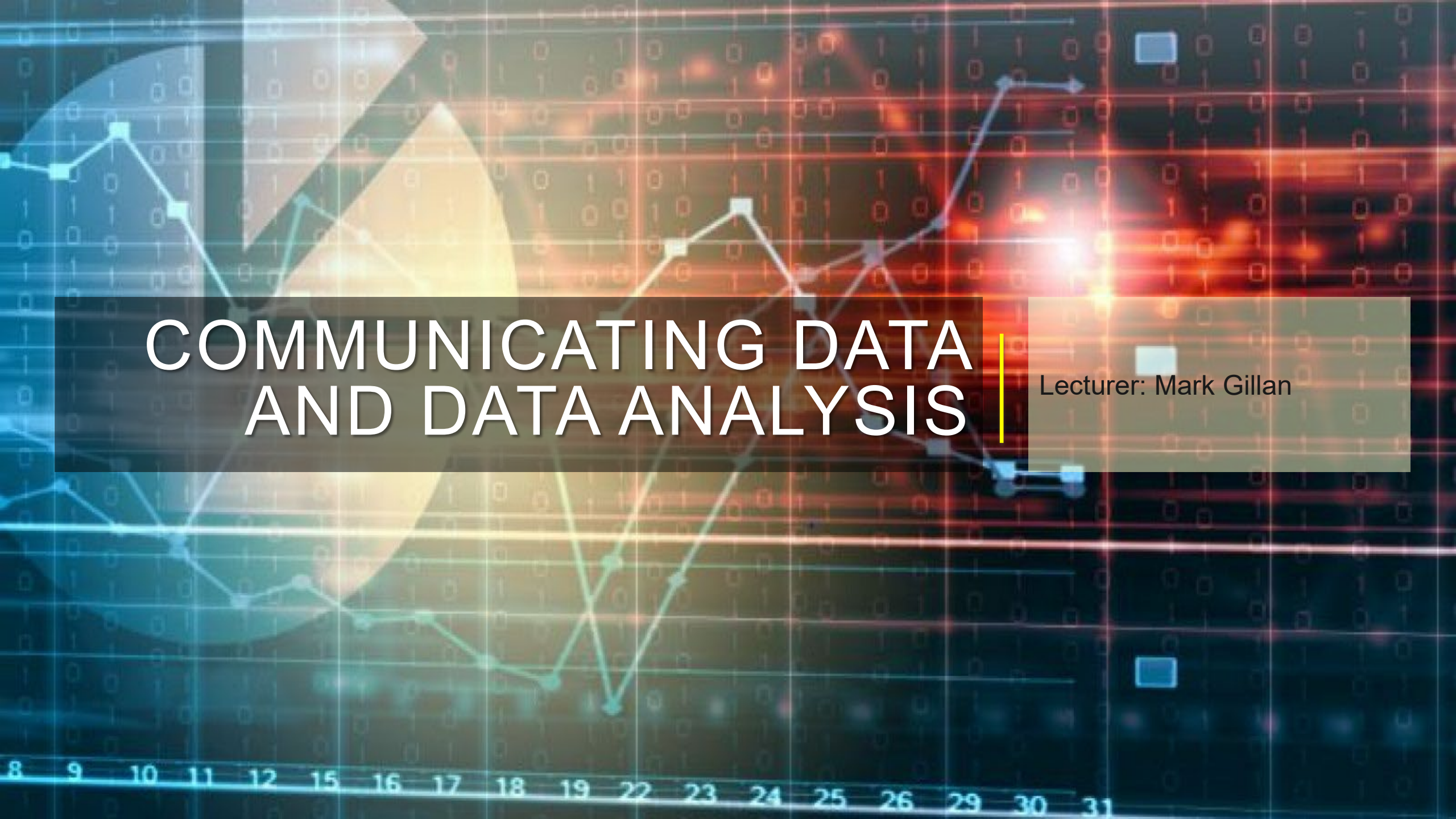




COMMUNICATING DATA AND DATA ANALYSIS

Lecturer: Mark Gillan

8 9 10 11 12 15 16 17 18 19 22 23 24 25 26 29 30 31

COMMUNICATING

Communicating data analysis is at least as important as the analysis itself.

The purpose of communicating data should be kept in mind throughout the analysis and visualisation processes. If the analysis isn't communicated clearly to someone who can act on the insight, then it is likely that no action will be taken and the value of doing the analysis will have been lost.

COMMUNICATION



COMMUNICATION PURPOSES

Explain

To clearly explain the analysis that was carried out.

Clarify

To clarify any assumptions made.

Common Understanding

To ensure a common understanding of what the data is showing.

Simplify

To simplify what is being shown.

Focus

To focus the audience on the most important areas.

Drive action

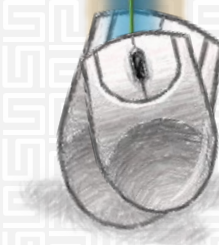
To persuade the audience to act on the insights, leading to a positive action.



STORYTELLING WITH DATA

The term storytelling is often used in conjunction with communicating data. The reason for this is that data visualisation is not really about data and numbers, but it's about data being used to tell a story. The reason stories are used is that they are engaging and keep the audience's attention. A story is a structured form of communication, also helps with the audience's understanding, building an emotional connection that drives action.

Stories all follow a similar structure, which is summarised in The Story Spine (dataed.in/story) by Kenn Adams.



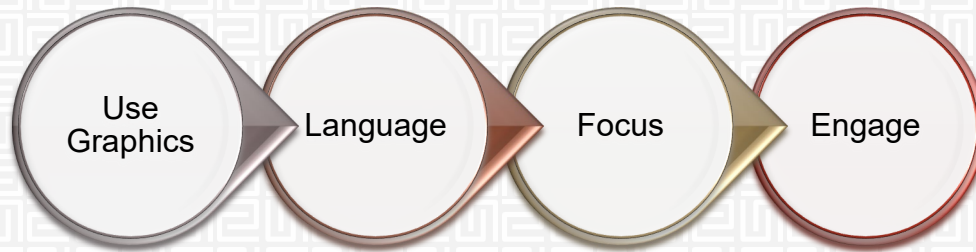
DATA STORY STRUCTURE



For a data story the structure is similar, but the functions are slightly different. The **beginning** should include the problem and the context behind it. The **event** is the analysis undertaken, the assumptions and the data used. The **middle** is the relationships between the variables and the interpretations of those relationships. The **climax** is the implications of these results. Finally, the **end** includes the recommendations and next steps.



LANGUAGE OF STORYTELLING

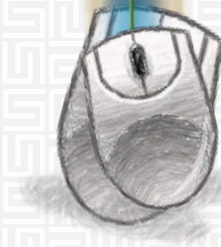


- When telling the story, it is important to use compelling graphics that have been designed to communicate the insight clearly.
- Make sure that the language used is the language of the audience, not analytics or data.
- Focus on what is most important to the audience to keep them engaged.



COMMUNICATION CHECKLIST

- **Problem**: tell the story of the problem, not the story of the analysis exercise.
- **Language**: don't baffle the audience with technical terms. Tell the story in simple, clear language.
- **Visualisations**: only include visualisations that add to the story. Visualisations that were created to support data understanding may not be important to the story.
- **Metrics**: only present metrics in context, so that the audience is able to understand whether what they show is good or bad.
- **Problem**: revisit the problem to ensure that all aspects of it have been fully addressed and the next steps are clear.



PRACTICE

- Find a visualisation
- Think about the storytelling
- What is the Beginning?
- What is The Event?
- What is the Middle?
- What is the Climax?
- How will it End?
- Name items in the checklist.

