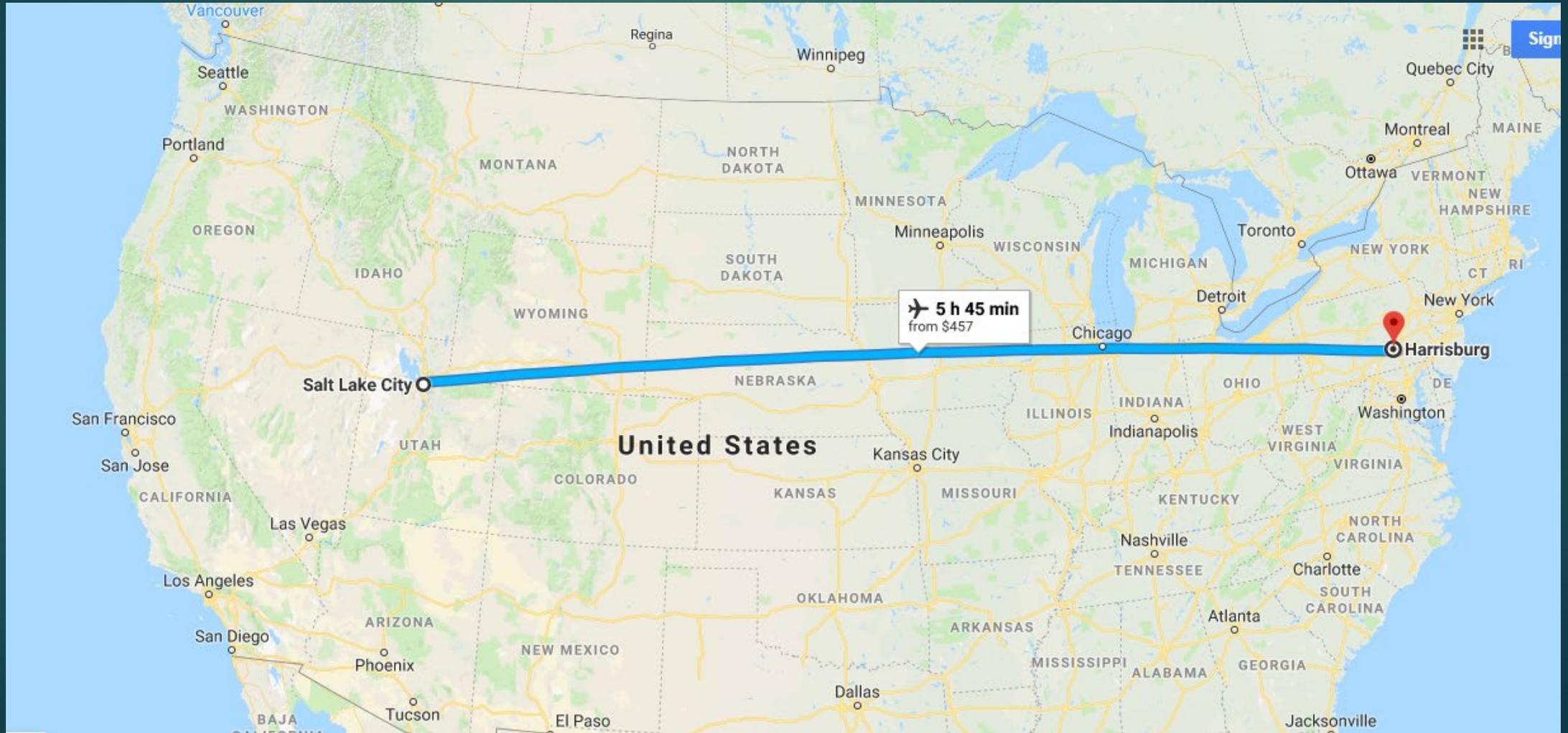


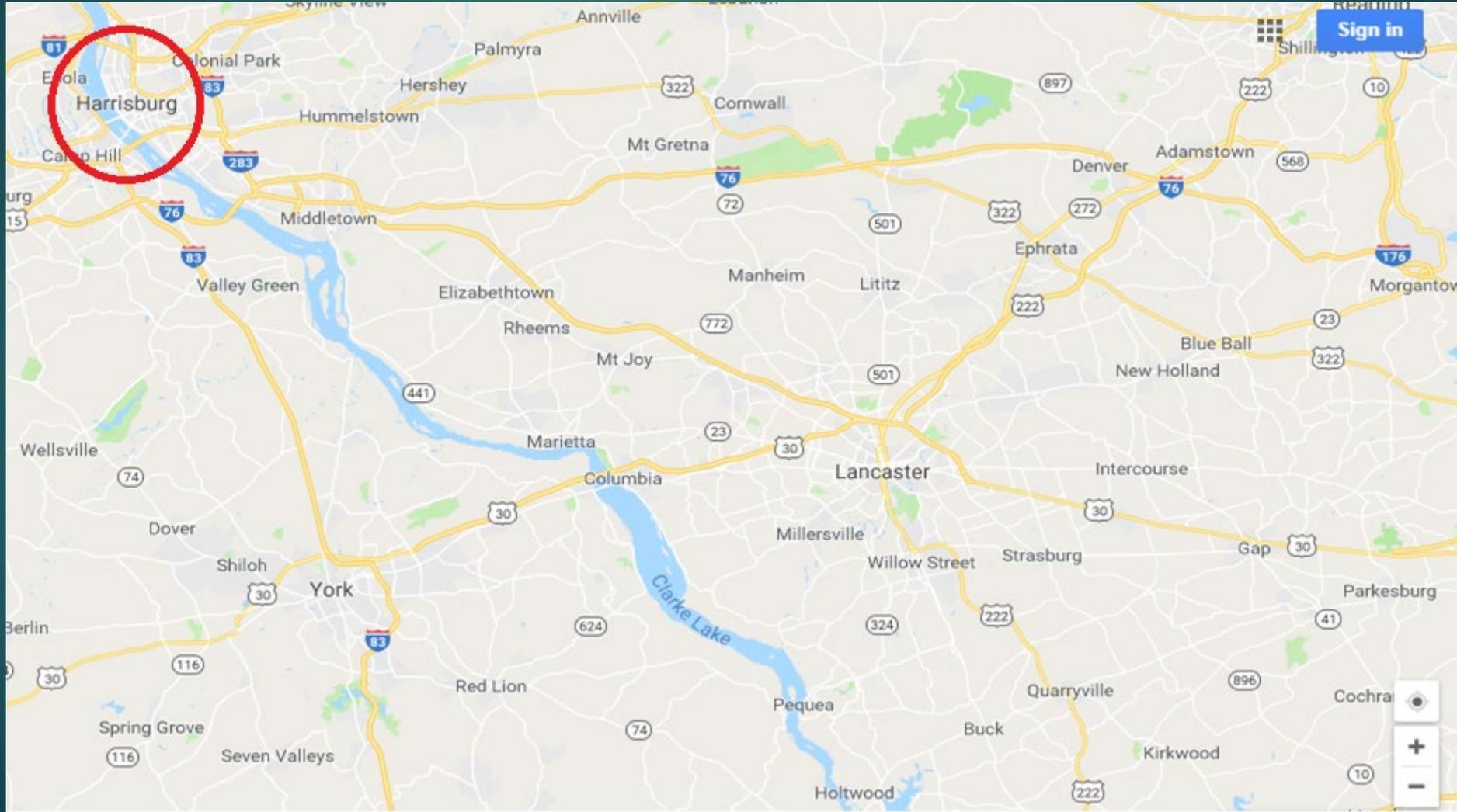
# Story Telling the data

AND KNOWING OUR AUDIENCE

