

Presenting data effectively

How to engage with your audience



22 Mar 23

Outline

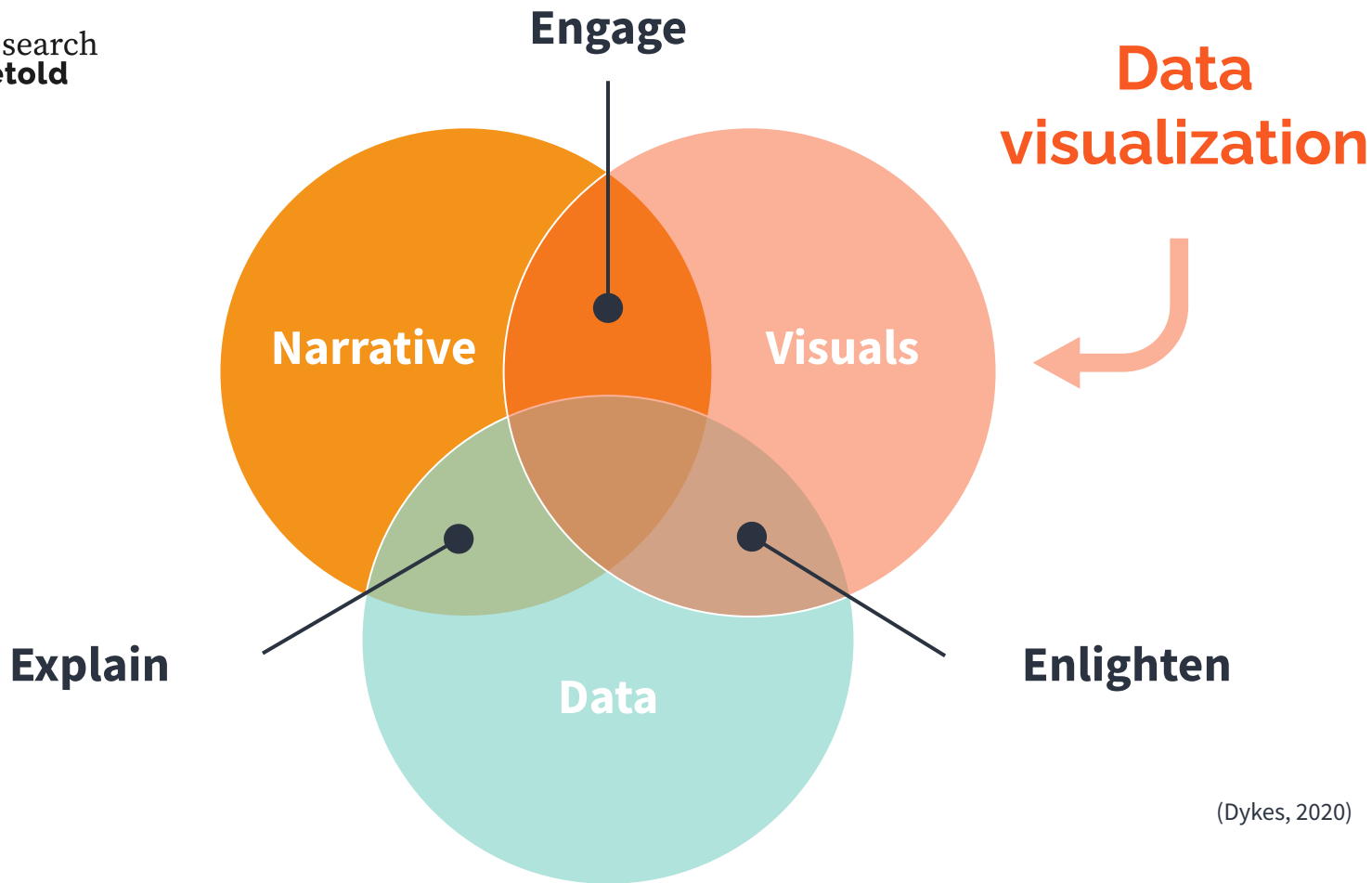
Data visualisation

3 Common pitfalls

Storytelling

Techniques: Monomyth & Sparklines





**1. It's not
about you**





Audience

- **Who** is your audience?
- What could be **interesting for them**?
- What do **you know** that would fill their knowledge gaps?
- **Why** should they listen?
- What do you want to happen as a **result** of them listening?

Create the visuals

Considerations

- Is this the best **layout** to present the information?
- Have you included information about your **sources** and **methodology**?
- Do **colours** help to emphasize the key message?
- Is the visual **accessible**?

