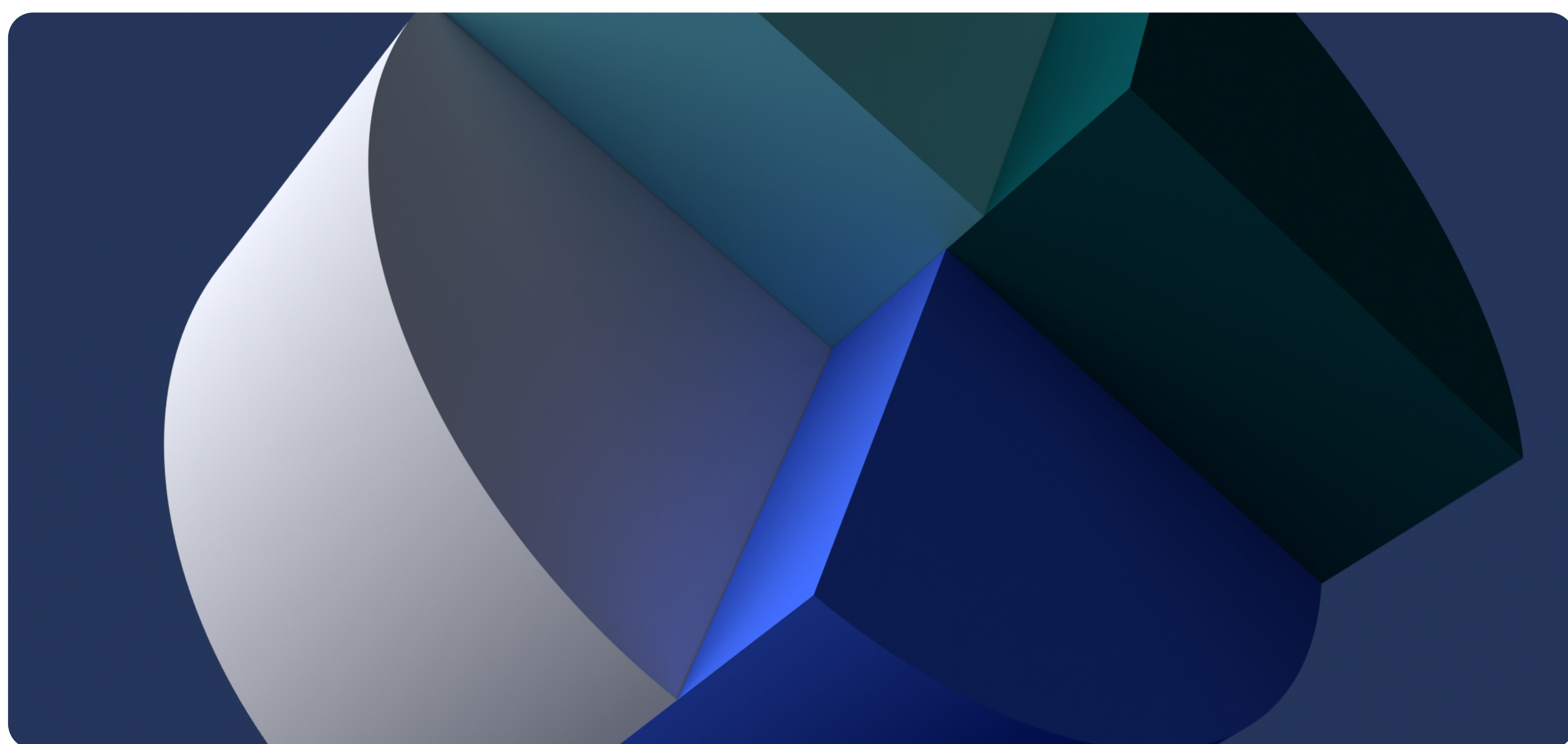


Data Storytelling



Data storytelling can provide clarity, meaning and purpose when an organisation needs it the most.

Allow your data to be comprehended by real humans. Anyone in your organisation should be able to quickly and easily understand what a dataset is trying to tell you.

Much of the work we endeavour to do for clients is to allow their data to be comprehended by everyone in their organisation i.e. "real human beings". Nobody should have to be a trained statistician to be able to quickly and easily understand what a dataset is trying to say.

