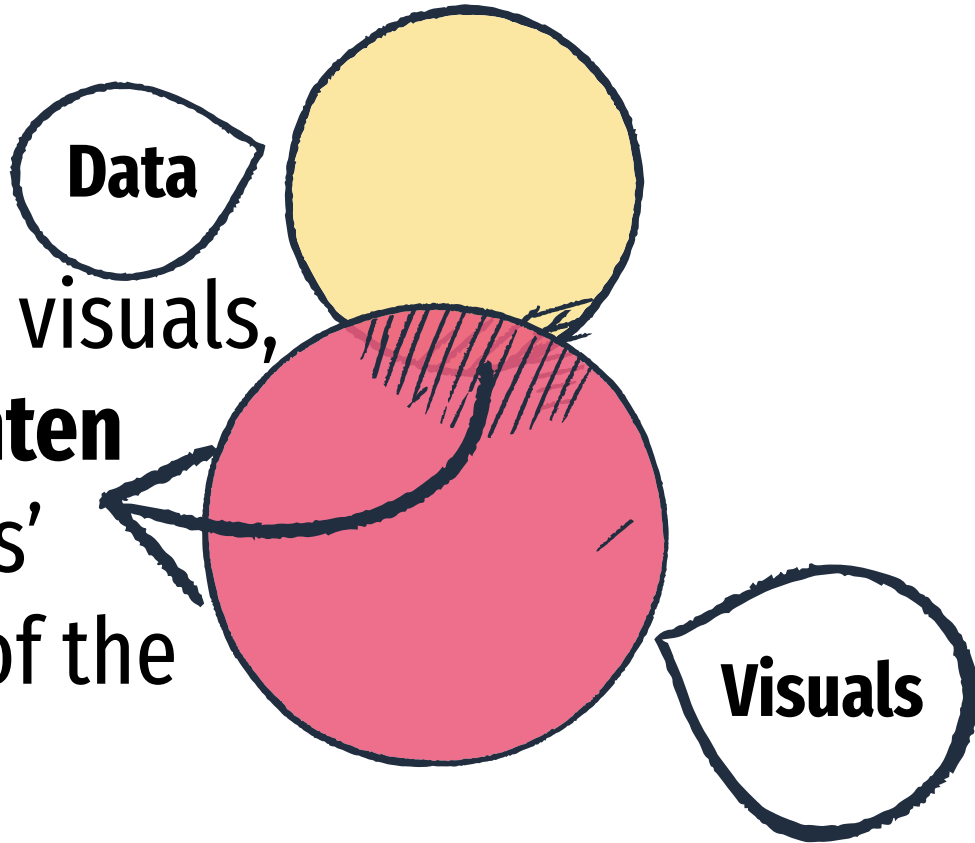
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With only data and visuals,
you can **enlighten**
stakeholders'
understanding of the
results.

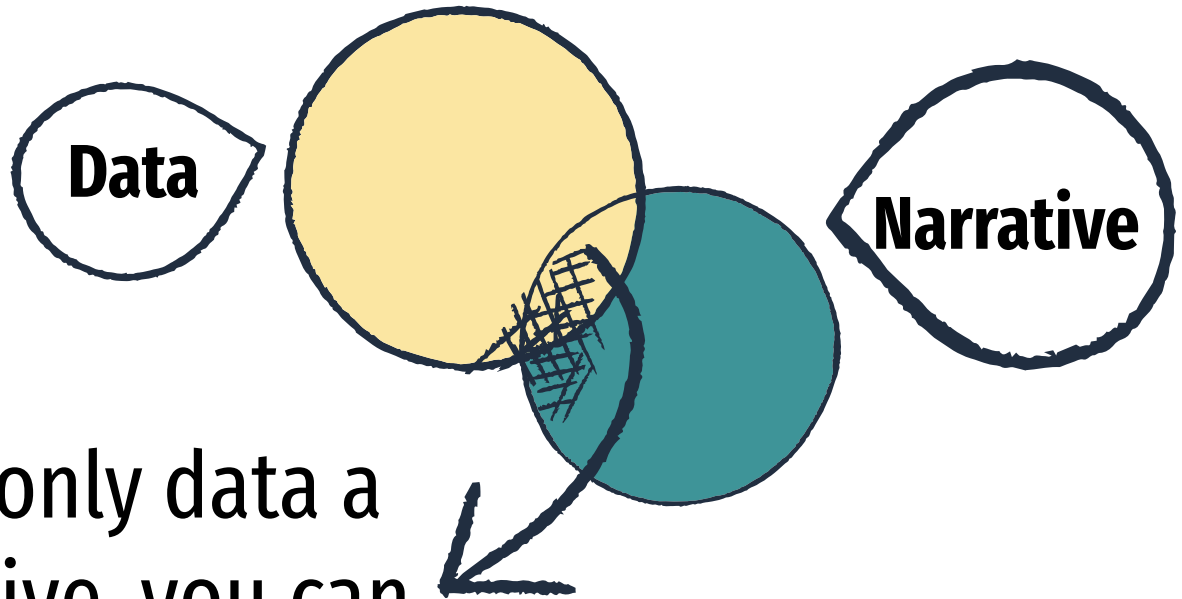


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With only data a narrative, you can **explain** the context better.



