

Data Storytelling: An Art and a Science

Lynne M. Wester



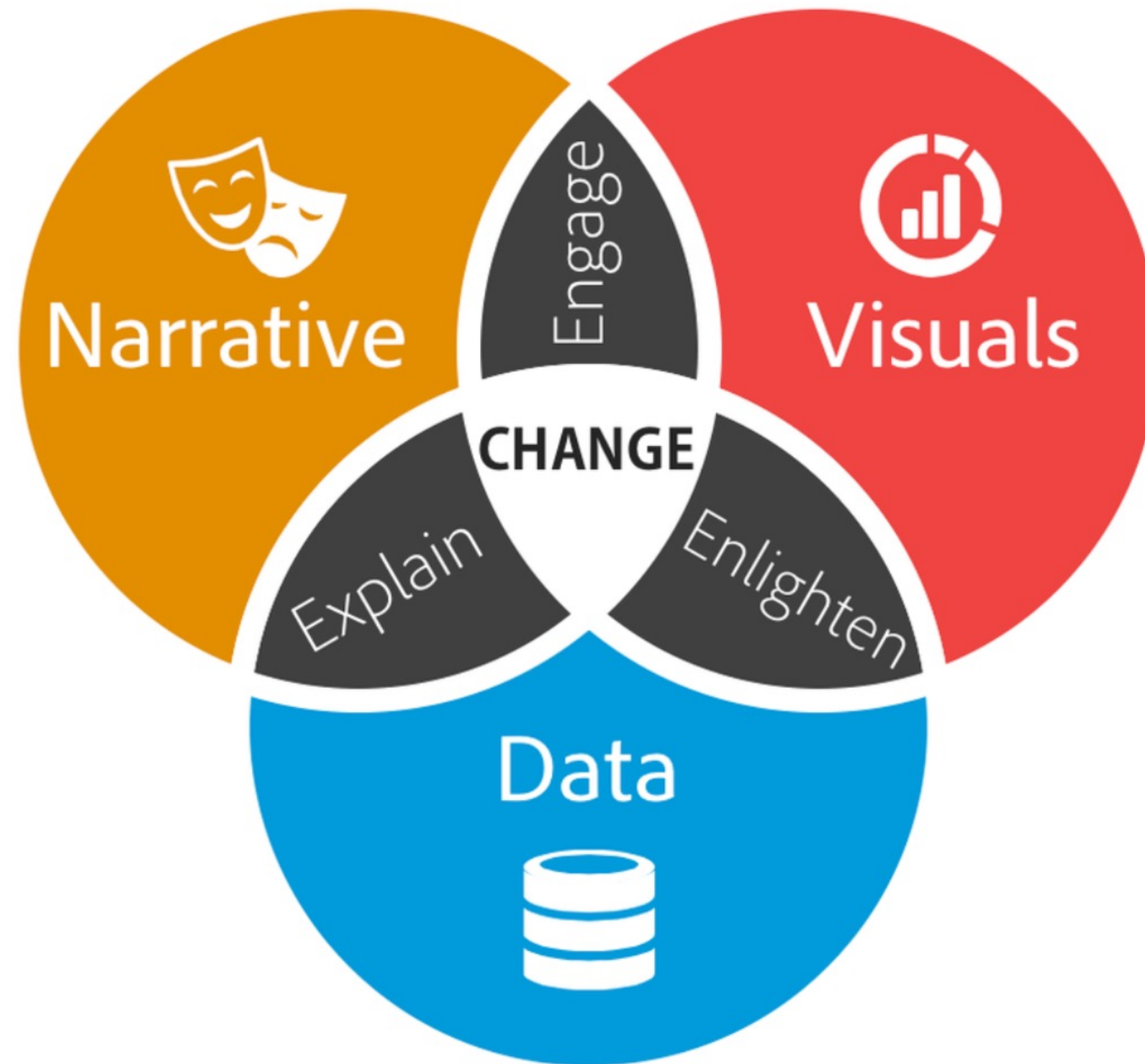
DRG
DONOR RELATIONS GROUP

Today we'll talk about:

- Using data to tell Stories
- Why data and text alone fail
- Steps to success
- Positive examples

WHAT IS DATA STORYTELLING?

The ability to take data—to be able to understand it,
to process it, to extract value from it, to visualize it,
to communicate it



Why stories?