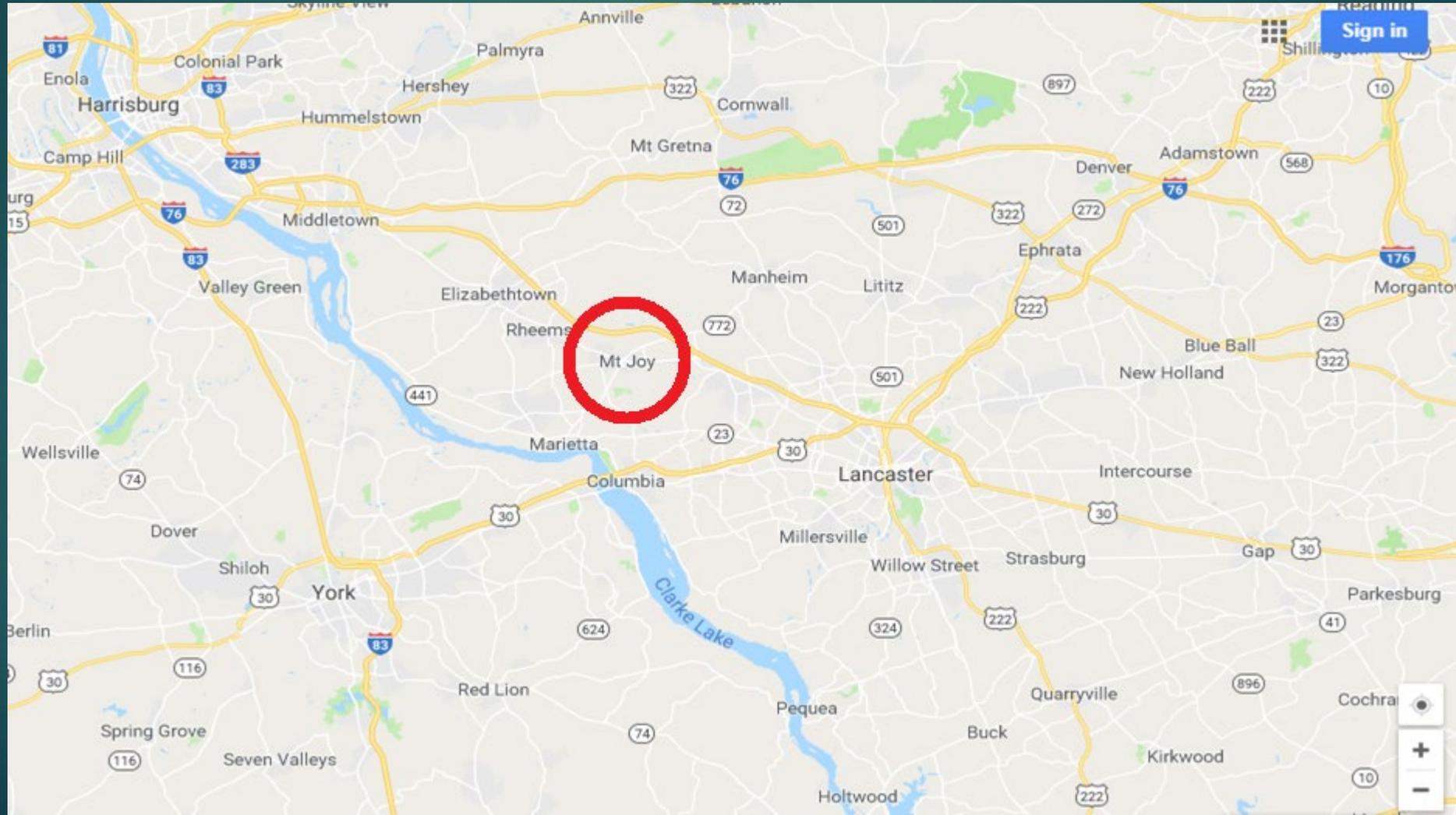
Let's go back in time to the Fall of 1989,  
the place, a small town in Pennsylvania