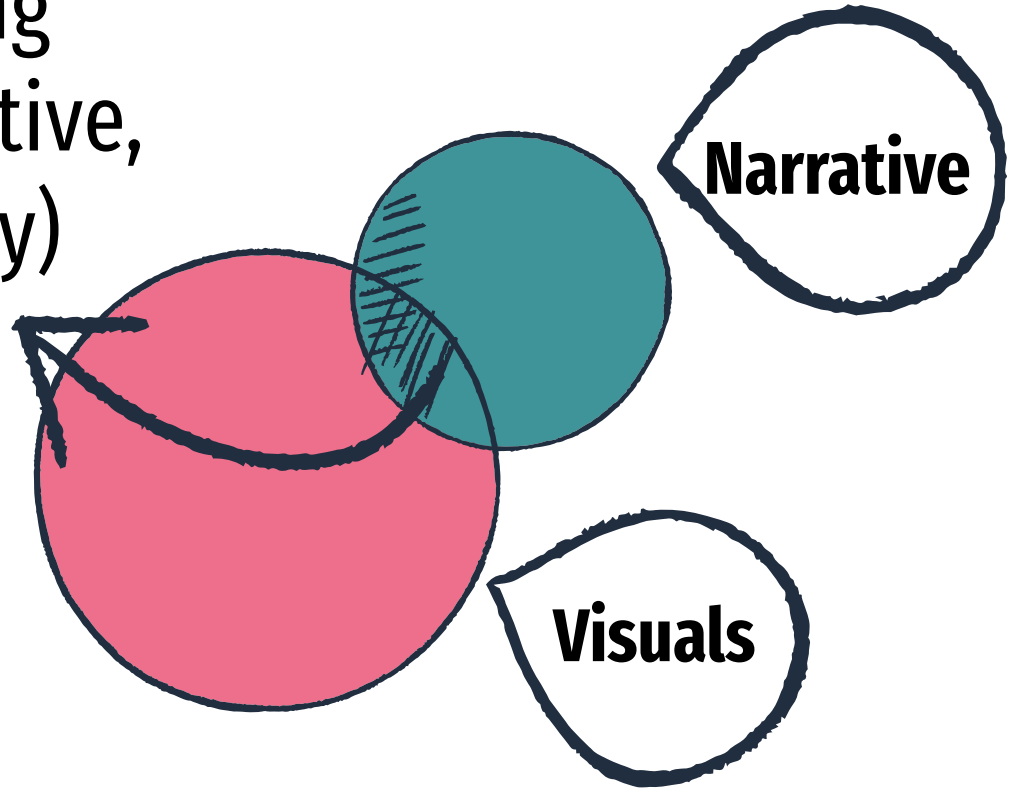
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With compelling
visuals and narrative,
you can (shortly)
engage your
audience.



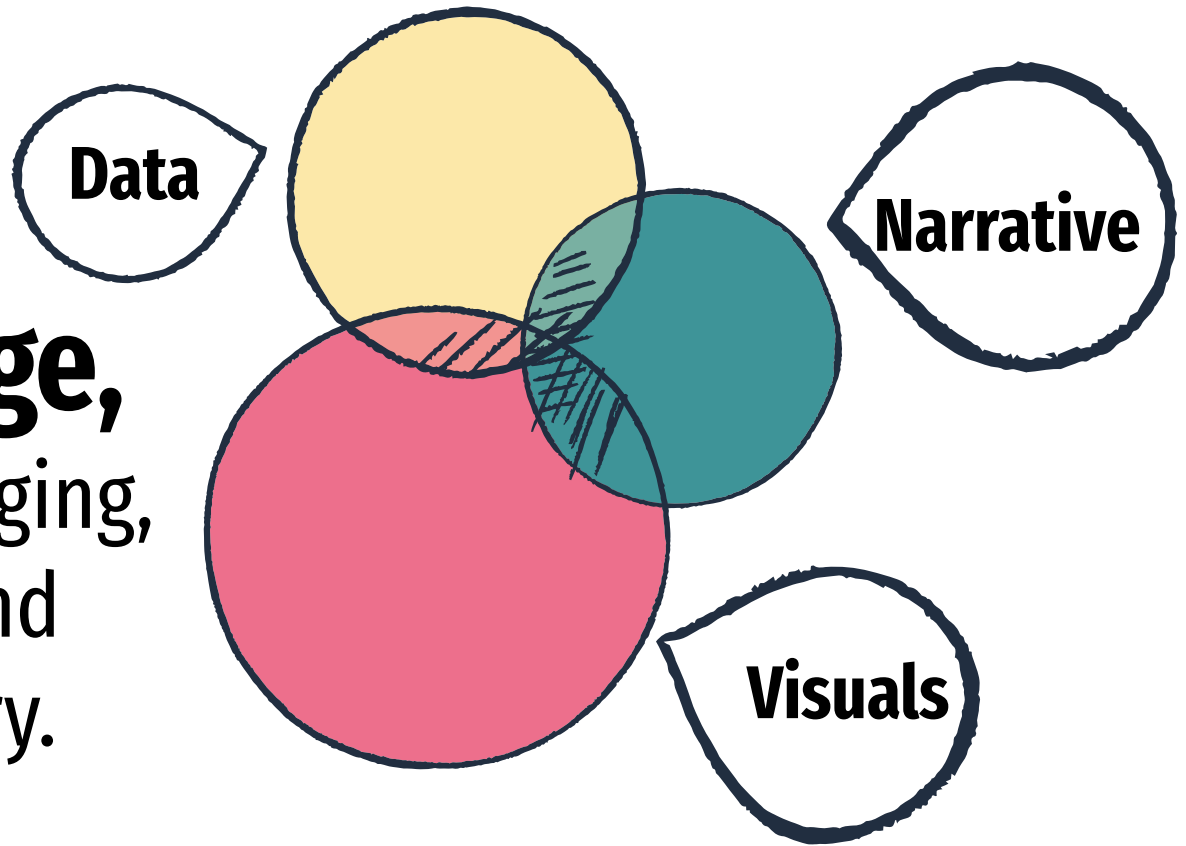
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But to
evoke change,
you need an engaging,
eye-opening, and
descriptive story.