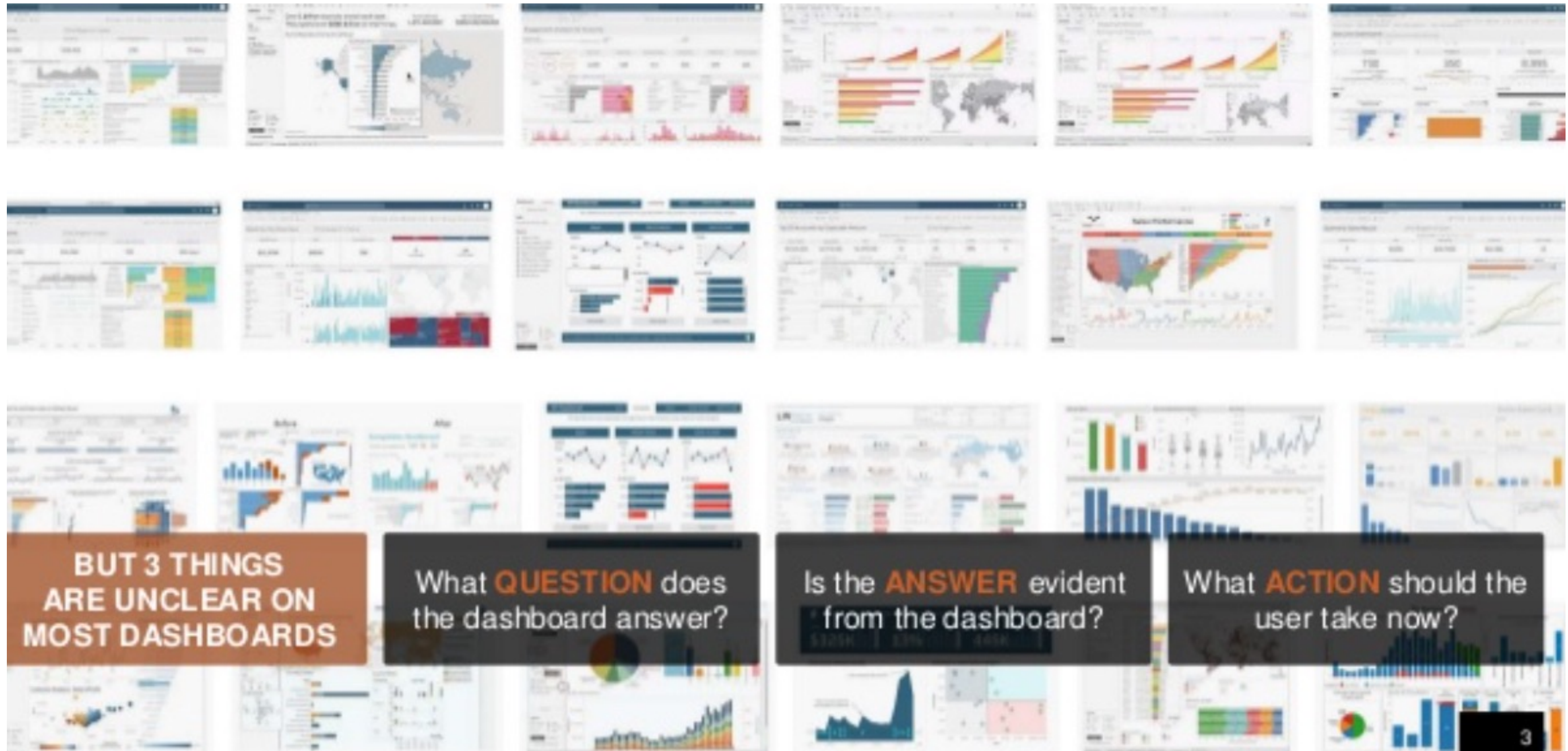
- For thousands of years, storytelling has been an integral part of our humanity
- Throughout time, storytelling has proven to be a powerful delivery mechanism for sharing insights and ideas in a way that is memorable, persuasive, and engaging
- Analysis of the most popular 500 TED Talk presentations found that stories made up at least 65% of their content.




Data Alone

WHY DATA ALONE FAILS

	tickets_no	receipt_no	entry_day	entry_time	pay_day	pay_time	duration	amount_due	tendered	change	pay_mode	pay_point	parked_at
1	2861768692	1612071348098801	07/12/2016	13:48:09	07/12/2016	14:04:30	16	50	200	150	cash	APS09	junction
2	1594315086	1611291927108801	29/11/2016	19:27:10	29/11/2016	19:34:37	7	50	50	0	cash	APS09	junction
3	1598397678	1611281845588801	28/11/2016	18:45:58	28/11/2016	19:58:30	72	50	50	0	cash	APS09	junction
4	84095486	1611240946518804	24/11/2016	09:46:51	24/11/2016	10:07:24	20	50	50	0	cash	APS09	junction
5	359479252	1611241052238801	24/11/2016	10:52	24/11/2016	11:52:00	59	50	200	150	cash	APS09	junction
6	71260366	16112411117518804	24/11/2016	11:17:51	24/11/2016	11:52:23	34	50	50	0	cash	APS09	junction
7	1594348750	1611250839508801	25/11/2016	08:39:50	25/11/2016	09:10:54	29	50	100	50	cash	APS09	junction
8	1598472462	1611231728128801	23/11/2016	17:28:12	23/11/2016	18:00:47	32	50	50	0	cash	APS09	junction
9	84078846	1611231732188802	23/11/2016	17:32:18	23/11/2016	17:49:15	16	50	50	0	cash	APS09	junction
10	360712804	1611231604248801	23/11/2016	16:04:24	23/11/2016	18:09:58	125	50	50	0	cash	APS09	junction
11	359093140	1611231852558802	23/11/2016	18:52:55	23/11/2016	19:00:56	7	50	50	0	cash	APS09	junction
12	1594885518	1612071852428802	07/12/2016	18:52:42	07/12/2016	18:56:41	3	50	50	0	cash	APS09	junction
13	1597257742	1612041852298801	04/12/2016	18:52:29	04/12/2016	19:27:49	33	50	50	0	cash	APS09	junction
14	84013934	1612071520438802	07/12/2016	15:20:43	07/12/2016	16:41:39	80	50	50	0	cash	APS09	junction
15	1600101118	1612082000098804	08/12/2016	20:00:09	08/12/2016	20:03:43	3	50	1000	950	cash	APS09	junction
16	3592239972	1612081607018802	08/12/2016	16:07:01	08/12/2016	17:12:24	65	50	50	0	cash	APS09	junction





Words Alone

WHY WORDS ALONE FAIL

discontinue your use of our domain name registration. Currently the registry administrator is the .com, not our org. We're sorry.