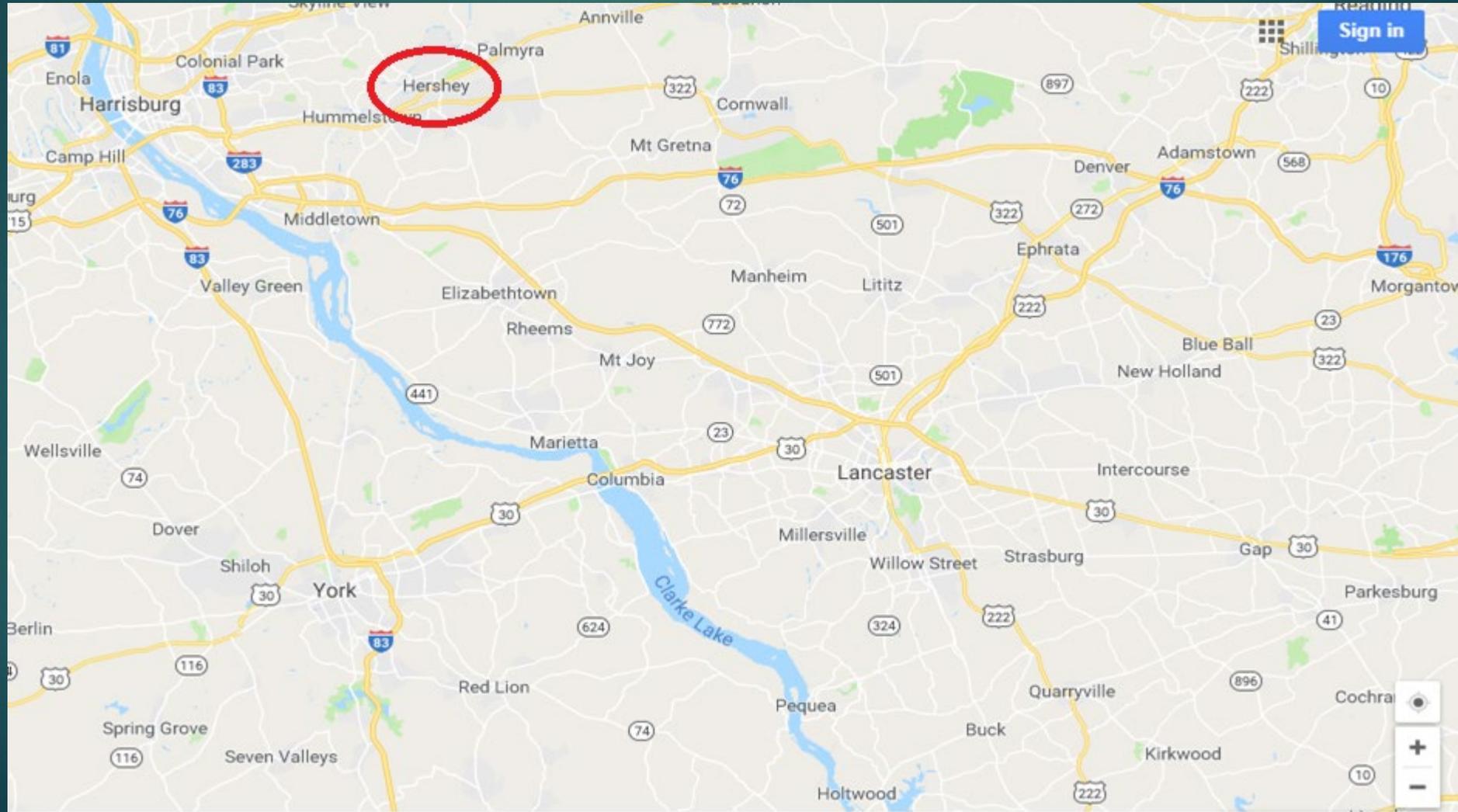
Not to Harrisburg, but to Mount Joy.  
What, you haven't heard of it!!!