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How can you benefit from incorporating
storytelling into your consulting?



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“When you package up your insights as a data story, you build a bridge for your data to the **influential, emotional side** of the brain.”

-Brent Dykes



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LEFT BRAIN

Logical 

Focused on facts 

Realism predominates 

Planned and orderly 

Math-and-science-minded 

Prefers nonfiction 

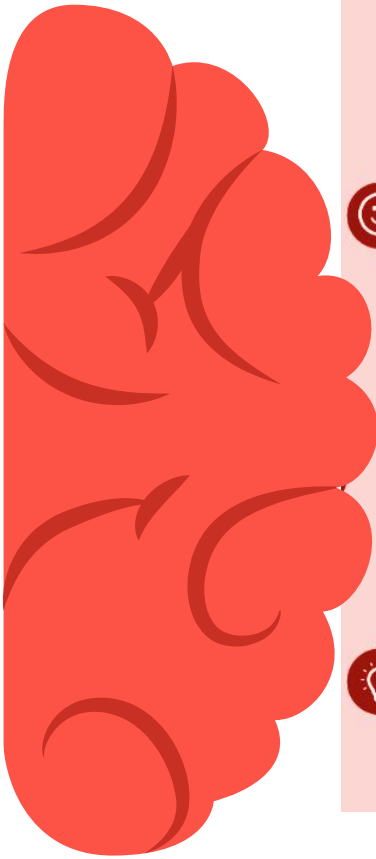


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RIGHT BRAIN

-  Emotional
-  Focused on art and creativity
-  Imagination predominates
-  Occasionally absentminded
-  Prefers fiction
-  Enjoys creative storytelling