I warrant and acknowledge that Offit is not liable or responsible in any way for any claims, damages or any other actions by the registry administrator arising out of or related to your application and receipt of, or failure to receive, a domain name registration. You further agree to indemnify, defend and hold harmless the registry administrator and its directors, officers, employees, and agents from and against any and all claims, damages, liabilities, costs, and expenses (including any claim, interest, judgment, expense or consequential damages and reasonable attorney fees and expenses) arising out of, or related to, your domain name registration.

1. **What's the Deal?**

Service, and do not check to see whether the domain name you select, or the marks of the domain name, infringe legal rights of others. We urge you to investigate to see whether the domain name you select or to use infringes legal rights of others, and if particular we suggest you seek advice if competent counsel. This will not constitute seeking or in more trademark registration in connection with your domain name. You should be aware that there is the possibility an right for transferring a court to cancel, modify, or transfer your domain name. You should also be aware that if we are used or threatened with lawsuit in connection with your domain name, we may turn to you to defend us in fairness and to indemnify us.

L. Pavesi

[illegible]1. *MacIntyre and Norman Name Dispute Fallo*

If you are not the owner, creator or registered a domain name through us, or transferred it from another registrant, you agree to be bound by DnsPod's current Domainname purchaser or our site ("Domainar"), and our current Domain Name Dispute Policy ([DNDP](#)) ("Policy"), which are incorporated herein and made a part of the Agreement by reference. The Domainar can be found at [http://www.dnspod.com/conditions-use.aspx](#) and the Dispute Policy can be found at [http://www.dnspod.com/disputepolicy.aspx](#). Certain disputes, as specified in the Dispute Policy are subject to third party. You agree that, if the registration or reservation of your domain name is challenged by a third party, you will be subject to the provisions specified in the Dispute Policy in effect at the time your domain name registration is disputed by the third party. You also agree that, in the event a domain name dispute arises with any third party, you will indemnify and hold DnsPod harmless against all costs and attorneys' fees incurred by DnsPod.

5. Thanks in another language

We agree that you may not transfer your domain name registration to another domain name registrar during the first 60-day lock-in period following the effective date of your first domain name registration with GoDaddy. You agree to provide written, signed authorization to GoDaddy for the transfer of the domain name to another registrar. We agree to pay any and all fees that may be charged by GoDaddy to effect the transfer. Your request to transfer to another registrar may be denied in situations described in the Dispute Policy, including, but not limited to, a dispute over the validity of the domain name holder, bankruptcy and default in the payment of any fees.

Modifications to iPad's Registration Agreement and Clause Policy

By clicking "I agree" during the period of this Agreement, that you may: (1) review the terms and conditions of this Agreement; and (2) change the services provided under this Agreement. Any such revision or change will be binding and effective immediately in writing if the revised Agreement or change to the services is offered to you, or notification to you by email or Canadian mail. You agree to accept DPA's sole and exclusive right to modify the Agreement, particularly to be made if any such revision, if you do not agree with any revision to the Agreement, you may terminate the Agreement at any time by providing us with notice by email at info@dpacomm.com or postal mail at the address listed on the cover page of this Agreement. Notice of your termination will be effective on receipt and processing by us. You agree that, by continuing to use the DPA's services following notice of any revision to the Agreement or change in services, you agree to any such revisions or changes. You further agree that you, in your sole discretion, may modify our Computer Policy at any time. Your continued use of the domain name registered to you shall constitute your acceptance of this Agreement and the changes thereto with the new modifications. We acknowledge that if you do not agree with any changes, you may terminate this Agreement by providing notice to us at the address listed on the cover page of this Agreement. You agree that any cancellation or refusal to provide services will be your exclusive remedy if you do not wish to agree to any changes to this Agreement or the Computer Policy.

Accuracy information and its use

Information You Are Required to Submit: As part of the registration process, you are required to provide certain information and to update this information promptly as needed to keep it current, complete and accurate. The information you are obligated to provide in connection with the domain name you are registering is:

1. The domain name being registered;
2. Not for the domain name holder's name, postal address, e-mail address, voice telephone number, and where available, fax number; and
3. The name, postal address, e-mail address, voice telephone number, and where available, fax number of the listing contact for the domain name; and
4. Valid payment information.

We agree, and acknowledge that when you reserve your domain name registration, the type of information you are required to provide may have changed. If you do not wish to provide the new required information, your registration may not be renewed. All other information which we have issued from you is legitimate & accurate. However, not providing the requested information may prevent you from obtaining all products and services made available to domain name registrants in us, other than registration of the domain name.

1. The original-inventor date of the registration.
2. The submission date and time of the registration application to us and/or to the proper registry.
3. The inventor's name(s) or proper name(s), address(es), telephone number(s), and e-mail address(es) and related correspondence between you and us.
4. Records of account for your domain name registration, including 2005 and amounts of all payments and refunds.
5. The IP addresses of the primary name server and any secondary name servers for the domain name.
6. The corresponding names of those name servers.
7. The name, postal address, e-mail address, voice telephone number, and where available, fax number of the technical contact for the domain name.
8. The name, postal address, e-mail address, voice telephone number, and where available, fax number of the 2004 contact for the domain name.
9. The expiration and renewal date of the registration.

a. Information and copies in electronic or paper form regarding all other activity between you and us and the parties relating to your KinderCare registration and related services.