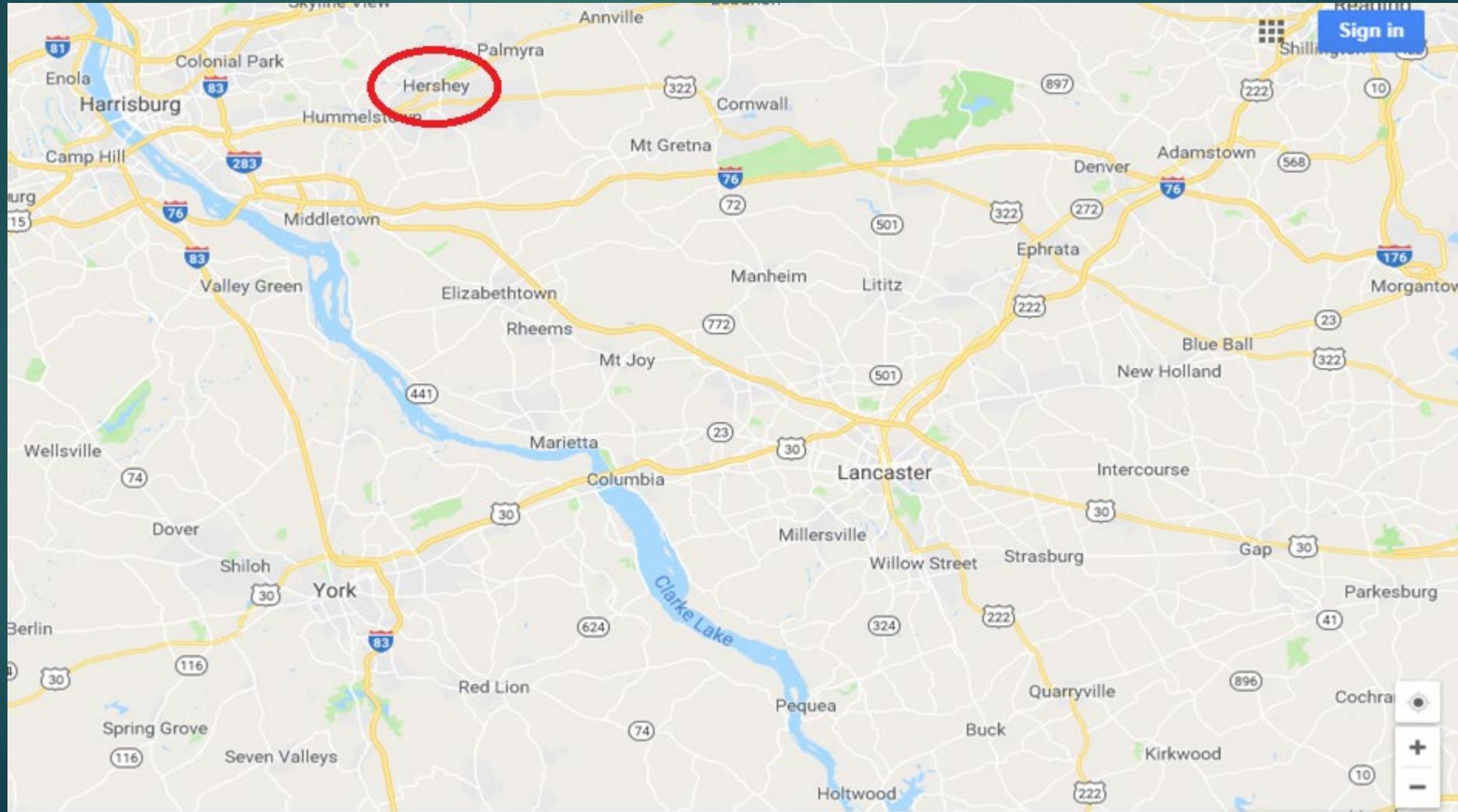
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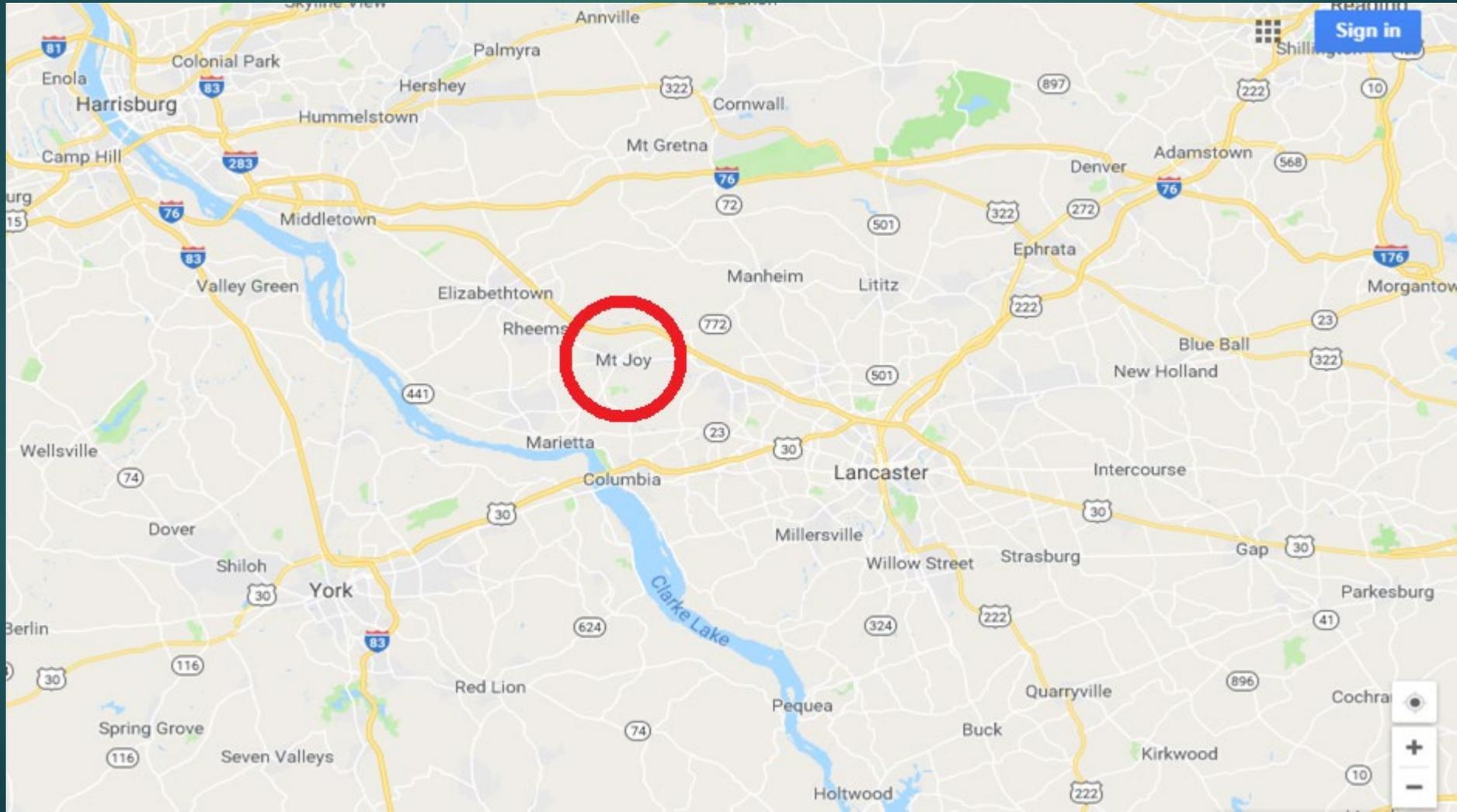
# Time to Segway: Who saw the city of “Hershey” on the map?



