

DATA STORY CREATIVE PROCESS

DATA ...

The wonderful world of **data** has exploded with terms and definitions. So, let's have some fun and identify as many terms as you can that use the word **DATA** or relate to the word **DATA**.

DATA ...

Write down as many terms as you can think of that include the word **DATA**.

DATA

Related

Write down as many terms that relate to the word **DATA**.



DATA STORY CREATIVE PROCESS

DATA... QUIZ BOWL

TERM and DEFINITION

YOUR DEFINITION

DATA SCIENCE

Data science is the field of applying advanced analytics techniques and scientific principles to extract valuable information from data for business decision-making, strategic planning and other uses.

DATA ENGINEERING

The design and build of pipelines that transform and transport data into a format wherein, by the time it reaches the Data Scientists or other end users, it is in a highly usable state.

ANALYTICS

The process of discovering, interpreting, and communicating significant patterns in data. Business analytics focuses on using insights derived from data to make more informed decisions that will help organizations increase sales, reduce costs, etc.

ARTIFICIAL INTELLIGENCE

Systems or machines that mimic human intelligence to perform tasks and can iteratively improve themselves based on the information they collect.

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TERM and DEFINITION

YOUR DEFINITION

BIG DATA

A combination of structured, semistructured and unstructured data collected by organizations that can be mined for information and used in machine learning projects, predictive modeling and other advanced analytics applications.

MACHINE LEARNING

A branch of artificial intelligence (AI) and computer science which focuses on the use of data and algorithms to imitate the way that humans learn, gradually improving its accuracy.

DATA STORYTELLING

The ability to effectively communicate insights from a dataset using narratives and visualizations. It can be used to put data insights into context for and inspire action from your audience.

DATA

Structured and stored in databases which analysts can manage from one computer; it is in table format, containing numeric or text values.

PROBLEM STATEMENT

Establish the purpose of the project with the idea of the final goal and deliverable in mind. This document establishes a starting point and expected output.

DILEMMA

What is the practical reason for the analysis and crafting a data story? Is it measurable and actionable?

GOALS

What is the long term and short term goals and what objectives will achieve those goals?

AUDIENCE

Team, end-user, and stakeholders?

DATA

Expected internal and external data.

STORY

What is the expected message and possible takeaways?



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CORE MESSAGE

When crafting your data story, ask yourself the following questions to stay true to the core message. For each question, fill in what is core and what is not core to the story.

QUESTIONS	CORE	NOT CORE
AUDIENCE Who is the intended audience for the data story?		
DILEMMA What is the problem or dilemma that you are trying to solve?		
TAKEAWAY What is the takeaway from the data story?		
ACTION What action can be taken with this new knowledge?		

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STORY STRUCTURE

This worksheet helps to structure the flow of the **data** story. Each story should have 3 acts: Context, Heart, and Action. Fill in your **data** story below.

SECTION

YOUR STORY

CONTEXT

What does your audience need to know? How can you make the story most relevant to them?

HEART

What is the core analysis and insights you want them to learn?

ACTIONS

What will your audience be able to do with the insights?

GOAL-ACTION MATRIX