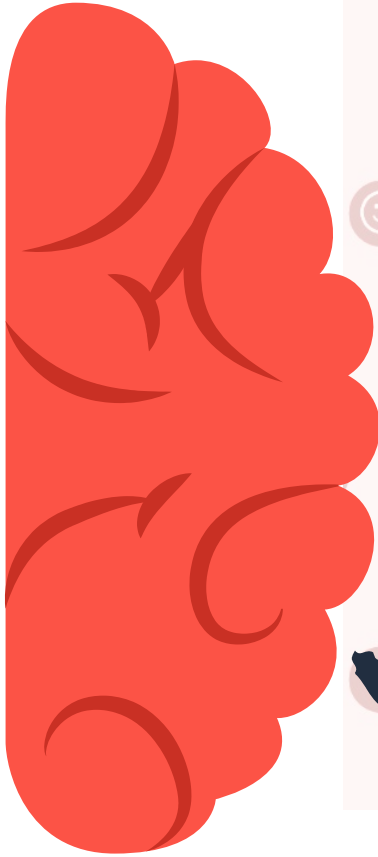


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RIGHT BRAIN



Emotional



Focused on art and creativity



Imaginative



Occasionally absentminded



Prefers fiction



Enjoys creative storytelling

the change-maker



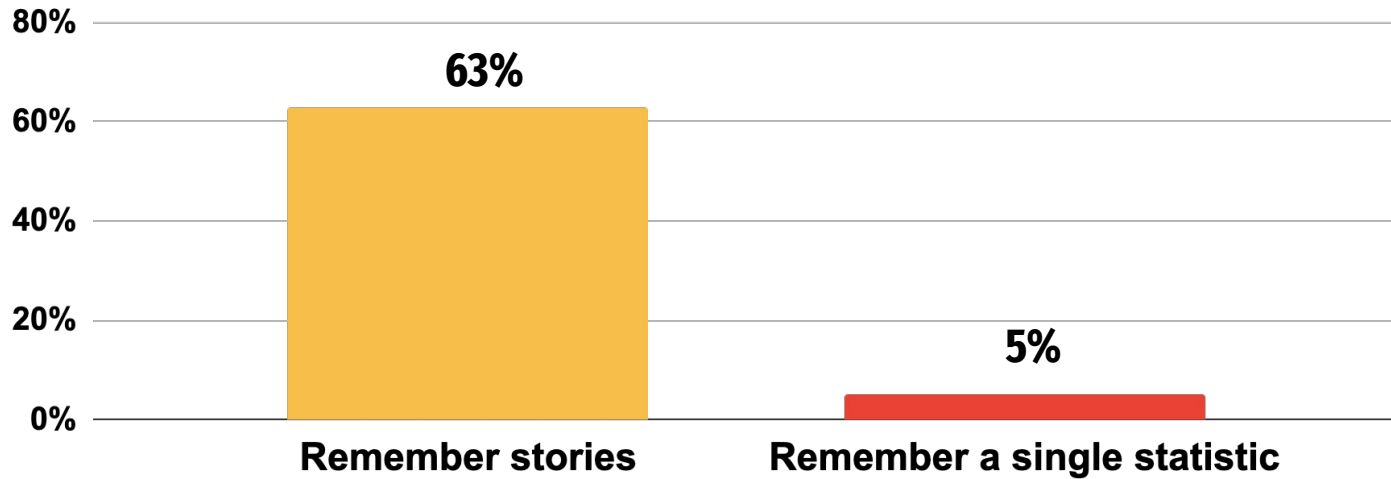
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Make your reports **memorable**.



Storytelling vs single statistics recall in participants



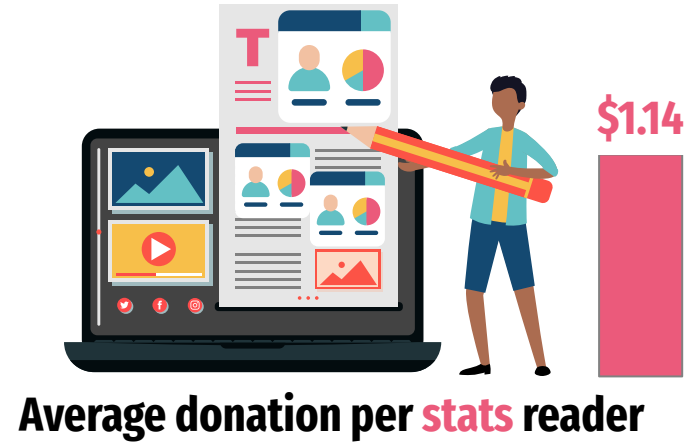
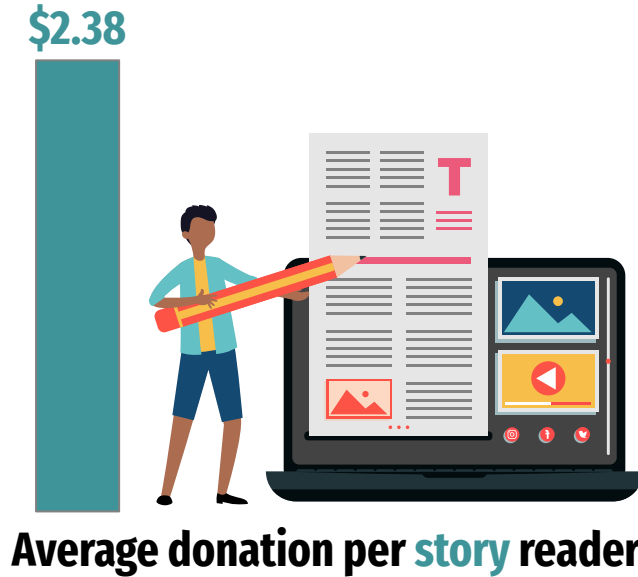
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Make your arguments **persuasive.**



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Enjoy a less critical, **engaged audience**



Not critical or sceptical. Not going to nitpick details.

Suspended disbelief and ready to be taken on a journey



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How can you set-up your data stories via the use of
storytelling elements?