Visualisation examples



bar chart



scatter plot



population pyramid



bubble chart



choropleth map



network diagram



Gantt chart



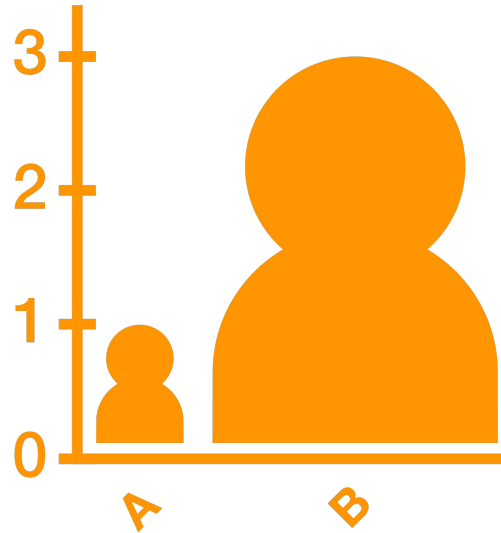
bubble map

2. Misleading visuals

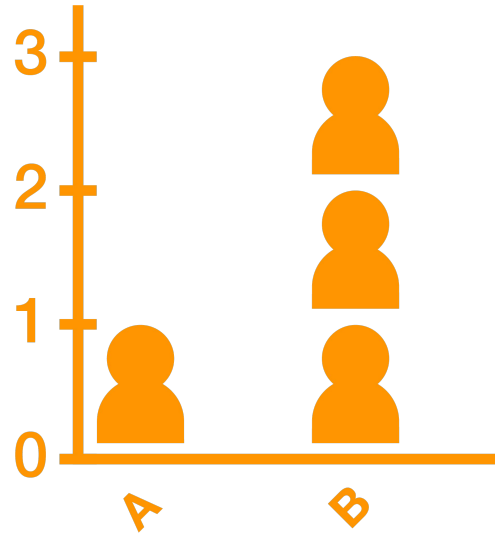