By clicking "I agree," you are acknowledging that you have read, understood, and agree to be bound by the terms, conditions, and policies of this Agreement, including the arbitration provision, and you are releasing, defending, holding harmless, and agreeing to indemnify the Company from and against all claims, damages, losses, and expenses (including reasonable attorneys' fees) that may be asserted against or incurred by the Company or its affiliates, subsidiaries, or service providers in connection with this Agreement, whether or not such claims, damages, losses, or expenses are caused in whole or in part by the negligence of the Company or its affiliates, subsidiaries, or service providers. You further agree that your failure to comply with the terms, conditions, and policies of this Agreement may result in the termination of your access to the Company's services and the suspension of your account.

Policy Disclosure and Use of Registration Information. You agree and acknowledge that DRA will make available domain name registration information you provide to the following parties: ICANN, the registry administrator, and to other third parties as ICANN and applicable law may require. You further agree and acknowledge that DRA may make publicly available, or directly available to third party vendors, work, or all, of the domain name registration information you provide, for purposes of inspection (such as through our "whois" service) or for targeted marketing and other purposes as required or permitted by ICANN and applicable law.

We acknowledge that CARN has submitted guidelines, limits and/or information that relate to the amount and type of information that DfM may or not make available to the public or to private entities, and the manner in which such information is to be provided. This Tertiary Consent is given by you and all joint holders and users of our guidelines, limits and territories in accordance with the information provided by us in connection with the registration of a domain name (including any updates to such information), whether during or after the term of your registration of the domain name. You hereby irrevocably waive any and all claims and causes of action you may have arising from such disclosure of use of our domain name registration and other information by DfM. You may access your domain name registration information in our possession in whole, mostly or against such information, by accessing your account on our web site [http://www.carn.com.sg](#), or via a similar service. In order to change any of your account information with us, you must use your Account Identifier and Password that you entered when you opened your account with us. Please safeguard your Account Identifier and Password from any unauthorized use. You agree that any person in possession of your account identifier and password will have the ability and authorization to modify your account information. In no event will we be liable for the unauthorized use or misuse of your Account Identifier or Password. DfM will take reasonable procedures to protect the information it obtains from you from sale, misuse, unauthorized access or disclosure, alteration or destruction of that information.

Generation of Information and Data

we and our subsidiaries track DiffiMail.com database, registration, collection, use and transfer records in our DiffiMail.com database, and we use this information and derivative works generated from the domain name database, you further agree and acknowledge that we use the following information to help regulate the system we use as the register: (a) the original creation date of the registration, (b) the expiration date of the registration, (c) the name, postal address, e-mail address, voice telephone number, fax and where possible the number of all ports of the domain name registration, (d) any remarks concerning the registered domain name that appear in the WHOIS or similar database, and (e) any other information as generally is obtain in connection with the provision of domain name registration services, other than the domain name being registered, the IP addresses of the primary nameserver and any secondary nameservers for the domain name, and the corresponding names of these nameservers. DiffiMail does not have any secondary stored in your specific personal registration information outside of its rights in our domain name database.

Agencies 442 (18/04/2000)

By clicking "I agree," you are granting us a non-exclusive license to use or to share with our affiliates the domain name registered to you for the purpose of providing the services described in the Domain Name Registration Agreement. You agree that if you register the use of the domain name registered to you for the purpose of providing the services described in the Domain Name Registration Agreement, you will be responsible for all obligations under this Agreement, including but not limited to payment obligations, and providing and updating, as necessary, both your own full contact information, and accurate technical administrative, billing and other contact information adequate to facilitate their resolution of any problems that arise in connection with the domain name and domain name registration.

2. Research objectives

We reserve the right to distribute information to you that is pertinent to the quality or operation of our services and those of our service partners. These announcements will be predominantly informative in nature and may include notices describing changes, upgrades, new products or other information to add security or to enhance your ability to use the Internet.

1. Investigation of Liability

NOTHING IN THIS AGREEMENT SHALL BE DEEMED TO LIMIT OR WAIVE ANY RIGHTS OR REMEDIES AVAILABLE TO YOU UNDER ANY APPLICABLE LAW. THE ENTIRE AGREEMENT BETWEEN YOU AND US IS INCORPORATED BY REFERENCE TO THE TERMS AND CONDITIONS OF OUR WEBSITE, WHICH ARE AVAILABLE AT www.1000flowers.com/termsandconditions. ANY DISPUTE ARISING OUT OF OR UNDER THIS AGREEMENT SHALL BE GOVERNED BY THE LAWS OF THE STATE OF CALIFORNIA. ANY DISPUTE BETWEEN YOU AND US SHALL BE RESOLVED BY BINDING ARBITRATION IN ACCORDANCE WITH THE RULES OF THE AMERICAN ARBITRATION ASSOCIATION. YOU AGREE TO WAIVE YOUR RIGHT TO A TRIAL BY JURY. OUR LIABILITY TO YOU FOR ANY DAMAGES, INCLUDING REASONABLE ATTORNEY'S FEES, SHALL BE LIMITED TO THE AMOUNT OF THE PURCHASE PRICE OF THE PRODUCT OR SERVICE THAT IS THE SUBJECT OF THE DISPUTE. IN NO EVENT SHALL OUR LIABILITY TO YOU FOR ANY DAMAGES, INCLUDING REASONABLE ATTORNEY'S FEES, EXCEED THE TOTAL AMOUNT PAID BY YOU FOR THE PRODUCT OR SERVICE THAT IS THE SUBJECT OF THE DISPUTE. THIS LIMITATION ON LIABILITY SHALL NOT APPLY TO DAMAGES FOR PERSONAL INJURY, DEATH, OR PROPERTY DAMAGE, OR TO DAMAGES FOR WHICH A LIMITATION ON LIABILITY IS PROHIBITED BY APPLICABLE LAW. OUR LIABILITY TO YOU FOR ANY DAMAGES, INCLUDING REASONABLE ATTORNEY'S FEES, SHALL BE LIMITED TO THE AMOUNT OF THE PURCHASE PRICE OF THE PRODUCT OR SERVICE THAT IS THE SUBJECT OF THE DISPUTE. IN NO EVENT SHALL OUR LIABILITY TO YOU FOR ANY DAMAGES, INCLUDING REASONABLE ATTORNEY'S FEES, EXCEED THE TOTAL AMOUNT PAID BY YOU FOR THE PRODUCT OR SERVICE THAT IS THE SUBJECT OF THE DISPUTE. THIS LIMITATION ON LIABILITY SHALL NOT APPLY TO DAMAGES FOR PERSONAL INJURY, DEATH, OR PROPERTY DAMAGE, OR TO DAMAGES FOR WHICH A LIMITATION ON LIABILITY IS PROHIBITED BY APPLICABLE LAW.

