


# Data Storytelling with Power BI



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## About Allison

Over a decade of experience managing  
and training for tech companies

A fine art degree = a love of well-  
organized and designed data

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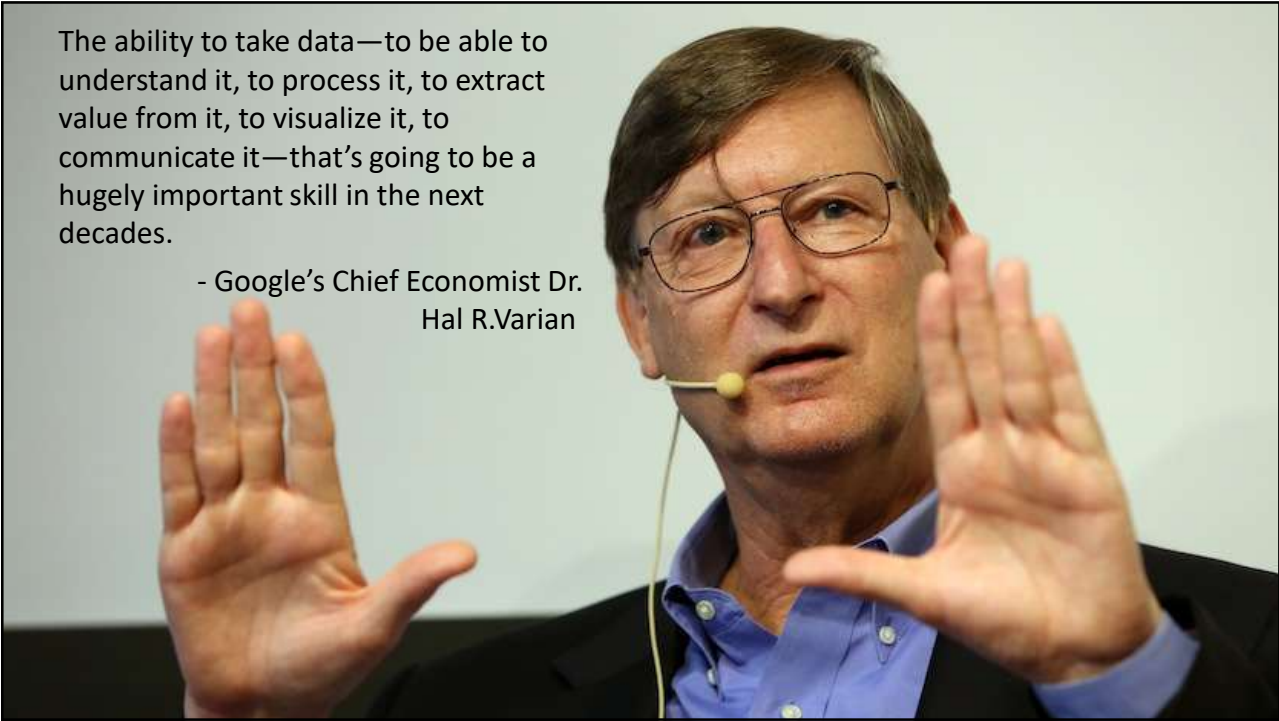
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# Why Is Storytelling Important?

**Clarify your message**


Data is inert unless your audience knows the story those figures tell and what character they play in that story.

Translate your data from potential value to business outcome.

**Set yourself apart**

Data Analysis continues to be one of the hottest skills.

What do you do different from everyone else?



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# Why Is Storytelling Important?

**Reason #1**

Stories have always been one of the most effective tools for sharing information with others.

## HOW STORYTELLING AFFECTS THE BRAIN

**NEURAL COUPLING**  
A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.



**DOPAMINE**  
The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

**MIRRORING**  
Listeners will not only experience the similar brain activity to each other, but also to the speaker.

**CORTEX ACTIVITY**  
When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

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# Why Is Storytelling Important?

## Reason #2

Stories are better at compelling change.



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# Why Are We Not Doing This Now?

## Reason #1

Those that are great at analytics often (not always) struggle with telling stories.




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# Why Are We Not Doing This Now?

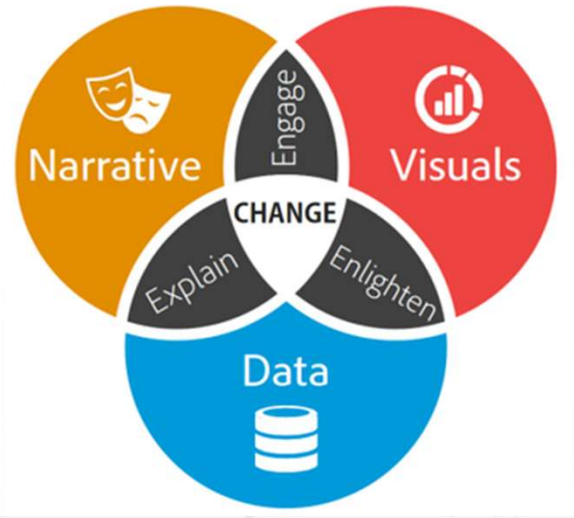
**Reason #2**

Some analysts think storytelling is not the best use of their time.




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# 3 Key Elements of Data Storytelling



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# Visualizations



Visualizations Best Practices

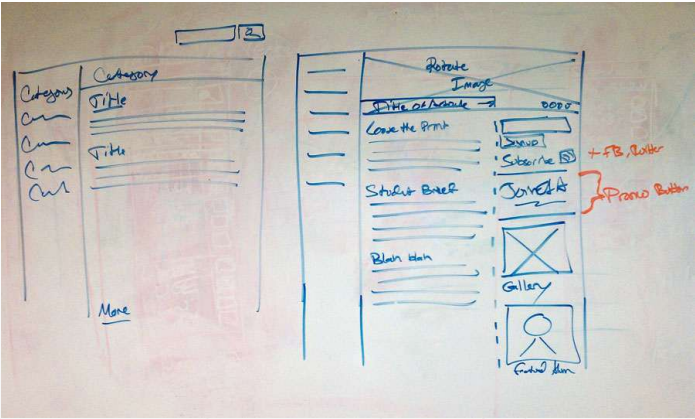

Gestalt Principles

Choosing the correct visual

Data Storytelling tools (Power BI)

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# Whiteboard Design



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