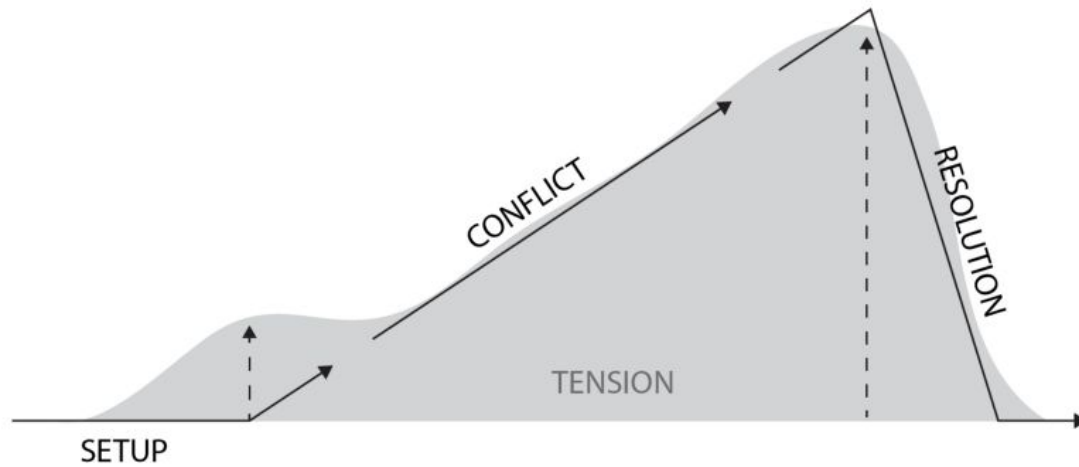


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Storytelling Elements

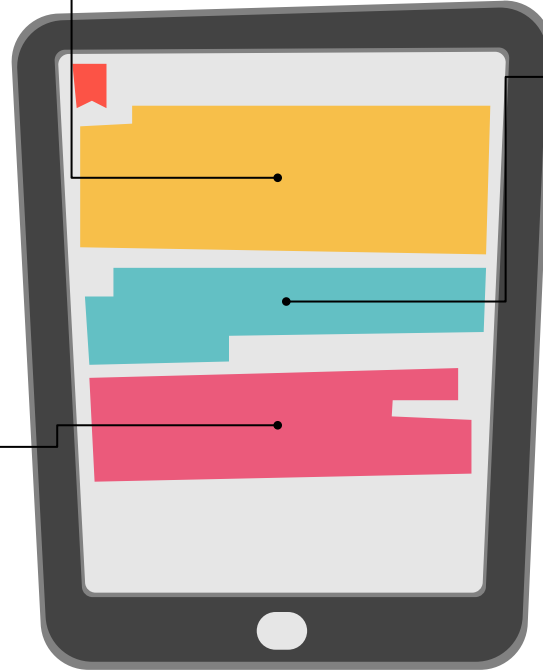
(according to HBR)

Setup

A reality, a situation that happened (can be fictional) but it's the reality, created for the story

Resolution

The new reality that the conflict creates.



Conflict

An event that changes the reality. Without this element, there could be no storytelling.



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Let's go through some **practical ways** to
apply **data storytelling**.



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Consider each data point is a
character
in a story - a protagonist, with its
own story to tell



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Use storytelling to **incentivise decision-making.**



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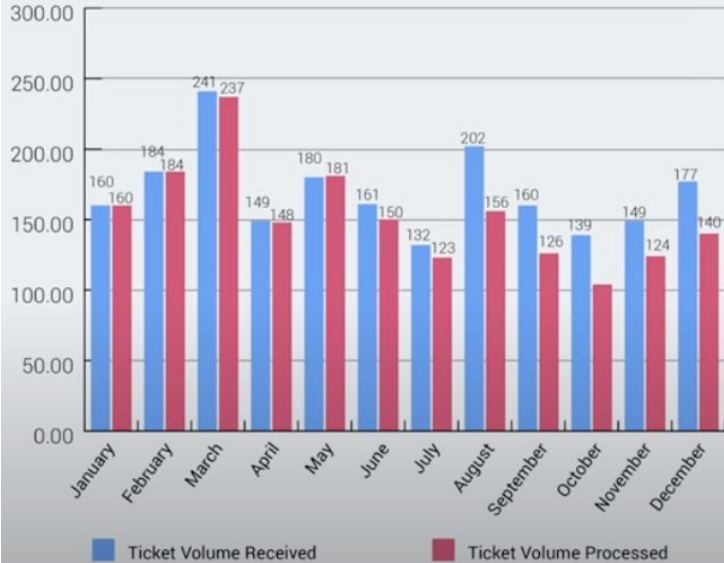
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Before

TICKET TREND



After

Please approve the hire of 2 FTEs

to backfill those who quit in the past year

Ticket volume over time

2 employees quit in May. We nearly kept up with incoming volume in the following two months, but fell behind with the increase in Aug and haven't been able to catch up since.