In the example below you can see how we can make the graph on the left much easier to understand at a glance by removing extraneous details (as is the default with most data visualisation software and platforms) such as borders, axes & titles, orientating the graph for better readability and comparison, and placing data where its most effectively understood.

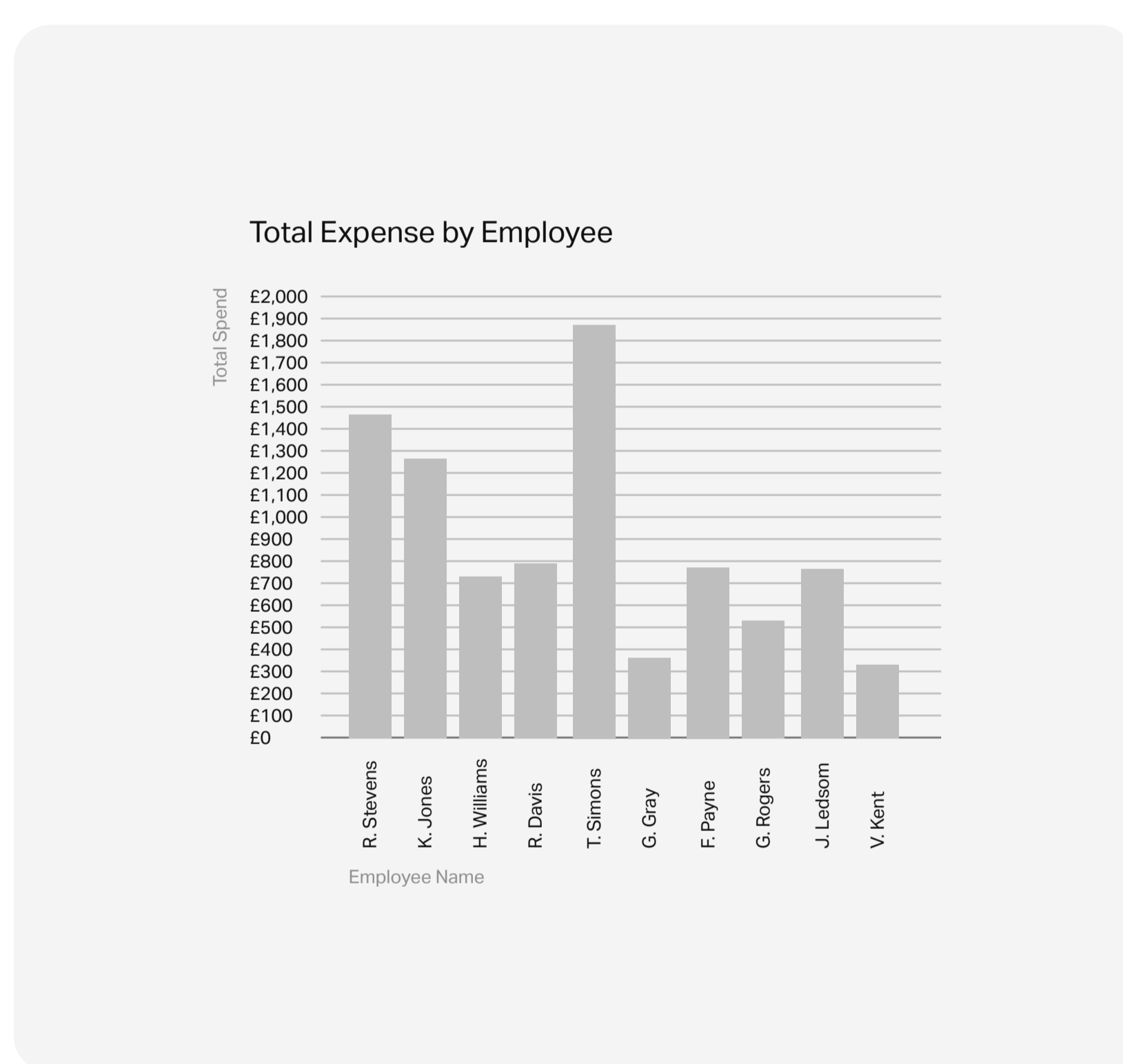


Chart 01

A serviceable graph but it lacks a sense of purpose. We can take this data and transform it into real insight by using data storytelling.