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Steps to Success

STEP 1: COLLECT DATA

STEP 2:

Pick numbers that resonate

STEP 3:

Think about the point

STEP 4:

Deliver the news



Articles featuring
infographics receive

72%

more views than normal articles



Selecting the Optimal Visuals

1 Data Collection



2 Data Preparation



3 Data Visualization



4 Data Analysis



5 Data Storytelling



www.effectiveatastorytelling.com

CHOOSE THE RIGHT CHART

Compare values:

Bar chart

Line chart

Show the individual parts that make up a whole:

Pie chart

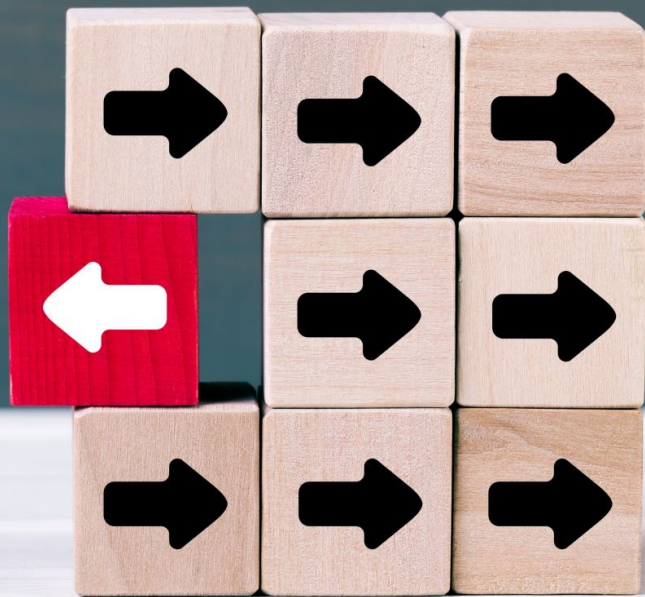
Stacked bar

Stacked column

Analyze trends:

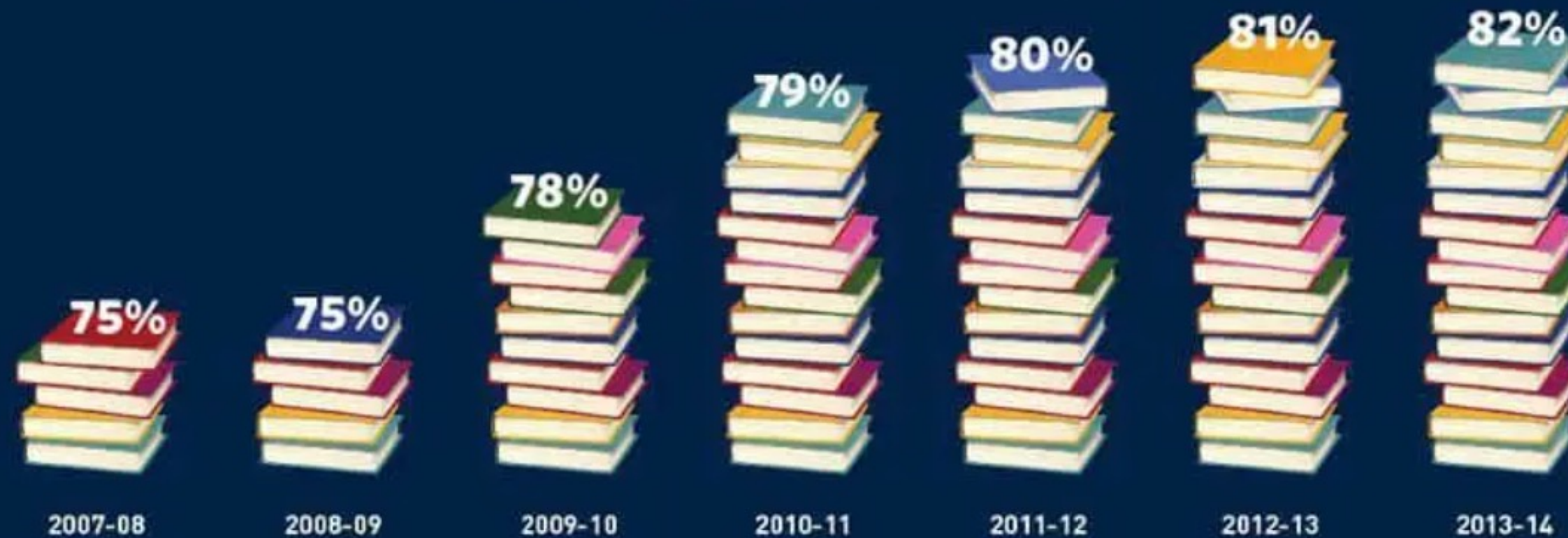
Line chart

Bar chart



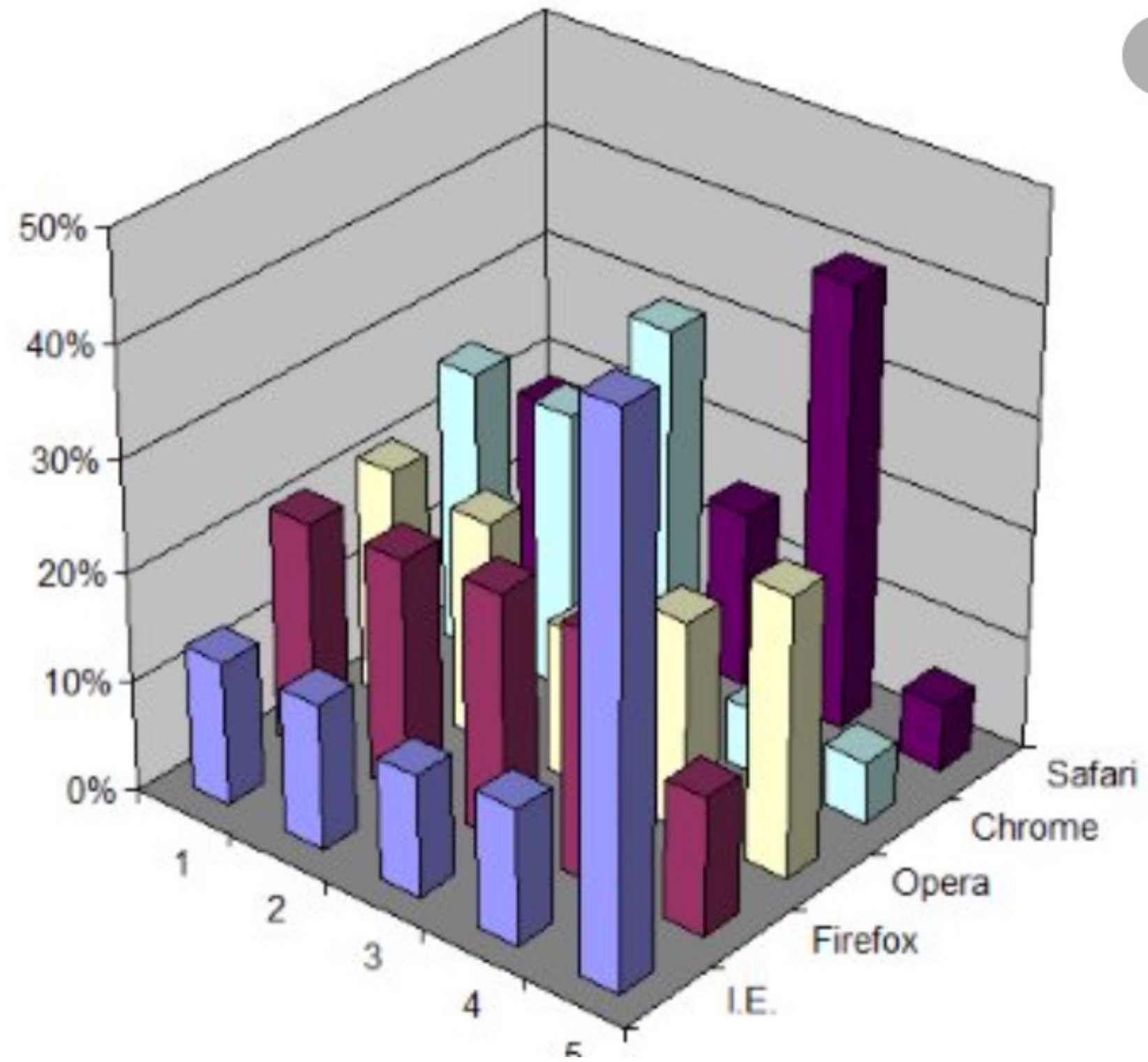
UNDER PRESIDENT OBAMA,
MORE STUDENTS ARE EARNING THEIR HIGH
SCHOOL DIPLOMAS THAN EVER BEFORE