Avoid: Improper scaling

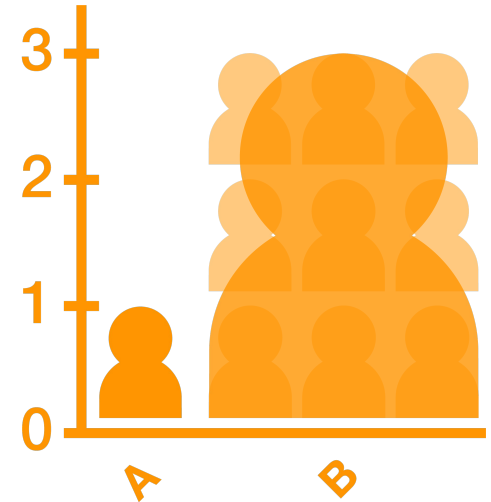
Improper scaling



Regular scaling

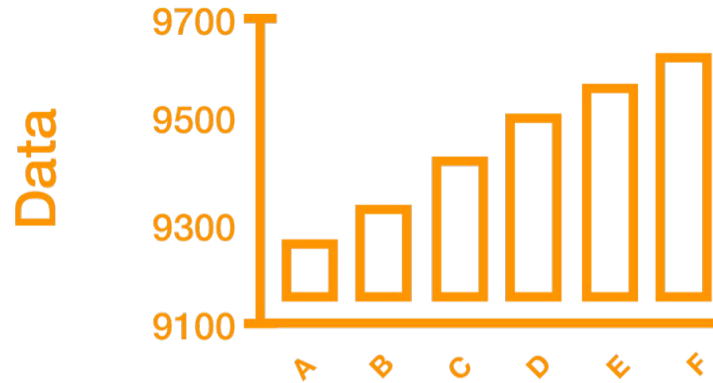


Comparison

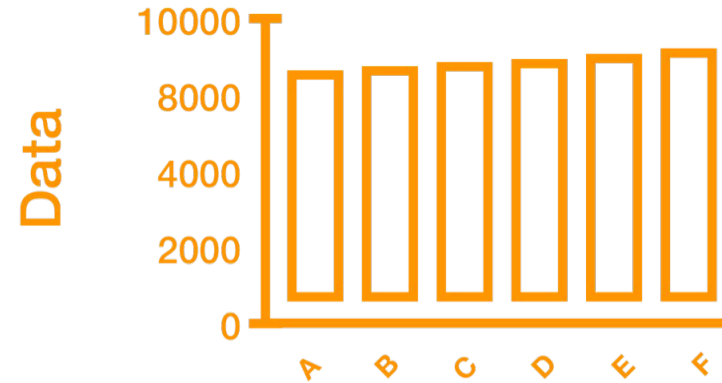


Avoid: Truncated scaling

