

Storytelling with Data: Let's Practice

Data storytelling is the art of communicating data in a way that is both engaging and informative. It is a powerful tool that can be used to persuade, inform, and inspire. When done well, data storytelling can help you to connect with your audience on a deeper level and make your data more meaningful.



Storytelling with Data: Let's Practice!

by Cole Nussbaumer Knaflic

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In this article, we will discuss the key elements of data storytelling and provide some tips on how to get started. We will also provide some examples of effective data stories.

The Key Elements of Data Storytelling

There are three key elements to data storytelling:

- **Data:** The data is the foundation of your story. It is important to choose data that is relevant to your topic and that is presented in a clear and concise way.
- **Story:** The story is what makes your data come to life. It is the narrative that you use to connect the data to your audience. A good story will be engaging, informative, and persuasive.
- **Visuals:** Visuals are a powerful way to communicate data. They can help you to make your data more understandable and visually appealing.

Tips for Getting Started with Data Storytelling

If you are new to data storytelling, here are a few tips to help you get started:

- **Start with a clear goal.** What do you want to achieve with your data story? Do you want to persuade your audience to take action? Inform them about a new topic? Or inspire them to change their behavior?
- **Choose the right data.** Not all data is created equal. Choose data that is relevant to your topic and that is presented in a clear and concise way.
- **Craft a compelling story.** Your story is what will make your data come to life. It is important to create a story that is engaging, informative, and persuasive.
- **Use visuals effectively.** Visuals can help you to make your data more understandable and visually appealing. Use visuals to illustrate your points, highlight key trends, and make your data more memorable.

- **Practice, practice, practice.** The best way to improve your data storytelling skills is to practice. The more you practice, the better you will become at communicating your data in a clear and engaging way.

Examples of Effective Data Stories

Here are a few examples of effective data stories:

- **The New York Times' "Snow Fall"** is an interactive data story that tells the story of a deadly avalanche in Washington state. The story uses a combination of text, maps, and videos to bring the avalanche to life and to explain the factors that contributed to it.
- **The Guardian's "The Counted"** is a data-driven project that tracks the number of people killed by police in the United States. The project uses a database of police killings to create interactive maps and charts that provide a comprehensive overview of the problem.
- **ProPublica's "Dollars for Docs"** is an investigation into the relationship between pharmaceutical companies and doctors. The investigation used a database of payments from pharmaceutical companies to doctors to show how the companies are influencing prescribing practices.

Data storytelling is a powerful tool that can be used to communicate data in a way that is both engaging and informative. It is a skill that can be learned and improved with practice. By following the tips in this article, you can create data stories that will connect with your audience on a deeper level and make your data more meaningful.

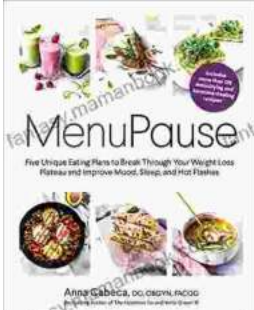


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