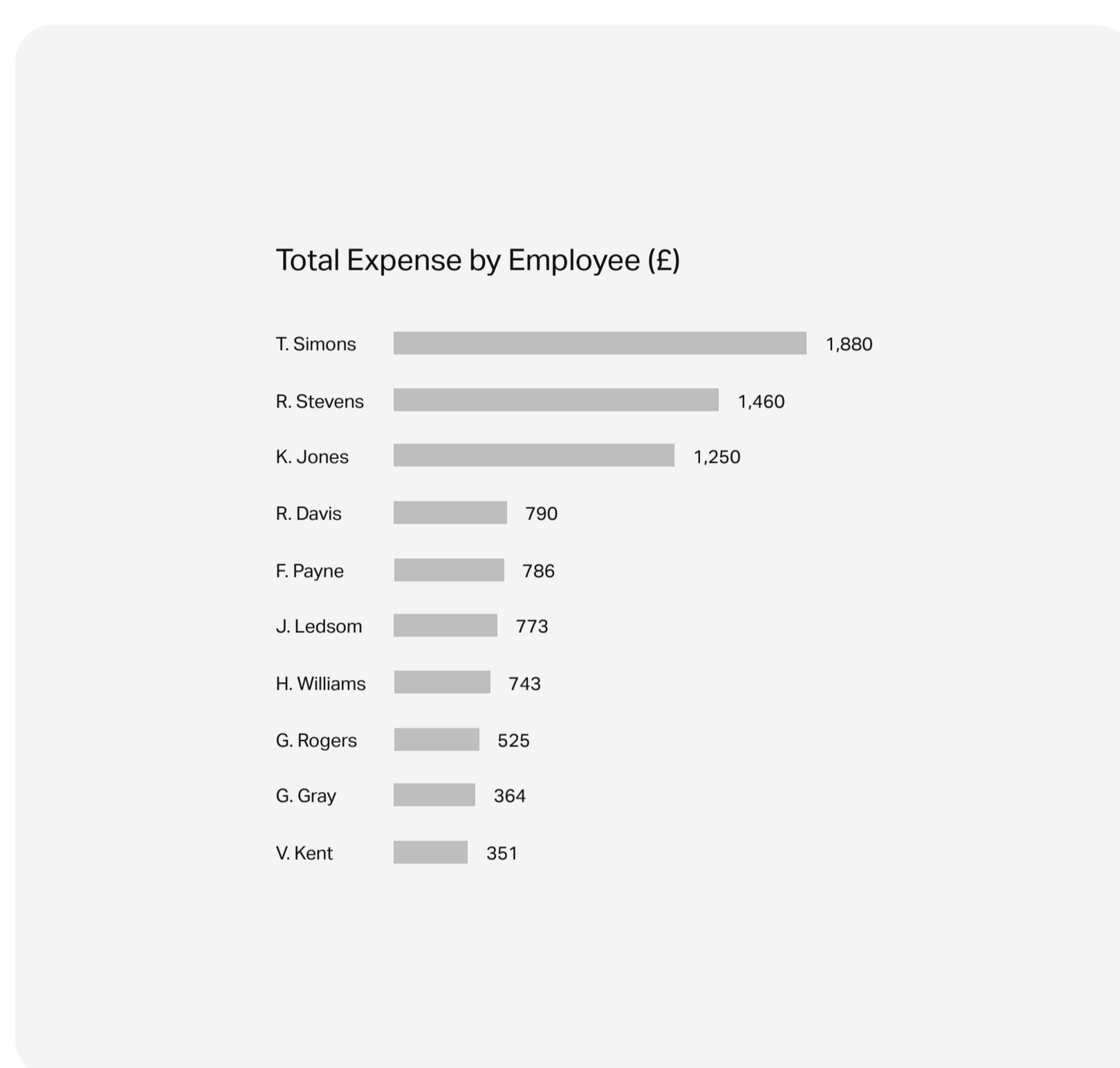


Chart 02

Removing unnecessary elements and structuring the graph to allow the name to be read clearly already brings so much more clarity.

Letting your data speak clearly

Going even further we can bring the data to life by imbuing it with a simple story. The data wants to be understood, but it may need help, and in such cases we can use colour & text to help guide our audience. Indeed the data may have multiple stories and it's up to us to know how best to tell each one.