# Back to the story and to Mt. Joy Pennsylvania



# Back to the story and to Mt. Joy Pennsylvania



We are going to this little publishing house on Main Street, Mt. Joy for events that happened on Friday September 15, 1989



# I was there to install, teach and evaluate students on a new system

- ▶ At the end of a 5 day week of installing, teaching and working one on one with the employees it was time to report to the publisher / owner of the business the success and or failure of the of each student / employee.
- ▶ I met with him, (my audience), in his office where I presented my evaluation of each employee who took the class.
- ▶ I had prepared a report of each person individually and how valuable they would be on the new system, including their strengths and weaknesses. I told him if the employee was a quick learner or had problems with the computers and the software etc.
- ▶ In 1989 very few people in the publishing industry had experience with computers, they were not that common in homes. The first IBM pc's came out only a few years earlier and I was training on Macintosh computers, which was new in the publishing industry.

# I was there to install, teach and evaluate students on a new system

- ▶ He listened to me and gave me the time to report my evaluation to him.
- ▶ When I was done he said the following:
- ▶ “Let me tell you something about the people you deemed, not too successful and not so valuable. These people are the ones who won't leave at 5:00 pm if the job isn't done. They will stay and make sure that deadlines are met. In the publishing world there are strict deadlines, we have to meet them to keep our business. These people understand that and will do what ever it takes to make sure the work is done before going home. Those employees you described as “Stars”, they leave at 5:00 pm. I can't count on them. They may be young and quick to pick up the computer, but where it really counts they don't have the value that I need to count on.”