Truncated bar graph

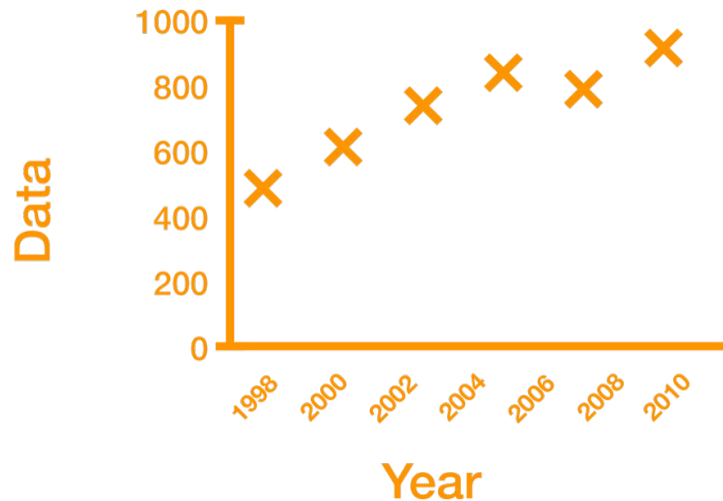


Regular bar graph

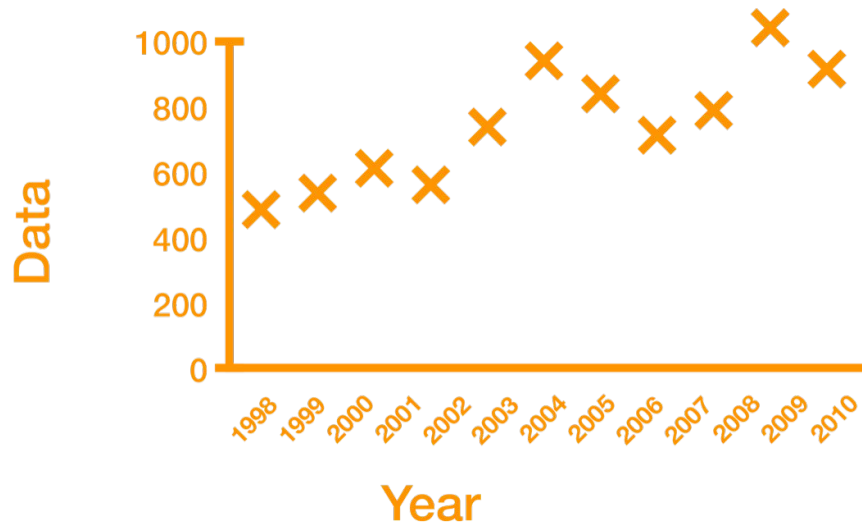


Avoid: Omitting data

Scatter plot with missing categories



Regular scatter plot

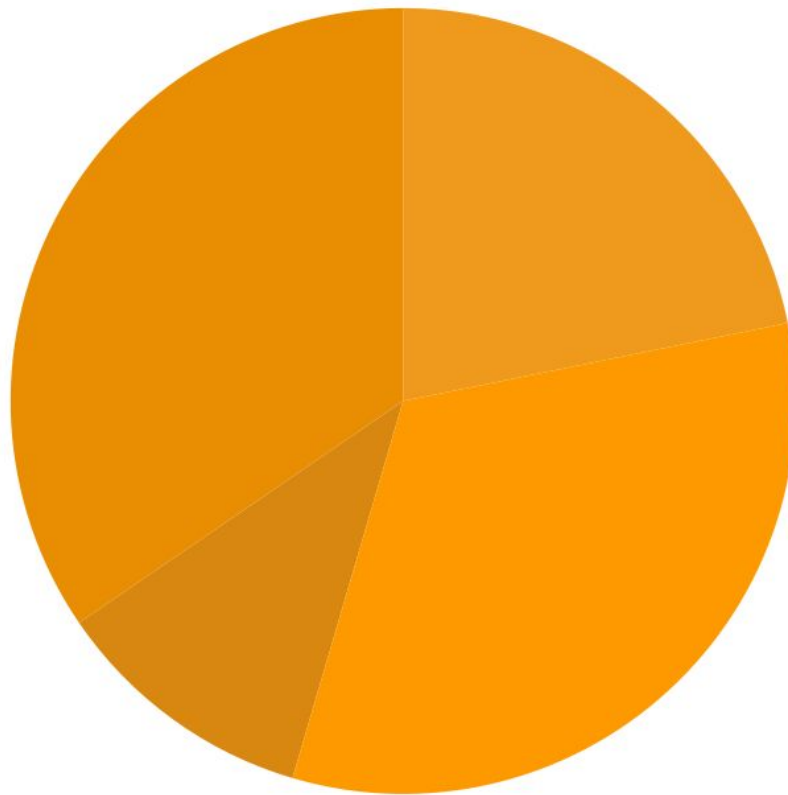