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Use storytelling to **emphasise conflict points.**



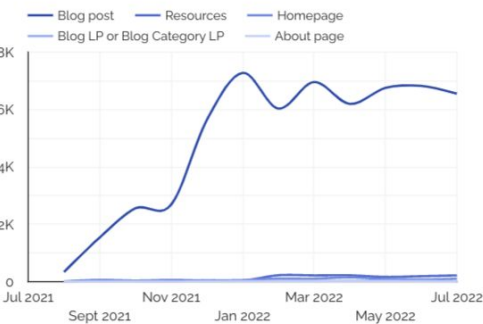
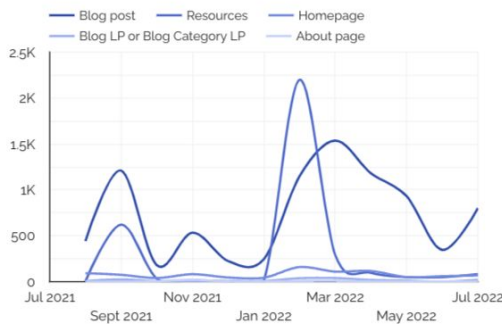
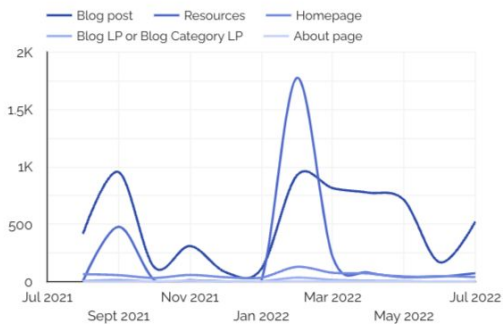
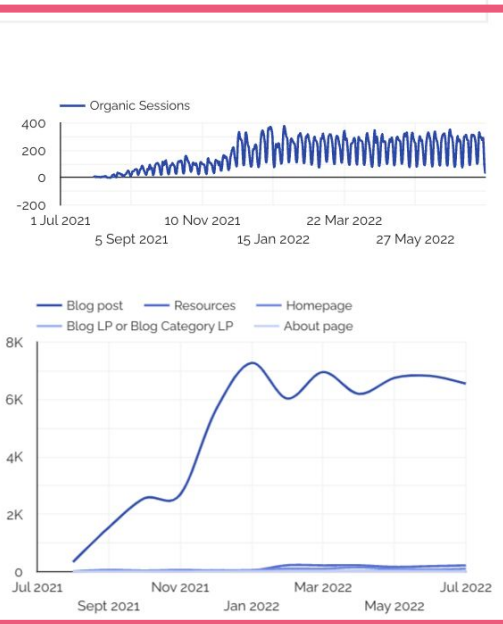
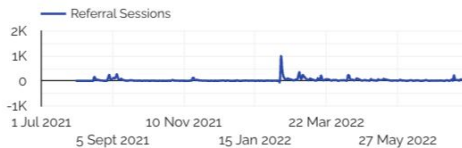
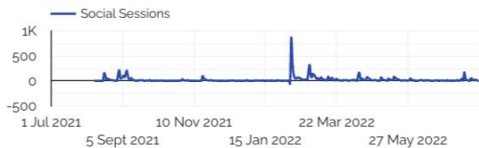
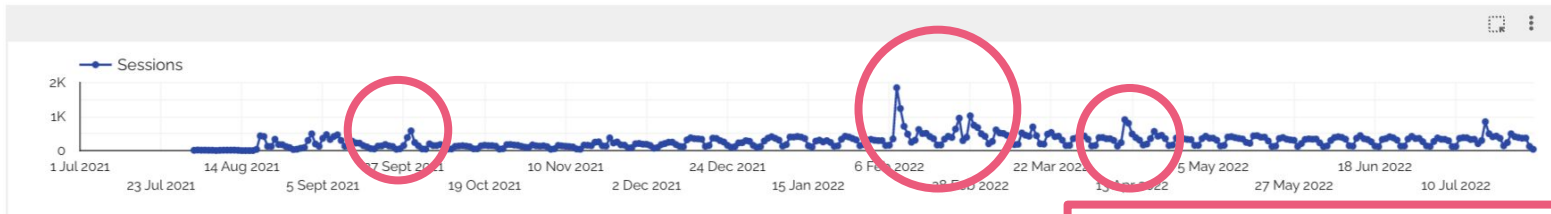
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While organic performance is supported primarily by blog posts, resources generate viral social moments and backlinks.



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multiple stories - same data but different KPI and goals

