

COMP 333 — Week 12 Welcome

Story Telling and Visualization

In Week 12 we cover Story Telling and Visualization.

Both topics require experience and people skills if you are to become expert communicators.

You can devote a whole course to either topic.

For this course, you will not become an expert.

You will see the basics, and practice those basics.

Story Telling

The articles that we cite are:

Use Data and Analytics to Tell a Story,

Christy Pettey, December 2018.

<https://www.gartner.com/smarterwithgartner/use-data-and-analytics-to-tell-a-story/>

Storytelling for Data Scientists,

Jan Zawadzki, September 2018,

<https://towardsdatascience.com/storytelling-for-data-scientists-317c2723aa31>

Beware of “storytelling” in data and analytics,

Keith McNulty, July 2018.

<https://towardsdatascience.com/beware-of-storytelling-with-data-1710fea554b0>

8 Data Storytelling Concepts (with Examples!),

by Maggie Castle and Jaimee LaTorra, March 2018.

<https://twooctobers.com/blog/8-data-storytelling-concepts-with-examples/>

The video is

Making data mean more through storytelling,

by Ben Wellington, video, April 2015.

<https://www.youtube.com/watch?v=6xsvGYIxJok>

All these articles are very readable and you will find them useful.

The practical work concentrates on the simplest approach which is the *four-slide method* from Ernst+Young presented by Jan Zawadzki's article.

Visualization

The articles that we cite are:

Use Data and Analytics to Tell a Story,

Christy Pettey, December 2018.

<https://www.gartner.com/smarterwithgartner/use-data-and-analytics-to-tell-a-story/>

Persuasive Storytelling with Data Visualization,

Nick Mannon, May 2018.

<https://www.blastam.com/blog/persuasive-storytelling-with-data-visualization>

Storytelling with Data: A Data Visualization Guide for Business Professionals,

Admond Lee, October 2018.

<https://towardsdatascience.com/storytelling-with-data-a-data-visualization-guide-for-bu>

The Art of Story Telling in Data Science and how to create data stories?,

October 2017.

<https://www.analyticsvidhya.com/blog/2017/10/art-story-telling-data-science/>

The video is

Storytelling with Data,

Cole Nussbaumer Knaflic, Talks at Google, November 2015.

<https://www.youtube.com/watch?v=8EMW7io4rSI>

All these articles are very readable and you will find them useful.

Wrap Up

READ the files marked READ.

For these topics, also read/watch the supplementary material that is, the slides and the videos.

Do Lab 12 and 13, and also **do** Assignment 4.

There are no notes for the lecture segments on Story Telling nor on Visualization

as the slides are good overviews and have citations to the articles above.

All the best, Greg.