3. Accessibility

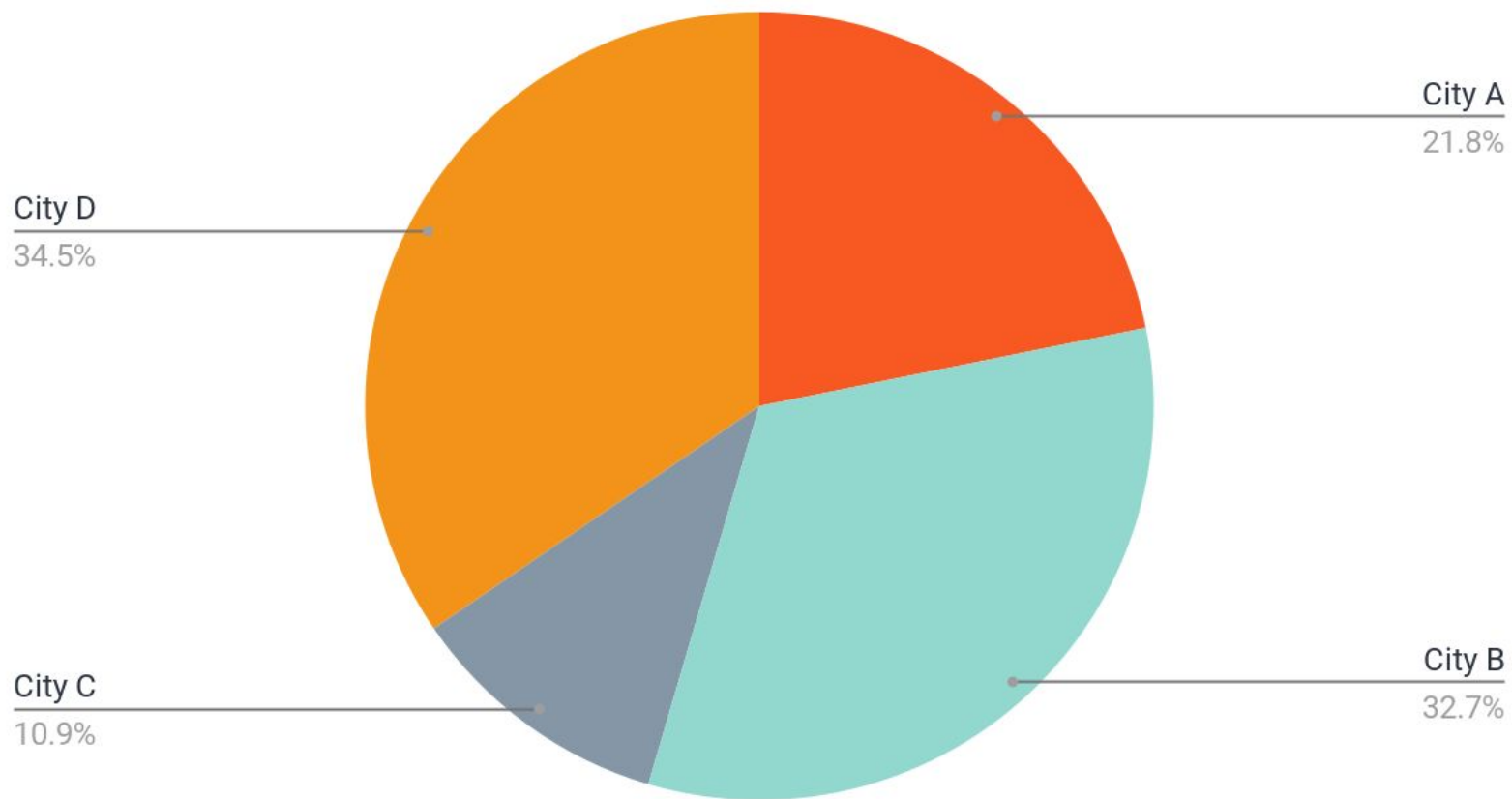


Regional energy consumption

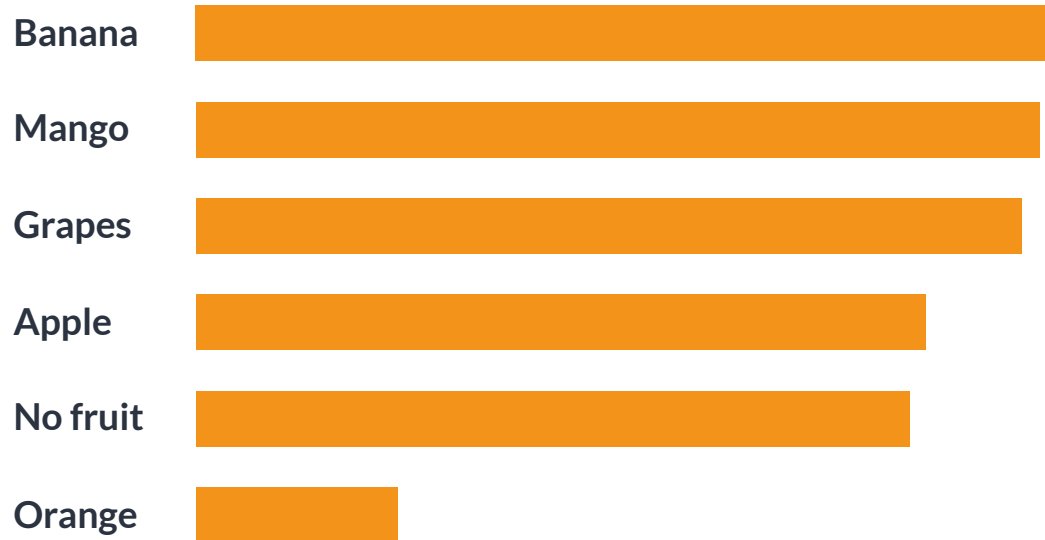
- City A
- City B
- City C
- City D



Regional energy consumption

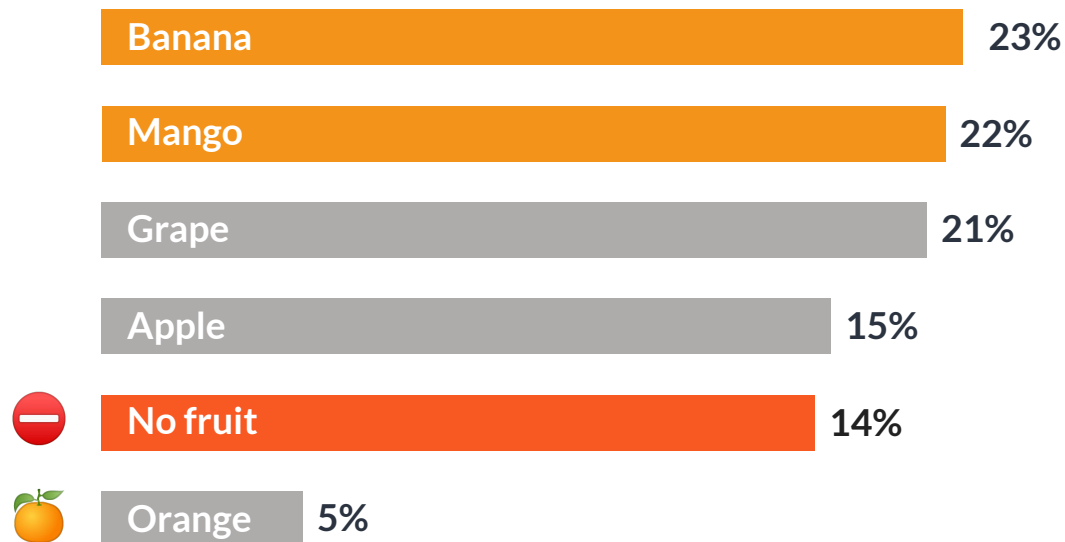