HIGH SCHOOL GRADUATION RATE

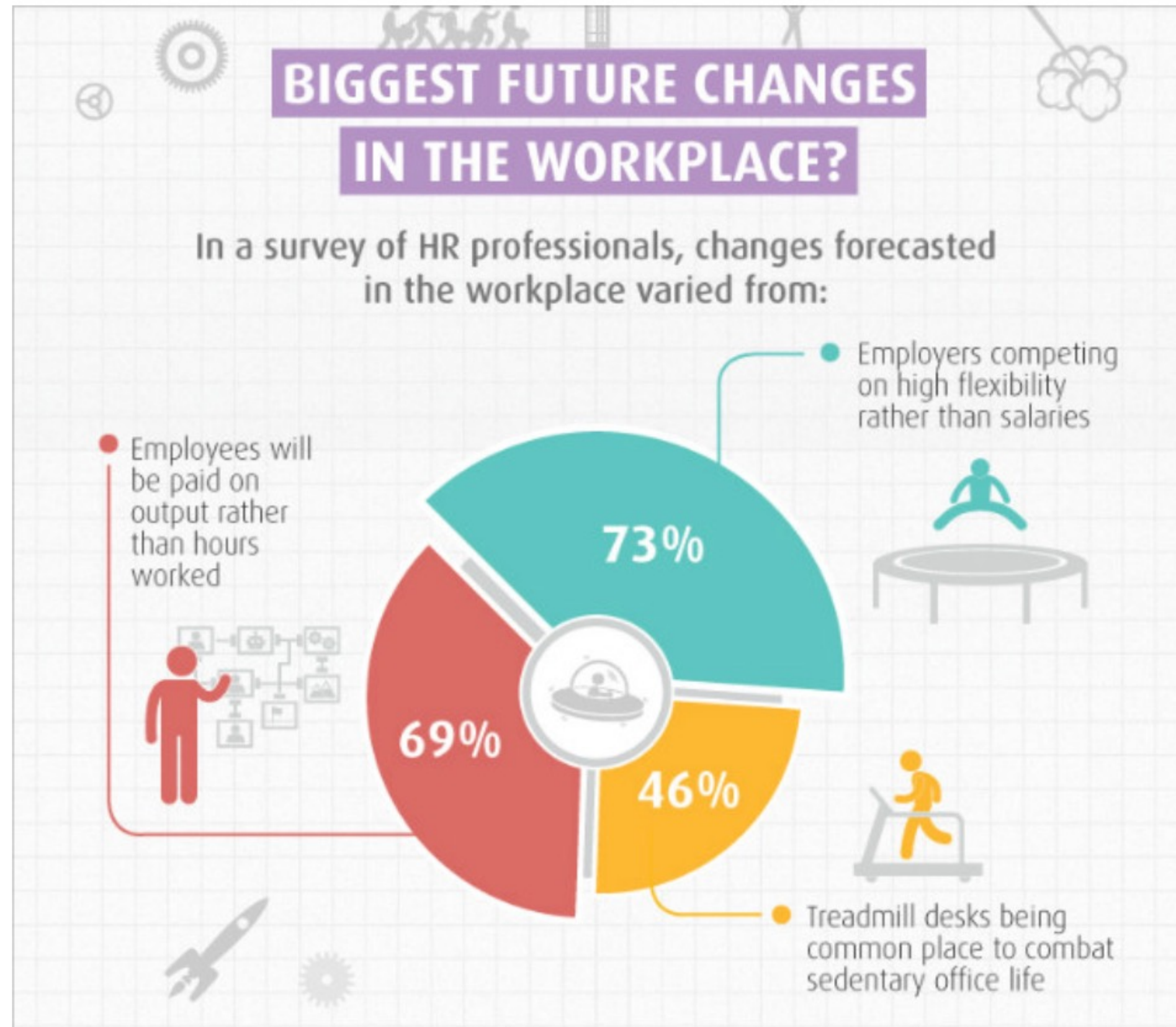


#LeadOnEducation

SOURCE: U.S. DEPARTMENT OF EDUCATION,
NATIONAL CENTER FOR EDUCATION STATISTICS



MATH is important




A photograph of a newborn baby lying on its back, being attended to by healthcare workers wearing white gloves. The baby is wrapped in a patterned cloth. The background is dark with white and pink text and icons.

NEARLY
HALF OF ALL
NEWBORN,
MATERNAL
AND
STILLBORN
DEATHS

OCCUR
AROUND
**THE FIRST
48 HOURS
OF
CHILDBIRTH**

CAN PREVENT MORE THAN **2/3** OF THESE

-  **24 HOUR CARE FROM A TRAINED HEALTH WORKER**
-  **KEEPING THE BABY WARM AND DRY THROUGH KANGAROO CARE**
-  **PROPER HYGIENE**
-  **IMMUNIZATION & ANTIBIOTICS TO TREAT INFECTIONS**
-  **IMMEDIATE BREASTFEEDING**



Let's
Explore this
example



If this **bucket** represents all the world's water

then this **cup** represents the amount of potential fresh water



however, just **one teaspoon** of that is available for us to use, via lakes, rivers and underwater reservoirs as groundwater



Beneath the Surface: the State of the World's Water 2019

Free Design Resources

- Canva
- PowerPoint
- DesignWizard
- AdobeSpark
- Picmonkey.com
- Pictochart.com
- Drawtify.com

