

Storytelling DATA

But why?

By Camila Manera - November 2022

Chief Data & Product Officer

design, creativity, user
experience, data science,
and artificial intelligence



**The technological revolution
is here and it is already
transforming our world**



“By failing to prepare, you are preparing to fail”

Benjamin Franklin

Who makes a BIG impact

Makes the difference

Airbnb enterprise case - Amazing success story



I want to **connect** and **share**.

ROADMAP

Business Problem



Data Engineering

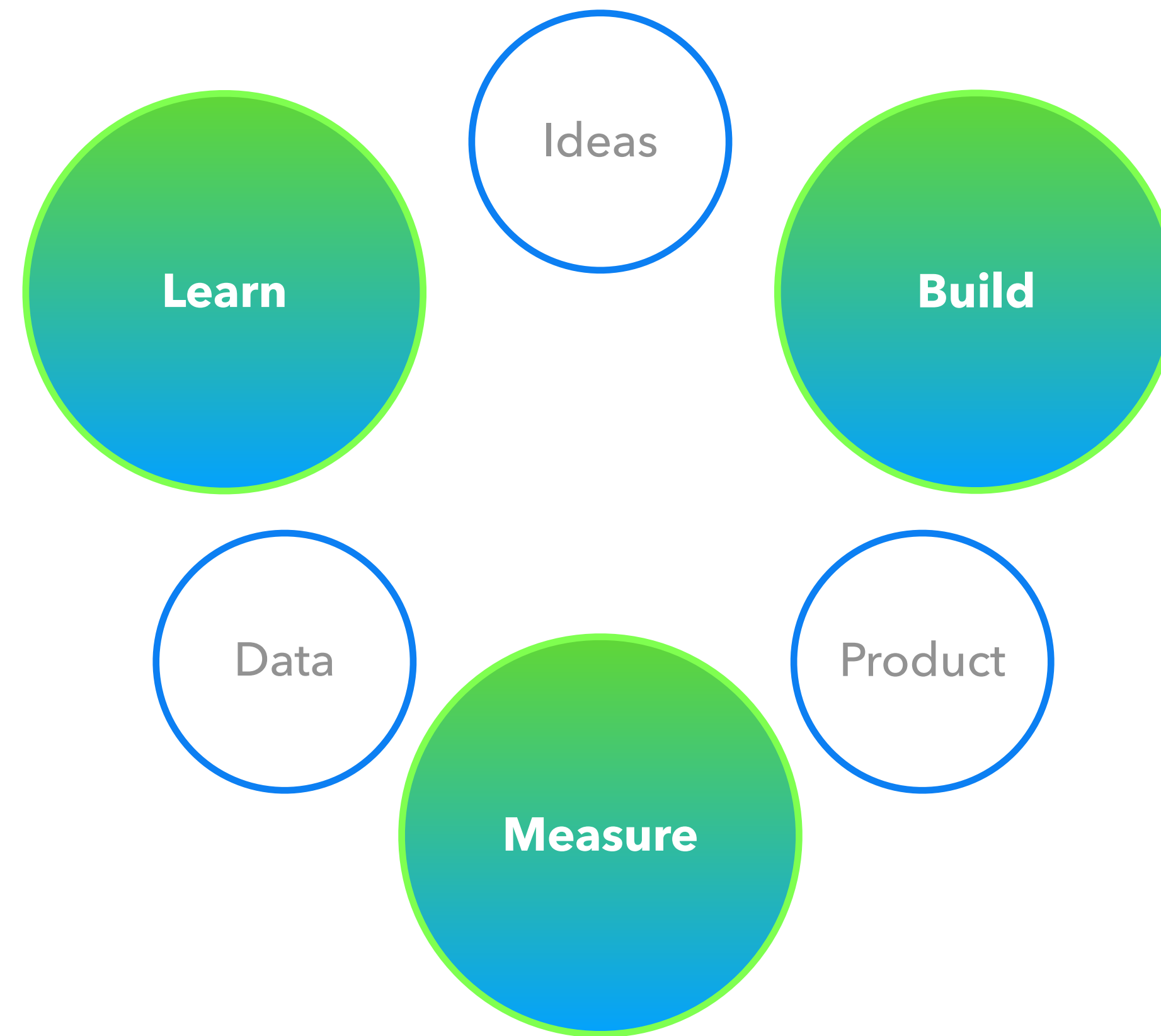


Data Science



Storytelling DATA

Develop a strategy



Goals

**Faster access to data gives you
stronger analytics capabilities.**

The truth about data

Data tells you things you didn't know could be there



BRAKE PRE CONCEPTS

The interesting thing about the data is that you come with a pre concept of an idea, and the data can show you something else