Children's preferences on fruit for breakfast

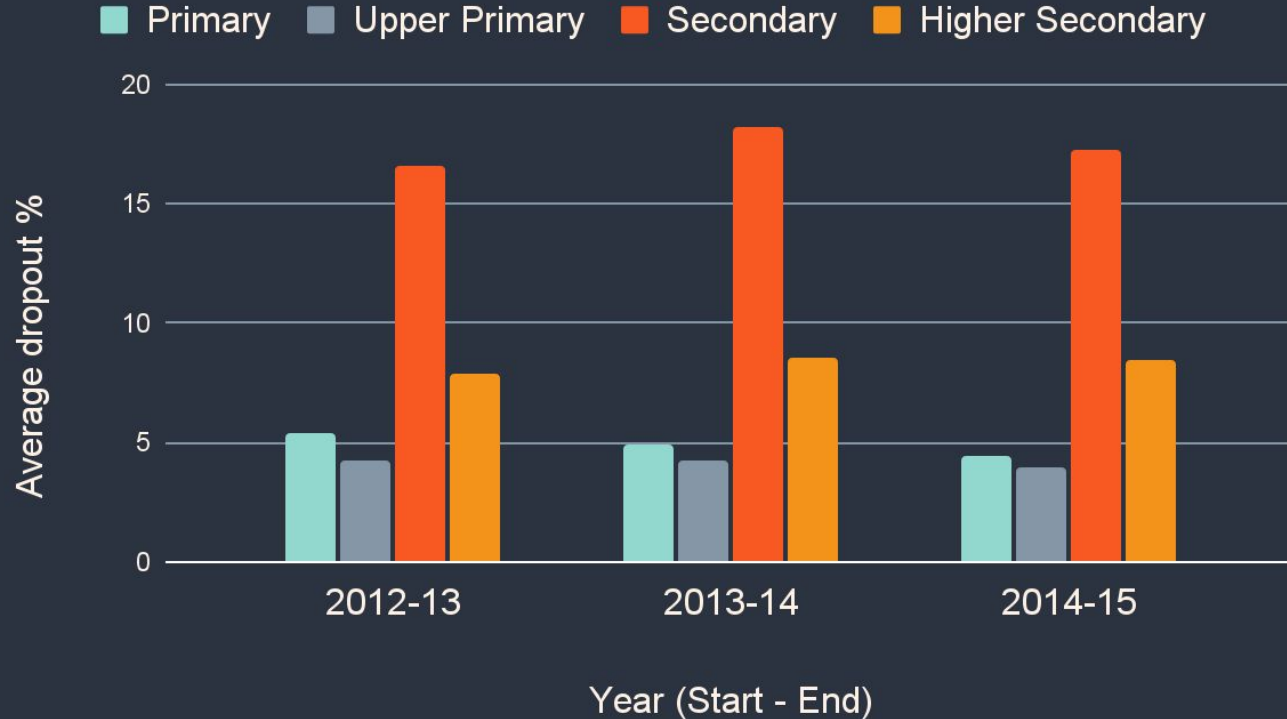


Children prefer **sweet** fruit for breakfast

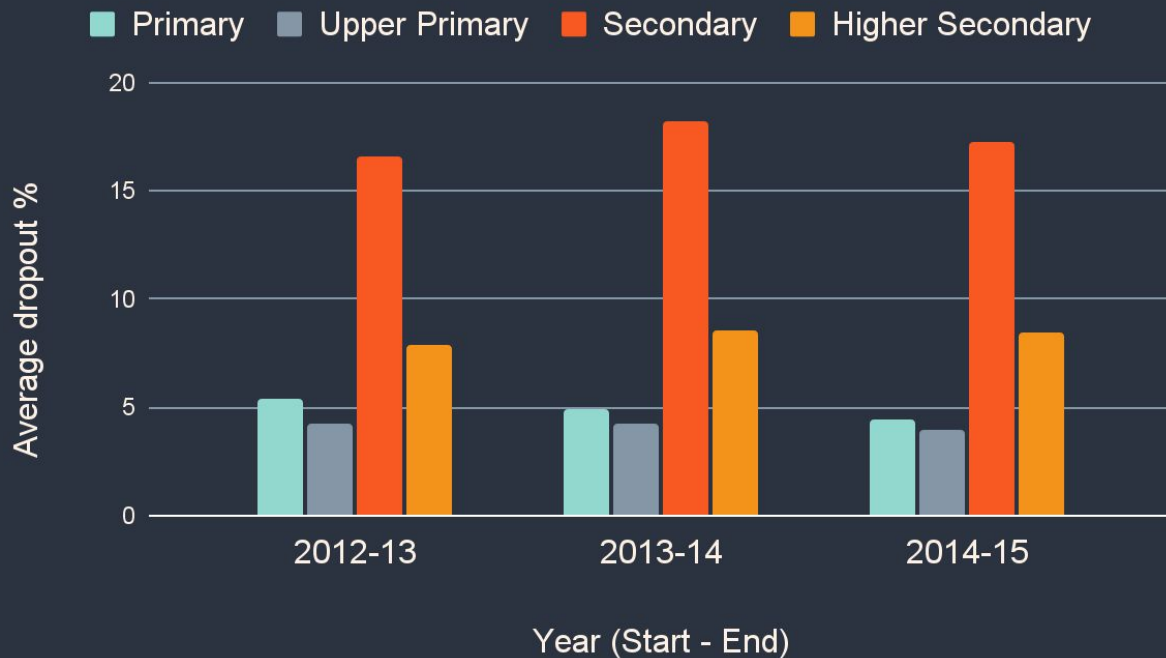
About one in ten children **does not consume** fruit at breakfast.