Below you'll see how we can adapt the chart to quickly and easily help the audience know what the data is telling us. Both examples use the same data but tell 2 different stories, both easily understood at a glance.

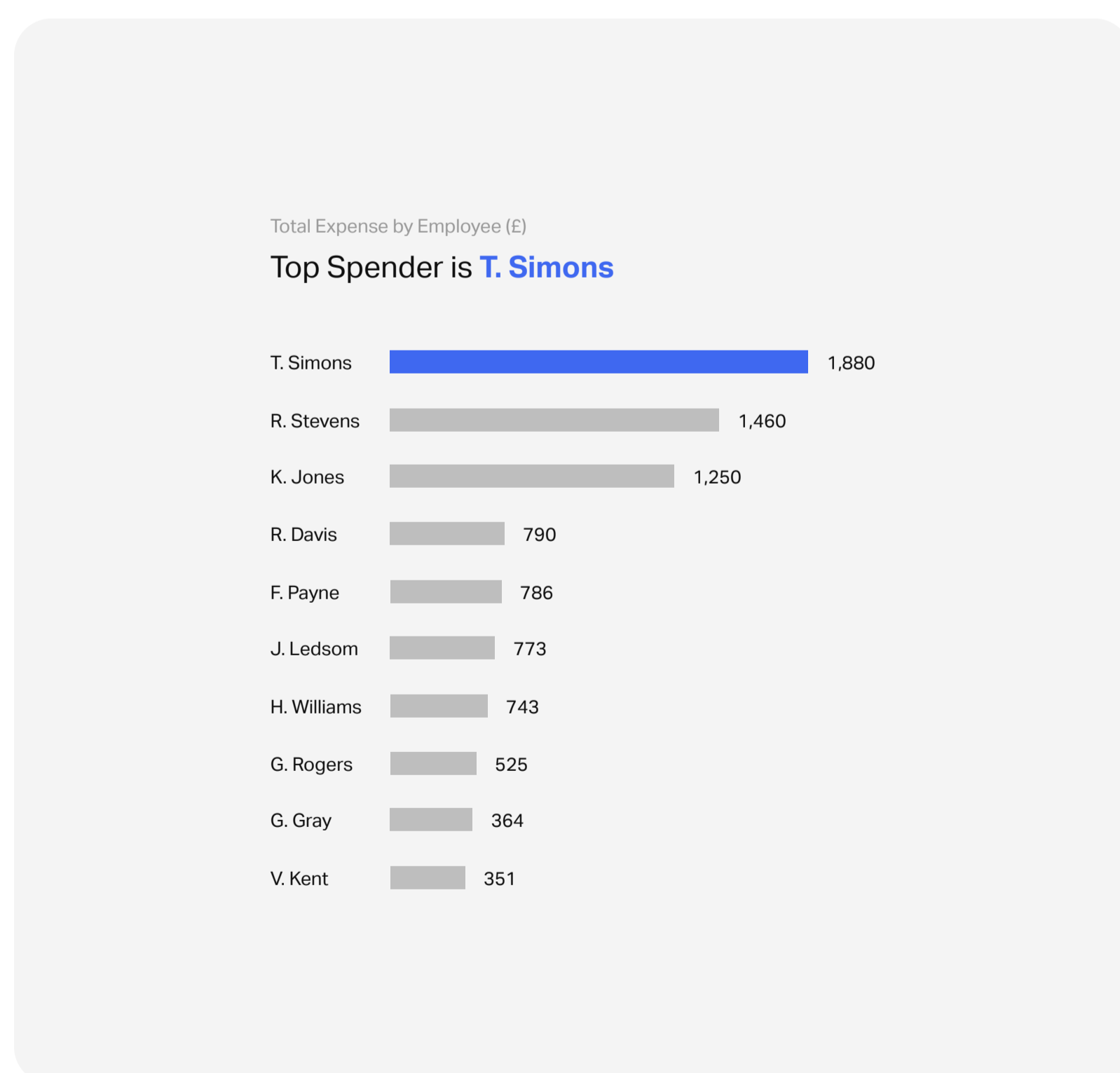


Chart 03

Using the title and offsetting elements using colour gives us an immediate indication of what is happening within the data.

