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# [639] Data Storytelling

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# Learning Objectives

Understand

benefits of data storytelling

Understand

key factors in creating dashboards

# Importance of data

- "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—that's going to be a hugely important skill in the next decades."

— Dr. Hal R. Varian  
Google's Chief Economist &  
Emeritus professor,  
University of California, Berkeley



# A picture is worth a thousand words

- Data visualization in the form of plot / chart / graph is just as powerful
- Data visualization distills key information from large datasets, helping to quickly identify trends, outliers, and key insights as opposed to raw data



# What is data storytelling?

- The concept of building a compelling narrative based on complex data and analytics that help tell your story and influence and inform a particular audience
- Data stories:
  - Ad hoc reports
  - Presentations
  - Explanatory dashboards
- Dashboards:
  - Tools designed to consolidate data, track key metrics, and facilitate data-driven decisions



# Benefits of data storytelling

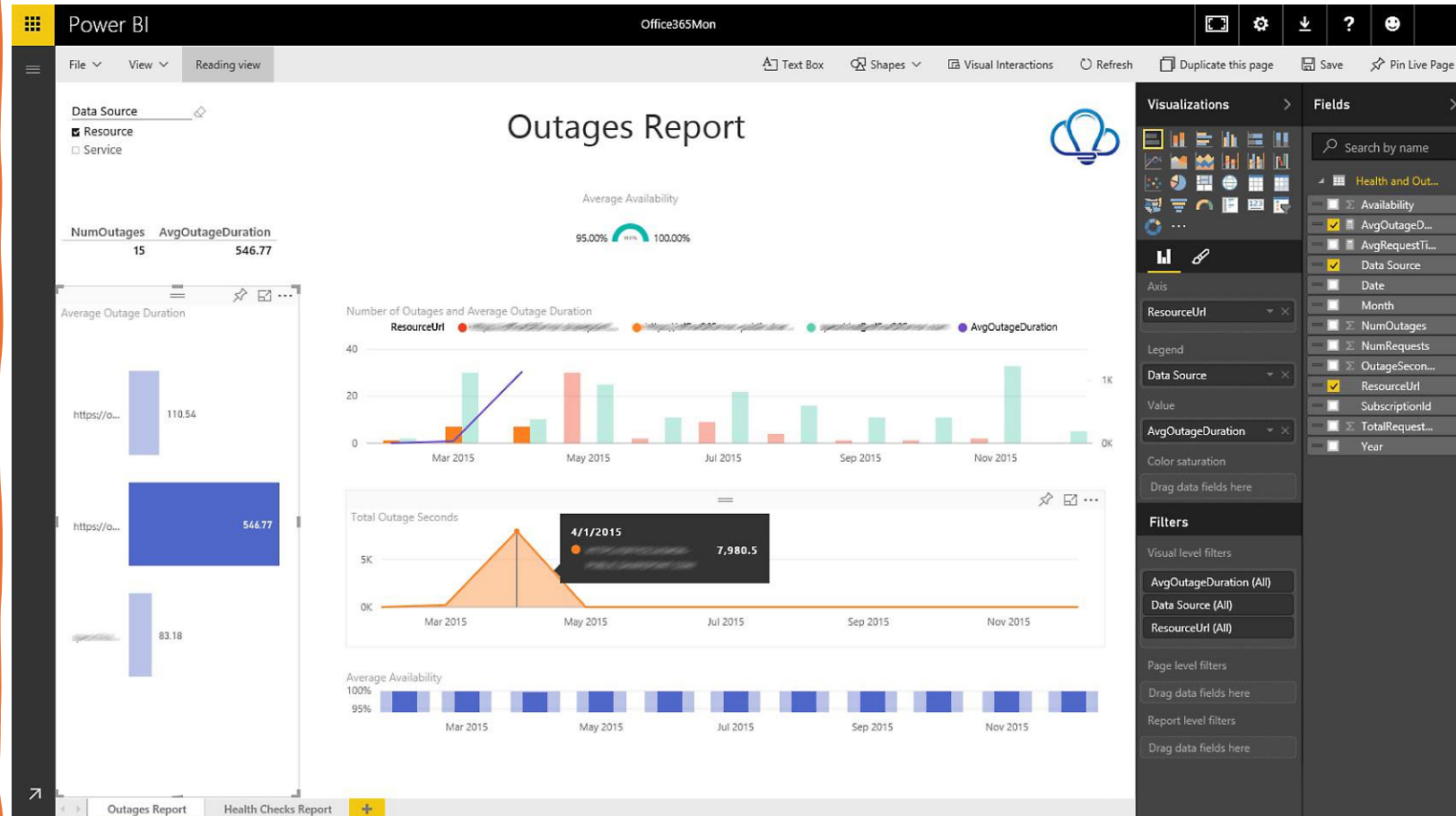
- Providing deeper insights and supporting evidence through graphs and charts
- Simplifying complicated information, so that your audience can engage with your content
- Making critical decisions quicker and more confident
- Providing a human touch to your data



## Typical steps in data storytelling

- Build your narrative
  - Using your data, you should be able to write what the goal of your story is in a single sentence.
  - What do you want to prove or disprove?
  - What do you think the data will tell you?
- Choose the right metrics: show data support
  - Making sure that the data and the analysis aligns with the business goals
- Present the data effectively: use visuals to enlighten
  - Eliminate clutter & noise
  - Use layout to focus attention
  - Tell a clear story using proper descriptions

# Data storytelling examples: dashboard



Data storytelling examples: dashboard



# Course Chatbot

Interactive Q&A with Elasticsearch, Haystack, and HuggingFace

What is Docker?

Docker is a popular open-source platform that allows developers to build, package, and deploy applications in a consistent and isolated environment known as containers. It simplifies the process of managing application dependencies, ensuring that the application runs the same way in different environments, such as development, testing, and production.

Docker uses containerization technology, which encapsulates an application and its dependencies into a single package called a container. This container includes the application's code, libraries, and dependencies, allowing it to run consistently across different environments.

Key features of Docker include:

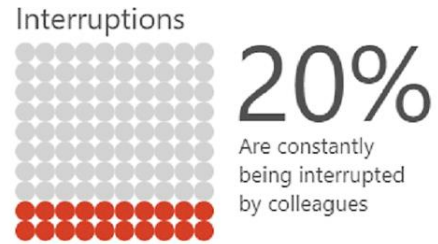
1. **Lightweight:** Containers share the host system's kernel and consume fewer resources compared to traditional virtual machines.
2. **Portability:** Containers can be easily moved between different environments, such as from a developer's laptop to a production server.
3. **Isolation:** Each container runs in an isolated environment, preventing conflicts between applications and ensuring security.
4. **Reproducibility:** Docker images, which are the basis for creating containers, can be versioned.

Ask a question about the course transcripts



## Data storytelling examples: Monish's LLM dashboard

# What is the #1 challenge to being productive?



Click to select an age range:



Microsoft Power BI



# Data storytelling examples: Infographics