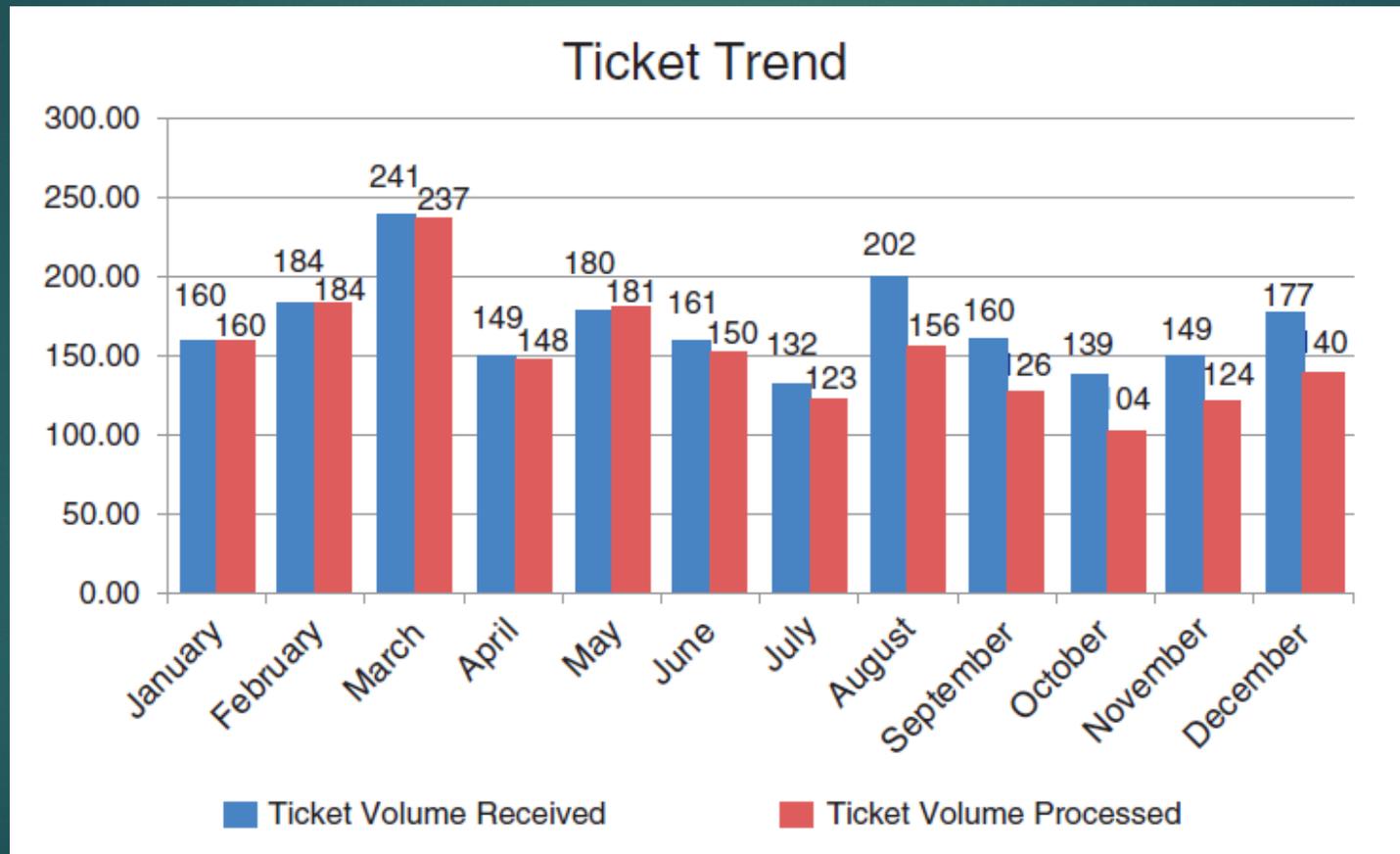
# Conclusion

- ▶ It can be difficult to measure the value of performance if we have limited data. My 5 days of focused work lacked enough data for an accurate evaluation. My audience, the owner, had a bigger picture, he had more data than I did, which showed that my conclusion wasn't correct.
- ▶ We are “story tellers” of data. My presentation has been in a story telling format. It keeps it fun, interesting and flowing. Doing the same with projects in our department can be a benefit for those we do the work. We can ask ourselves does my project “tell a story”?
- ▶ *“The “storytelling” ability through data translates what is a mathematical result into an actionable insight or intervention,” says Rao. “Being at the intersection of business, technology, and data, data scientists need to be adept at telling a story to each of the stakeholders.”* Essential skills and traits of elite data scientists. By Bob Violino is a contributing writer for Computerworld, CIO, CSO, InfoWorld, and Network World, based in New York.