Dropout rate on average in India 2012 - 2015



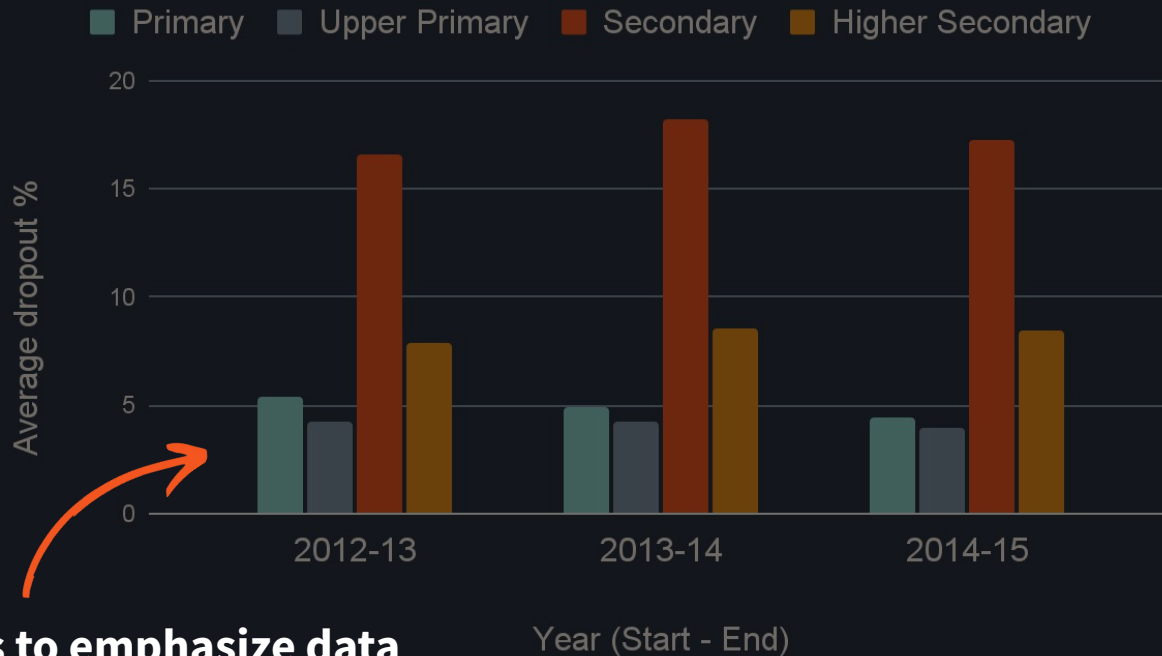
Secondary education had the **highest dropout rate** on average in India between 2012 and 2015



Source: [Open Government Data Platform India](#)

Descriptive title

Secondary education had the highest dropout rate on average in India between 2012 and 2015



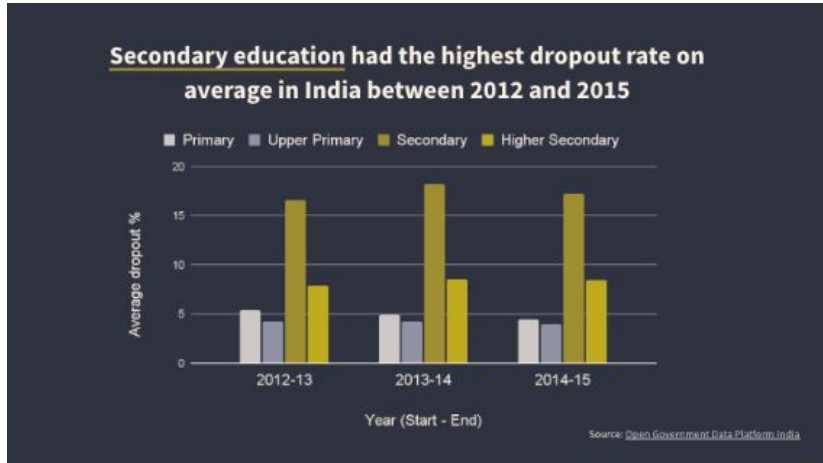
Source of the data

Colours to emphasize data

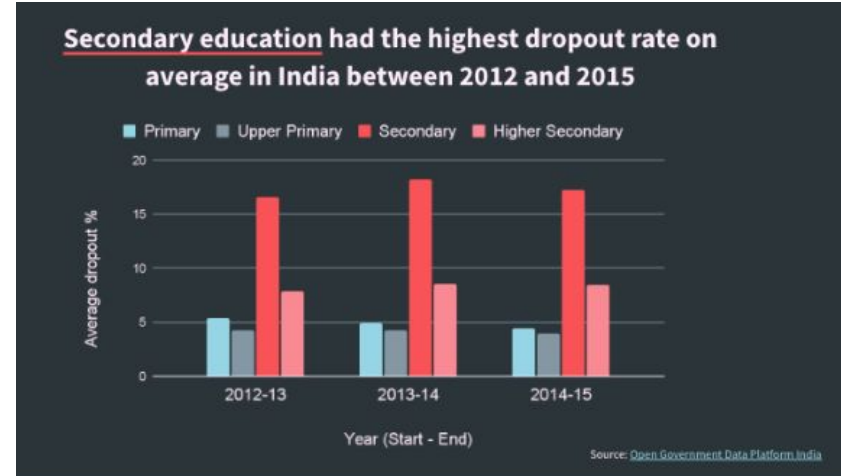
Source: [Open Government Data Platform India](#)