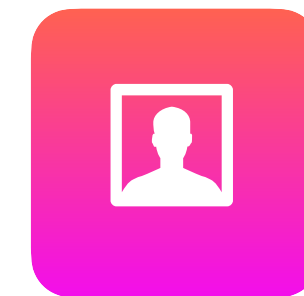
COURAGE

When the data gives us the courage to do something we thought was very difficult



DATA BEATS THE EXPERIENCE

Data + Experience beats everything



CORRELATION VS CAUSALITY

Don't confuse correlation with causality



THE RIGHT QUESTION

The right answer to the wrong question
The correct question is 90% of the value



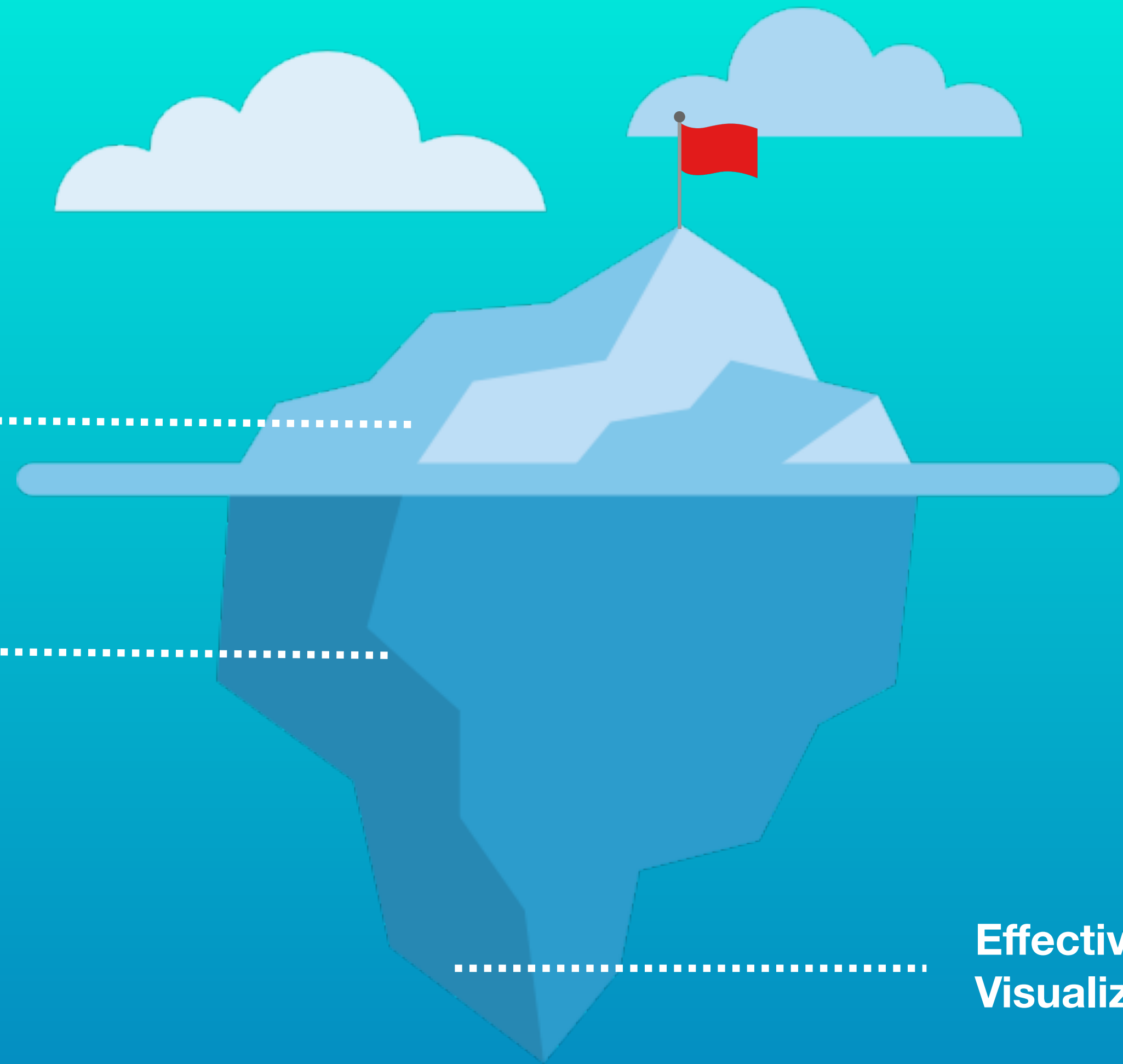
CONFIRMATION BIAS

Break with confirmation bias.

