

# DATA STORY CREATIVE PROCESS

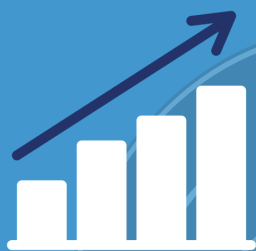
The ability to work through a problem from a **data** perspective and then explore, analyze, and tell a story to compel action and decision making.

## PLAN

**PROBE:** What the is dilemma, goals and objectives, audience, and data?

**PURPOSE:** What is the scope, expected insights, expected story, and expected action/deliverable?

**PREPARE:** Create an actionable dataset.



**PLAY:** View and identify variables that are features, metrics, and results.

**INSIGHTS:** Create a comprehensive set of summaries, visualizations and models.

**EXTRACT:** Select insights that are data, problem, or insight-driven that are story worthy.

## ANALYSIS

## STORY

**MESSAGE:** What is the compelling message that will get your audience to act?

**COMPOSE:** Create a structured logical flow that will guide your audience through your insights.

**DELIVER:** How do you present your story to maximize impact?



# DATA STORY CREATIVE PROCESS



## PLAN



### PROBE

**Start with the right questions**

**What is the dilemma**  
*Measurable and Actionable*

**What are the goals/objectives?**  
*Long term and Short term*

**Who is the audience?**  
*End-users, stakeholders and data team*

**What are the possible datasets?**

### PURPOSE

**Plan with the end in mind**

**Set the scope**  
*Time, cost, and feasibility*

**Expected insights**  
*Summaries, visuals, modeling*

**How can you tell a compelling story?**  
*Ties back to goals and objectives.*

*Is it compelling and actionable?*

### PREPARE

**Data, Data, and Data**

**Retrieve and View**  
*Internal and External*

**Clean**  
*Missing data, relabel, outliers*

**Enhance**  
*Feature Engineering*

**Refine**  
*Ready for insights.*

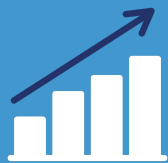
## OUTPUT



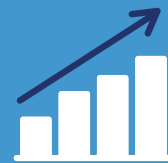
**Create the Problem Statement**

**Produce the Data for Insights**

# DATA STORY CREATIVE PROCESS



## ANALYSIS



### PLAY

#### Exploring the **data**

##### Meaningful data

*Which variables matter?*

##### Features

Variables that lead to your metric.

##### Metrics

*Variables that measure the goals or objectives.*

##### Results

*Variables that represent after the metric.*

### INSIGHTS

#### What do you see in the **data**?

##### Summarize

*Tables, descriptive statistics, and grouping of data*

##### Visualize

*Adhoc charts and dashboards*

##### Modeling

*Exploratory and Predictive*

***What are all possible insights that relate to your dilemma and goals?***

### EXTRACT

#### Story worthy **Data Nuggets**

##### Problem-Driven

*Based on the initial dilemma, goals, and objectives.*

##### Data-Driven

*Discoveries from modeling.*

##### Insight-Driven

*Discoveries from summaries or visualizations.*

**Which insights tell the story?**

## OUTPUT



Set of **Insights** -  
Summaries,  
Visuals, and  
Models

A Selection of  
"Story Worthy"  
**Data  
Nuggets**



**BELMONT DATA  
COLLABORATIVE**

belmontdata.org  
juiceanalytics.com

**juiceanalytics**

# DATA STORY CREATIVE PROCESS



## STORY



### MESSAGE

**Compelling message to act**

**Purpose**

*Does it tie to your goals?*

**Audience**

*Does the message relate to the audience?*

**Actions**

*How will the audience act?*

***What is the takeaway message?***

### COMPOSE

**Structure a logical flow**

**Act 1: Situation**

*Context*

**Act 2: Complication**

*Heart*

**Act 3: Resolution**

*Action*

***Narrate a logical flow to data insights and action***

### DELIVER

**Present the data story**

**Be unexpected**

**Be emotional**

**Be relatable**

**Be specific**

**Be impactful**

**More than data**  
*The last, last mile for impact*

**OUTPUT**



**Presentation for the data story**

**Create the data story product and plan**