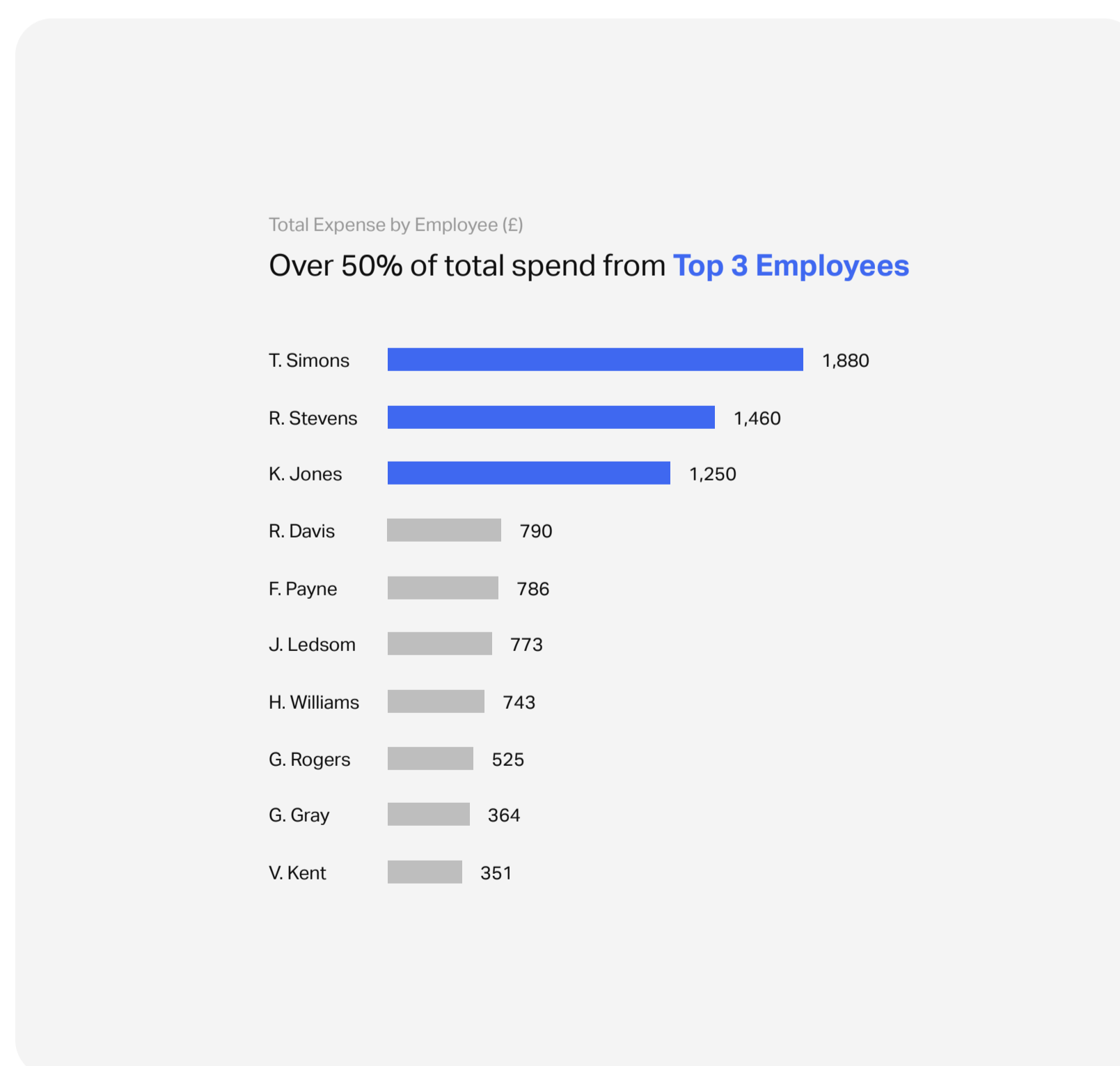


Chart 04

Here we see an even more astute use of the dataset. A figure that was hidden in the original data can now be revealed, and those it refers to can be clearly marked.

Understanding at a glance

By putting in the work to make the data more digestible we remove the need for your leadership and workforce as a whole to do that work themselves, allowing them to start making decisions based on the data rather than spending valuable time decoding it.

Any Questions?

Book a personal introduction via info@finfo.io