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display of rare art in the business

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world. Cole Nussbaumer Knaflic possesses a unique ability—a gift—in telling a story through data. At JPMorgan Chase, she has helped improve our capabilities to explain complicated analysis to executive management and the regulators with whom we work.

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storytelling with data

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Storytelling as a Data Scientist

Storytelling, in itself, is a fundamental skill for a data scientist to have in their tool arsenal. Storytelling, with the addition of data, adds another layer of credibility that will reinforce your narrative. To

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provide an analogy for this concept, we can refer to the data as the icing on our metaphorical cake.

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show all of the data, instead of opting to highlight the main takeaways. There can be value in providing audiences with the complete dataset or additional breakdowns, especially if your audience will want to look up details at a later time or explore

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By sharing data stories with  
others, data storytellers can help  
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literacy across teams and develop a richer data culture. Over time, as these data consumers become...

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Data storytelling is a methodology  
for communicating information,  
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with a compelling narrative. It is the last ten feet of your data analysis and arguably the most important aspect. Evolutionarily, as Humans, we are naturally hard-wired to share stories as a means of sharing information.



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What is Data Storytelling? | Data  
Stories Definition | Nugit

Data storytelling is the process of creating a story out of data analysis findings, allowing regular business people (laymen) to understand the possibly complex

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insights and apply them to a business decision or action. As big data becomes more prevalent in organizations, data storytelling becomes more important.

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8 fantastic examples of data

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### storytelling | Import.io Guide

For Business Professionals

In this course, you will learn how to create stories based on data - data storytelling - by using the ABT ("And, But, Then") Narrative Framework. We will start by using powerful data science techniques to explore and refine your data.

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We shape a compelling narrative out of the data findings using brain-friendly storytelling techniques.

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made accessible through  
numerous real-wo

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Plus, Jamie steps through how to present data in response to



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business requests, identify data gaps, and leverage data to drive business decisions. Skill Level Beginner. 59m 18s

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with data as well as highly sought after speaker and author on the topic of communicating effectively with data.

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Balance is the key to success. As a firm, our heritage is in using data to help tell the stories of healthcare businesses across the world. No matter if their target audience is a healthcare professional (HCP), journalist or patient, we follow the data to turn

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insight into strategy and strategy into action and storytelling.

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is "Storytelling with Data". So, this is a longer than usual book review of this modern classic. I

say that because it is not just accessible for those with no background in Data Viz but also focusses on the kind of charts most analysts produce.

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What analysts can learn from  
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Data is a powerful aid when it  
comes to communications. From  
the initial strategic approach to  
designing the visualization and



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