Pursue brand

Pursue traffic

Value based approach for users building loyalty

Resources create social mentions

Resources lead to more links

Resources can create virality and brand awareness

Blog posts lead to more traffic overall

Traffic can overtime convert, not necessarily

Many new users, not repeat users, or sharing content

Current content performs well but might be too top of funnel



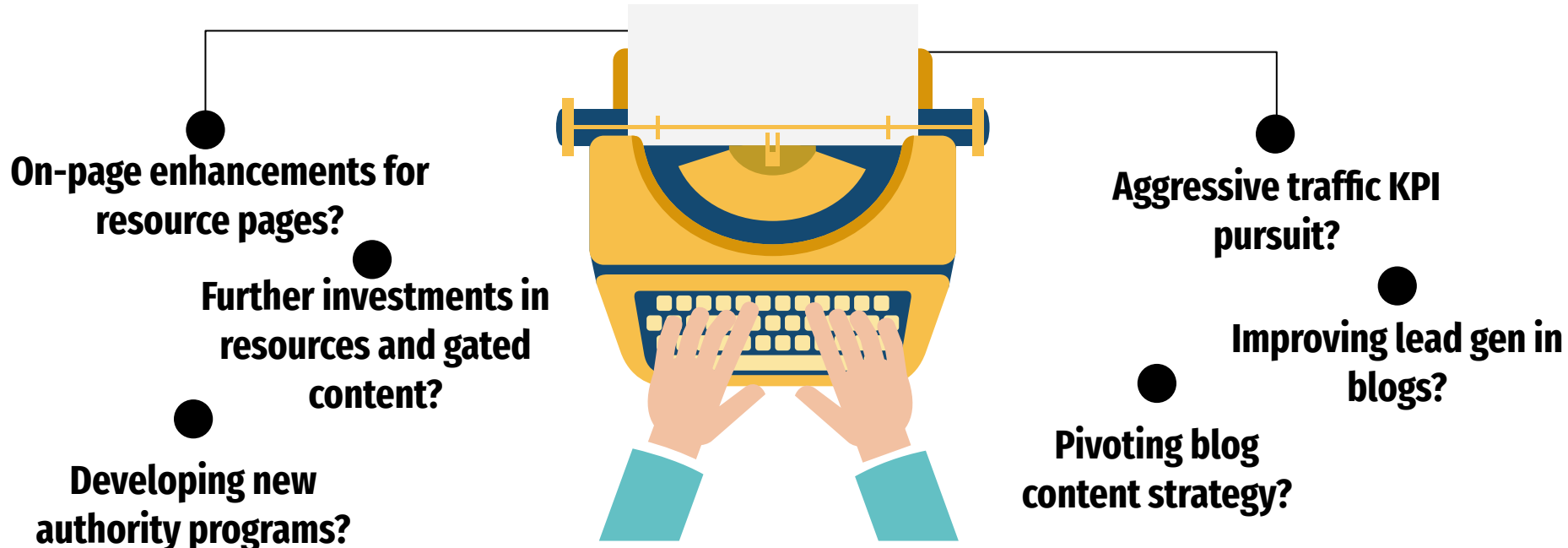
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different actions can emerge



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Tie your story with the **projects** you're working on.



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We didn't hit
our goals.



Nothing was
implemented.



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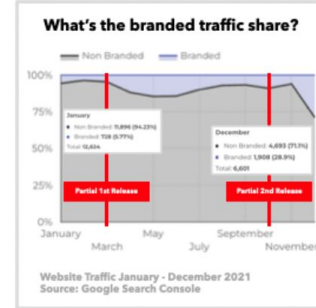


Goal: 30% branded traffic share by December
Audience: CEO/CMO
KPI: Branded Traffic Share

December Branded traffic Share reached 28.9% but Still Fell Short from 30% Goal

SETUP: WHAT HAPPENED

Despite an important increase from 8% to 28.9% in the last month, December's branded traffic share results have fell short from the 30% goal.



Why have we fell short?

The "Branded Content" initiative meant drive the increase of branded traffic share suffered a 4 months delay: Planned to be released in March 2021, faced UX & development constraints, only launching 40% of planned content then, leaving 60% to be launched until October, leaving too little time to see the full results for December.

How to achieve the expected goal?

Given the release delays, it's expected to reach the +30% branded traffic share in January, a month later than what was initially planned, however, this also means a delay in the expected +50% goals for next year for which the "Commercial Branded Content" initiative had been planned to release in March. It's then recommended to launch them in January instead, to catch up with expected results.

CONFLICT: WHY DID IT HAPPENED?

RESOLUTION: HOW TO PROCEED?



@aleyda



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Turn this into a **regular** event, and **increase the drama**, if needed be.
Don't wait to have this conversation only on QBRs or Yearly reviews.



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Adapt your story to the **stakeholders** you're reporting into - to help understanding, and to drive change.



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C-suite

- Doesn't use technical terminology
- Doesn't care about position tracking
- Cares about UX, profitability, and growth



Project Lead (Specialist)

- Intimately involved in day-to-day
- Needs implementation detail, clarity, requirements



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C-suite

- Doesn't use technical terminology
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- Cares about UX, profitability, and growth

Project Lead (Specialist)

**Resolve
bottlenecks**

- Intimately involved in day-to-day
- Needs implementation clarity, requirements



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C-suite

- Doesn't use technical terminology
- Doesn't care about position tracking
- Cares about UX, profitability, and growth



Project Lead (Specialist)

- Intimately involved in day-to-day
- Needs implementation details, requirements

**Get the
work done**



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Let's **summarize** why you should start using a storytelling approach when it comes to data.