Colour blindness

- Red-blind/Protanopia



- Blue-blind/Tritanopia



Storytelling techniques

Monomyth



Monomyth

1. A hero sets out on a difficult journey.



2. The hero faces the unknown or a great challenge.



3. The hero returns home with a reward or newfound wisdom.

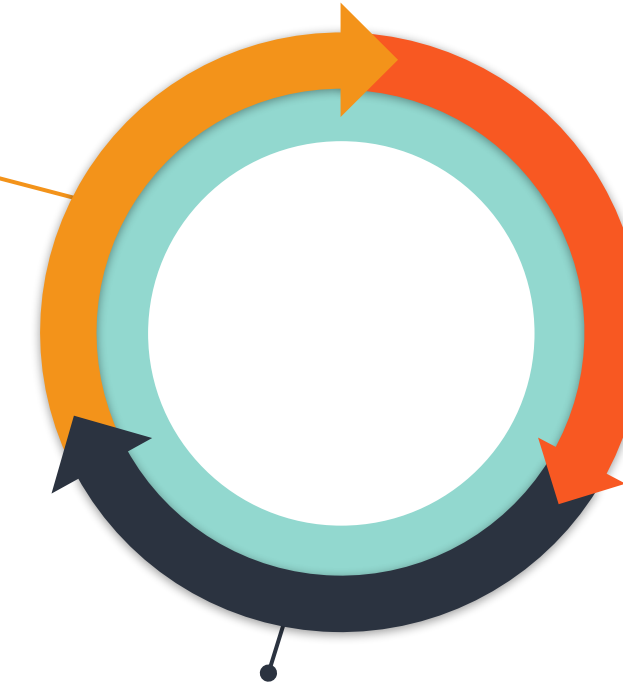


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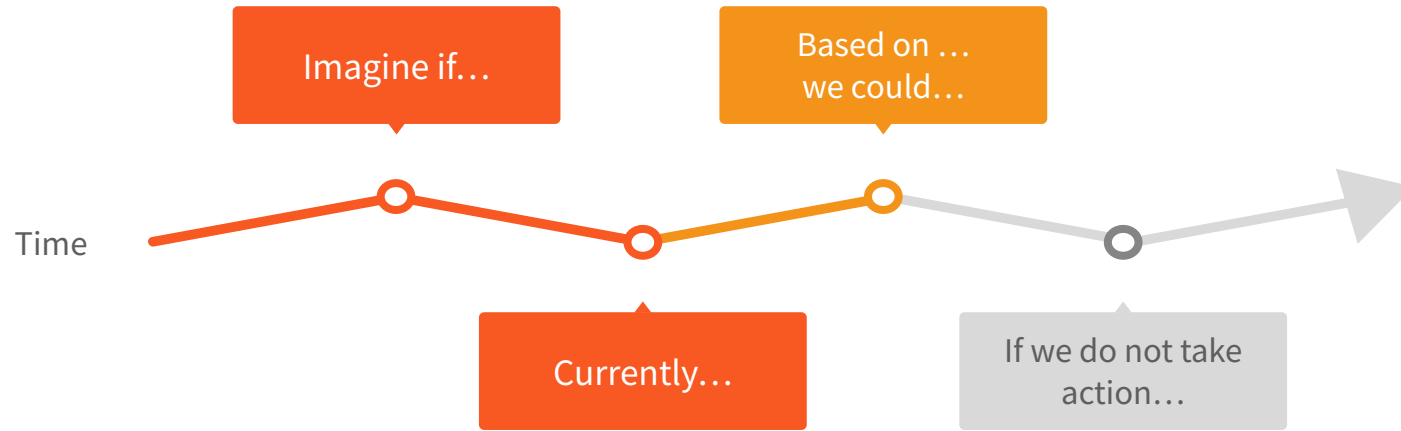
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Sparklines



Contrast the real world with an ideal, improved world.

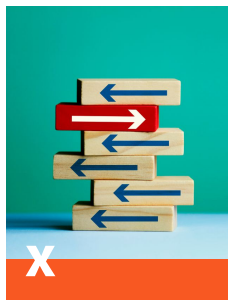


Recap

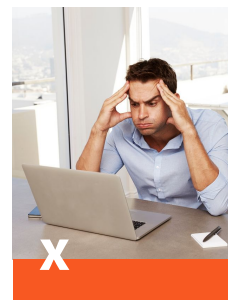
Data visualisation



→ Focus on your audience



→ Be accurate



→ Make your visuals accessible

Recap

Narrative



Monomyth



Sparklines

Thank You

researchretold.com



References

- Bartlett E. (2022) “8 Classic storytelling techniques for engaging presentations”. Sparkol. Available at: <https://blog.sparkol.com/8-classic-storytelling-techniques-for-engaging-presentations> (Accessed 18th January 2022)
- Dykes B. (2020) “Effective Data Storytelling: How to drive change with data, narrative and visuals.” John Wiley and Son, Inc. ISBN 9781119615736