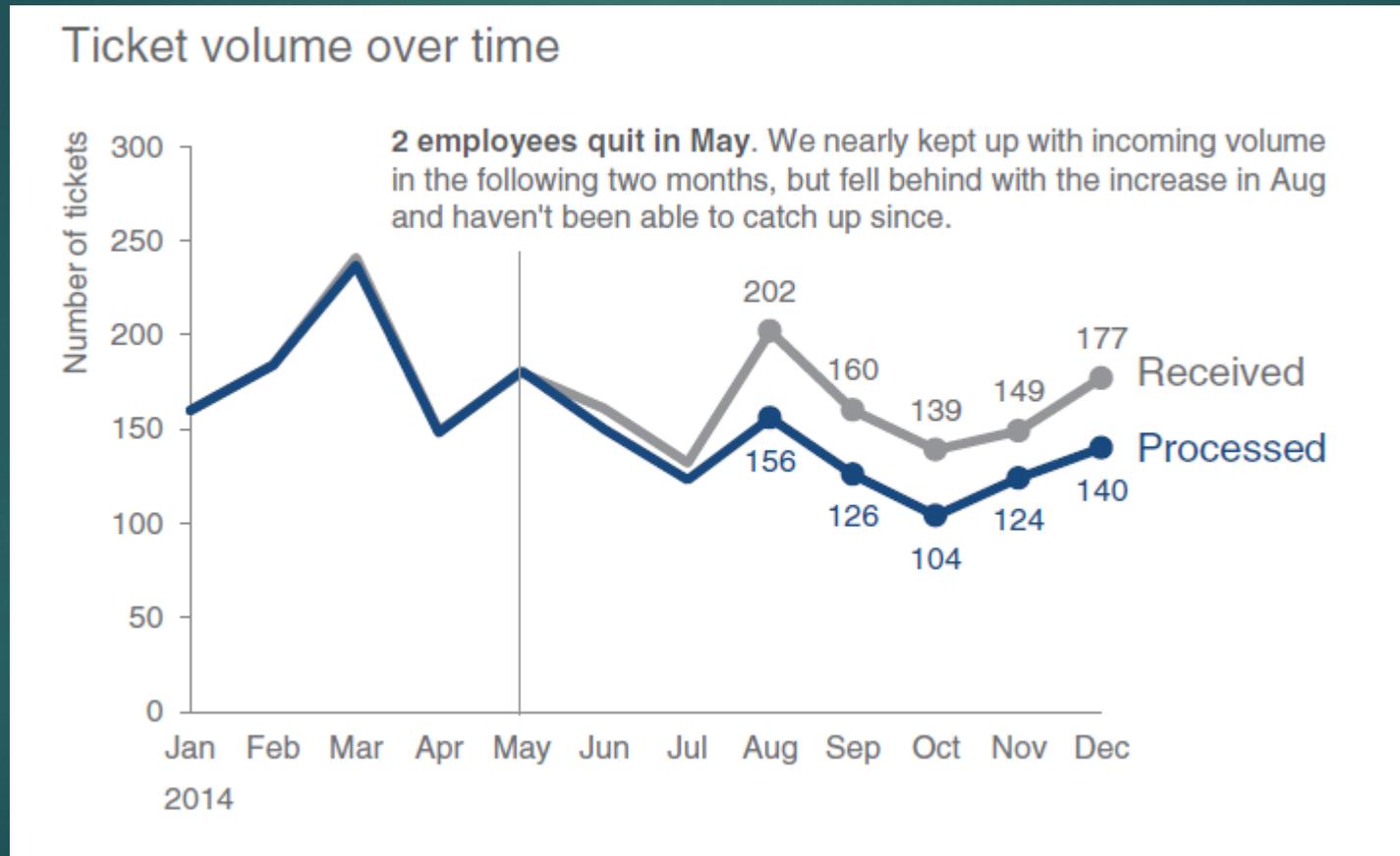
# Conclusion

- ▶ A couple of weeks ago I attended a Tableau “Users Group” meeting. I was introduced to the book “Storytelling with data” by Cole Nussbaumer Knaflic. In previous jobs I created many reports and presentations where I showed a lot of data, but the data didn’t tell a story without further explanation. My presentation was mostly just columns and rows of numbers. One couldn’t see trends, etc. from the data.  
I have an example from Cole’s book.