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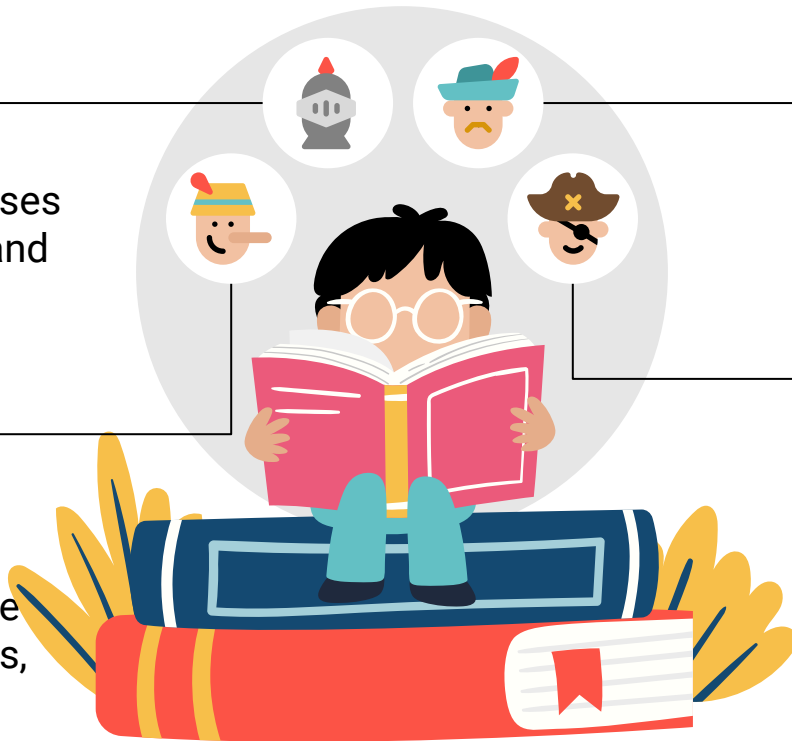


Level Up

Data storytelling encompasses data science, storytelling, and visualization (but also relationships)

Create a bigger impact

Data storytelling can improve memorability, persuasiveness, and impact of your data



Promote change

Inform and promote action, urgency, and understanding

Improve communication

By using all three elements of the storytelling, and three elements of narrative design, your suggested course of action can be better understood



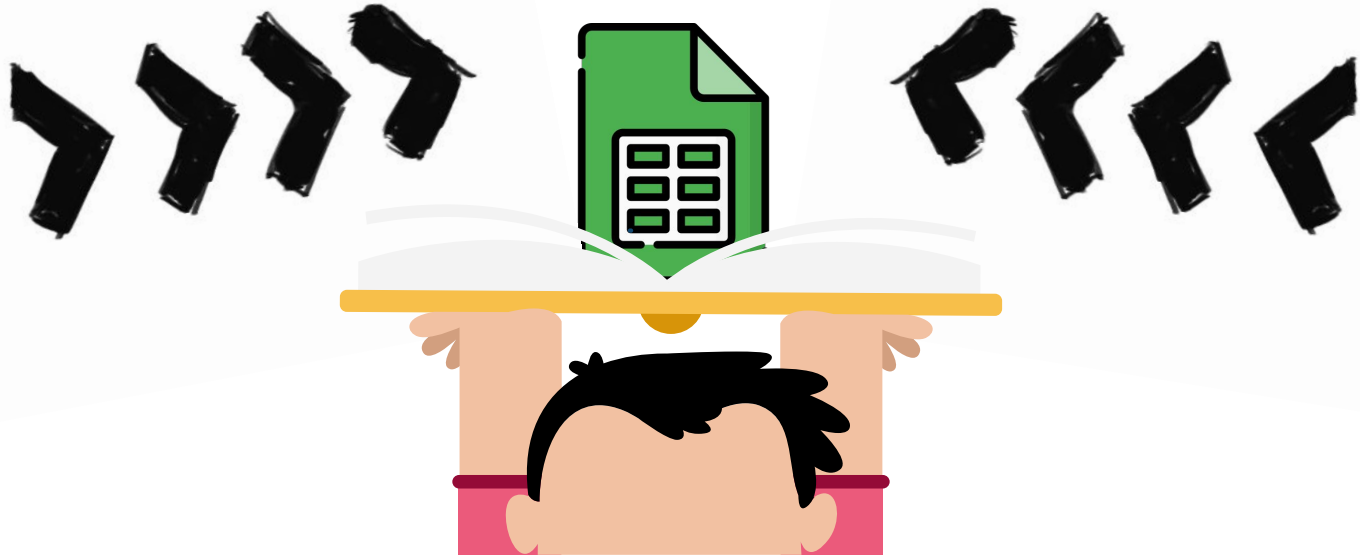
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✨ copy this **checklist** for a **practical guide** on implementing data storytelling techniques ✨



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what I do my website

seo@lazarinastoy.com

social handle

best way to get in touch



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~THANK
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