Tools of the Trade

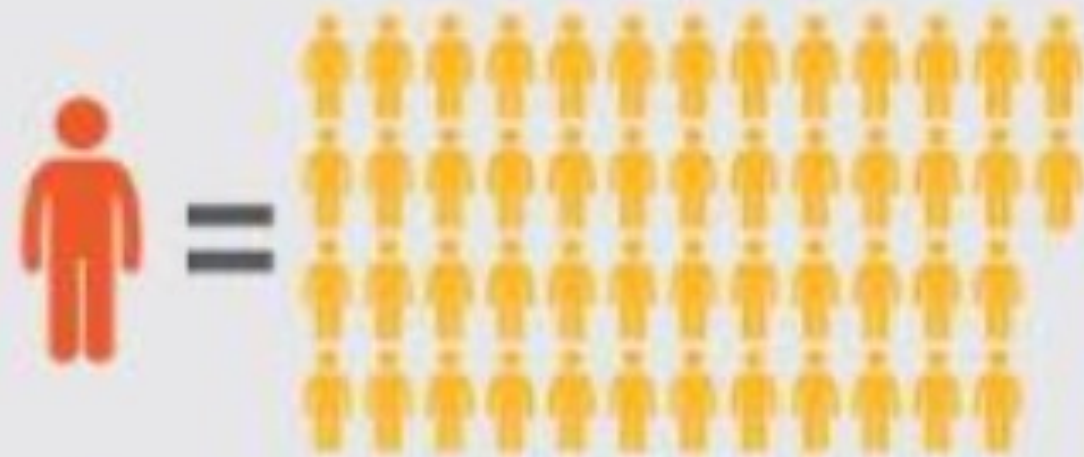
- Tableau
- Excel
- Google Data Studio
- Datawrapper
- Infogram
- FusionCharts
- Venngage
- Piktochart

ORGAN & TISSUE DONATION FACTS

21 People die each day awaiting a transplant.



ONE organ donor can save **EIGHT** lives.



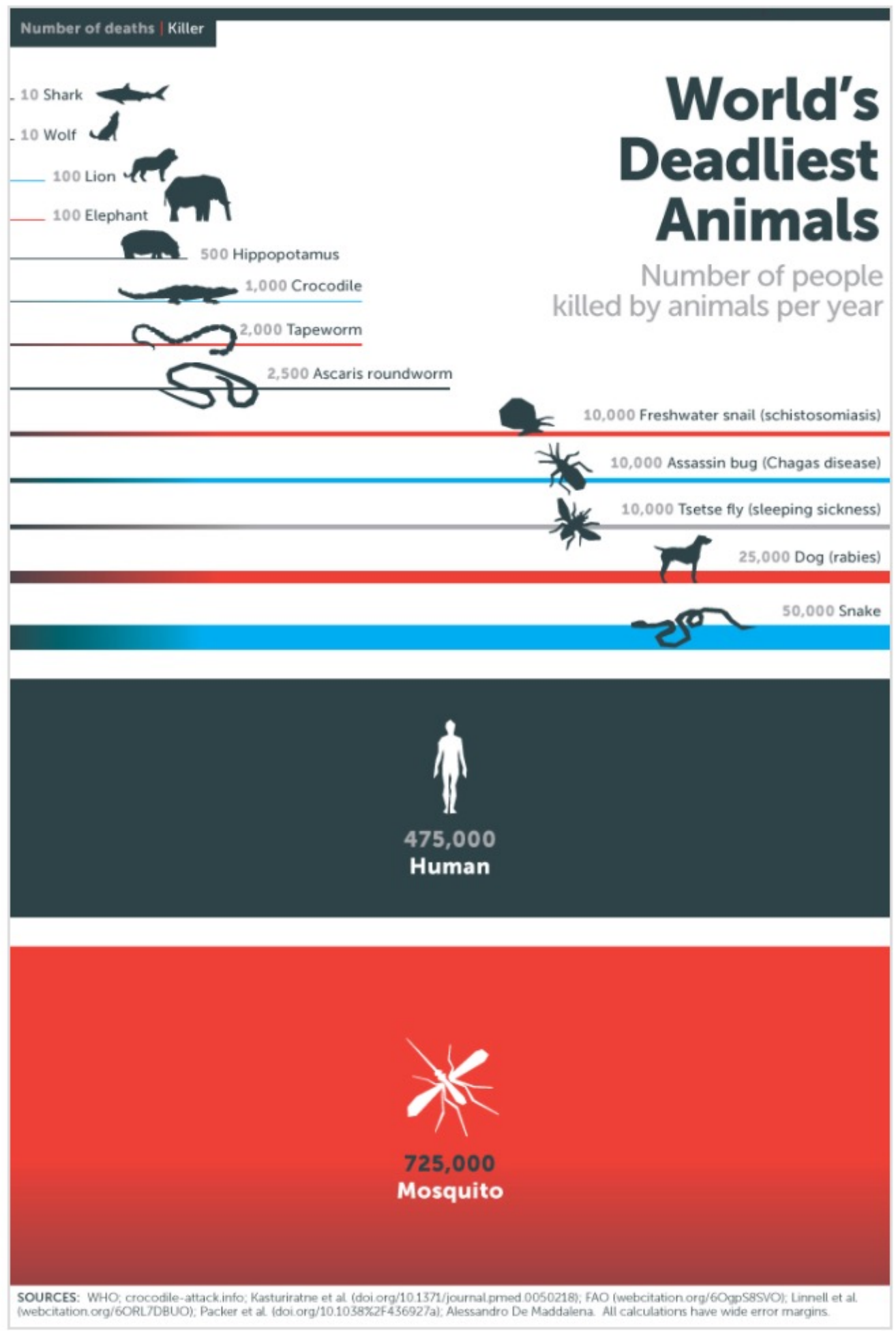
ONE tissue donor can enhance the lives of **50+** people.



Every **10 MINUTES**, someone is added to the transplant waiting list.



\$0 Cost to donors or their families



Key points to keep in mind

Storytelling is Essential

Use Data Wisely

Select the Right Chart

What do you want your outcome to be?

Be selective with data- don't overwhelm

Good, Better, Best

Practice makes Perfect!

Contact Us



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Subscribe to the DRG
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Thank you!



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