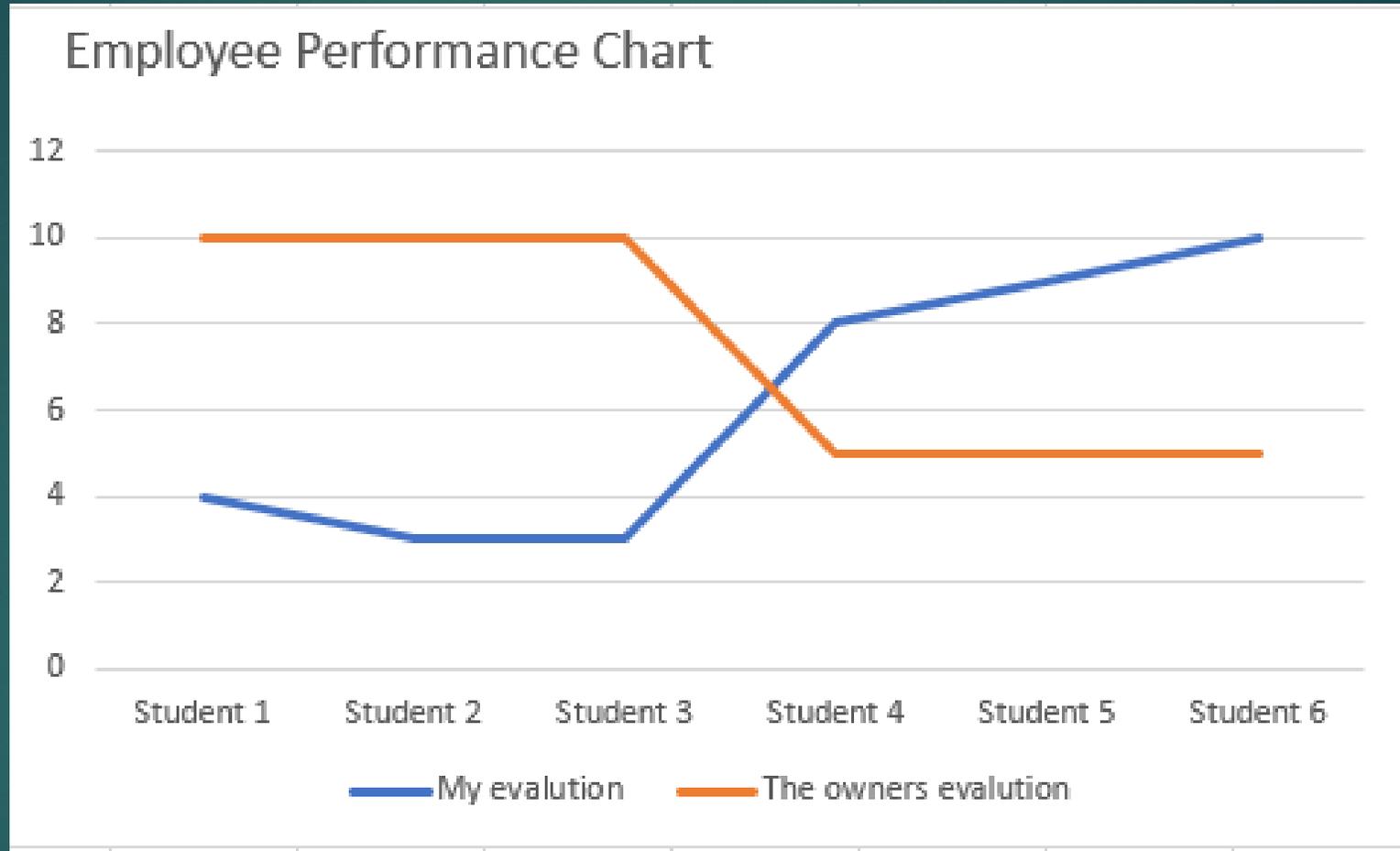
# Conclusion



# Conclusion

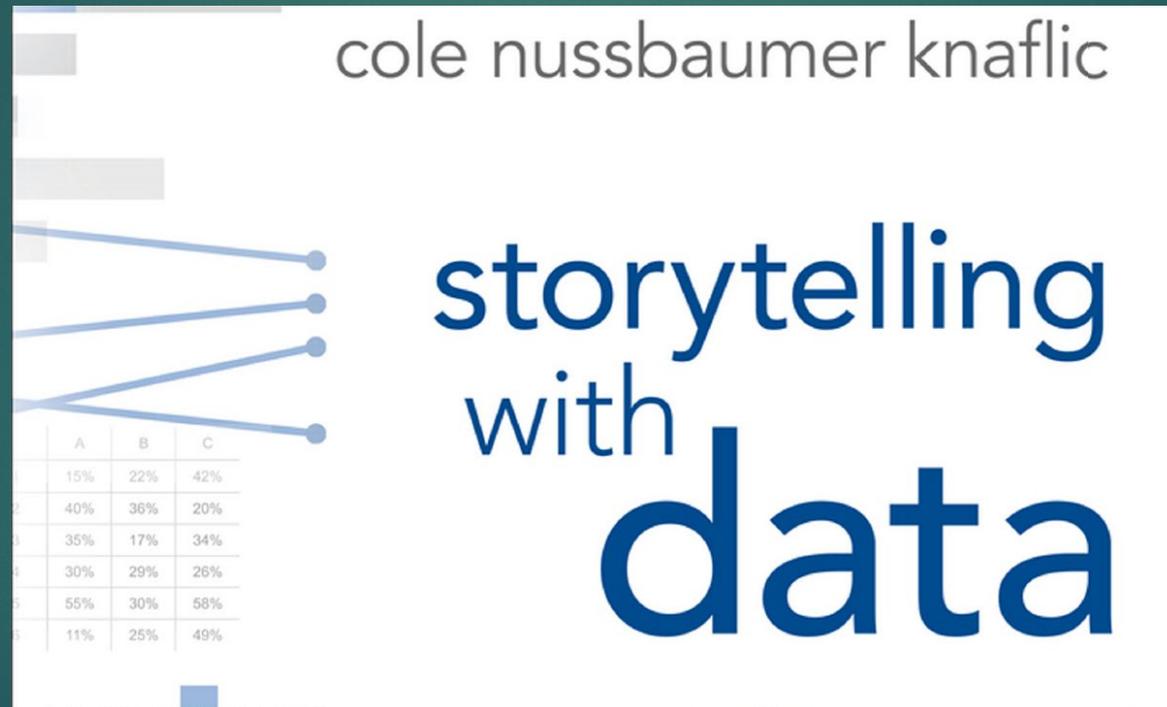


# Conclusion



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# Conclusion



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# Final Conclusion

That was my presentation from nearly 3 years ago. The concept of “Data telling a story” is probably even more relevant today.

During the Tableau conference in November of 2021, they had a contest called “IRON VIZ”, like Iron Man, but for visual story telling. I thought I would end on the that contest, showing the results of the three finalist. Which one do you think told the best story with the data?

- ▶ The reports are regarding music and new artist that when to the top of the charts.
  - ▶ 32:51 Pardeep Humar from India
  - ▶ 36:55 Lisa Trescott from California
  - ▶ 41:00 Sam Parsons from England
- 
- ▶ <https://www.youtube.com/watch?v=Aj5bd6AstHQ>