**Understand
Data**

**Narrative
Approach**

**Effective
Visualization**



How storytelling affects the brain

Neural Coupling

Dopamine

Mirroring

Cortex Activity



Define a *purpose*

Have a clear purpose / objective and priorities of the report to achieve a more useful result and without wasting time on visuals that are insignificant.

It will help us to ask ourselves: “What is the question that users will answer when consulting this report?”

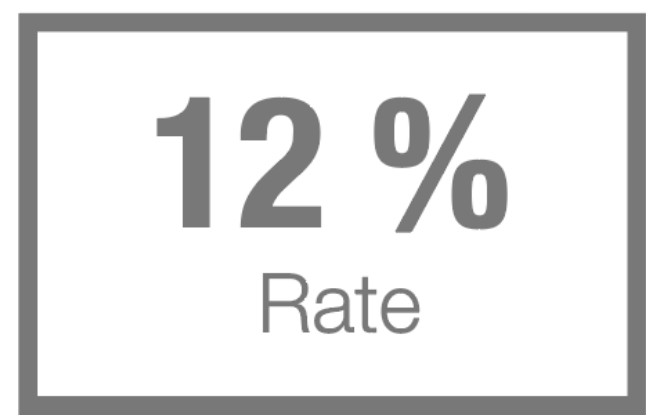
Who is the *final user*

We will obtain better interpretation and understanding results if we know who they are, what they are looking for, why, for what, how familiar they are with the data, etc..

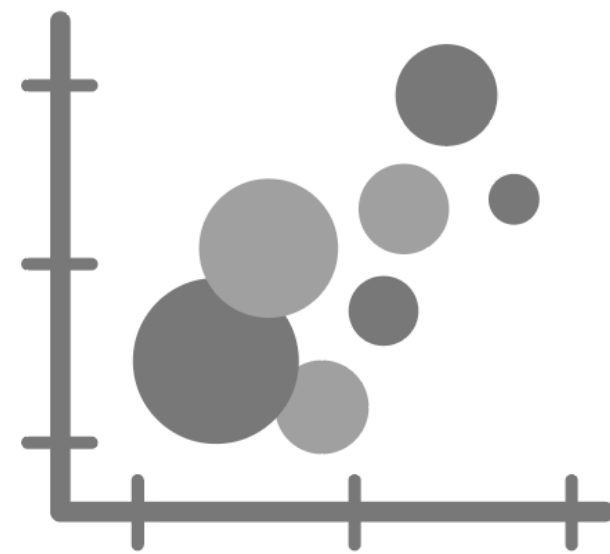
It will help us to ask ourselves: “What is the question that users will answer when consulting this report?”

Identify the *data*

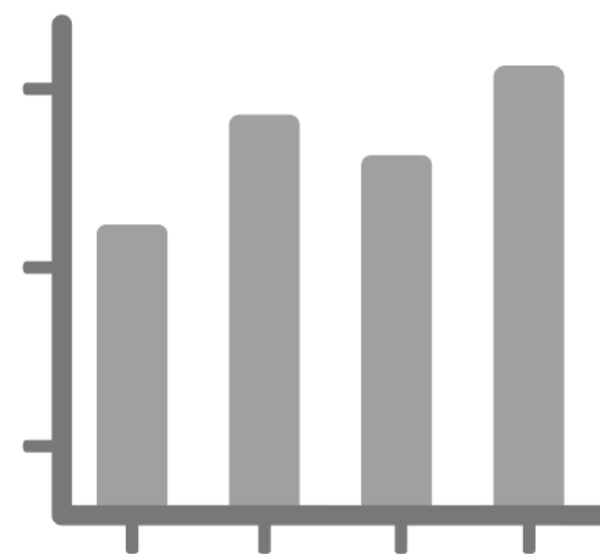
Investigate the type of data with which you work to define the best way to represent it and thus avoid misinterpretation or user frustration.



Information



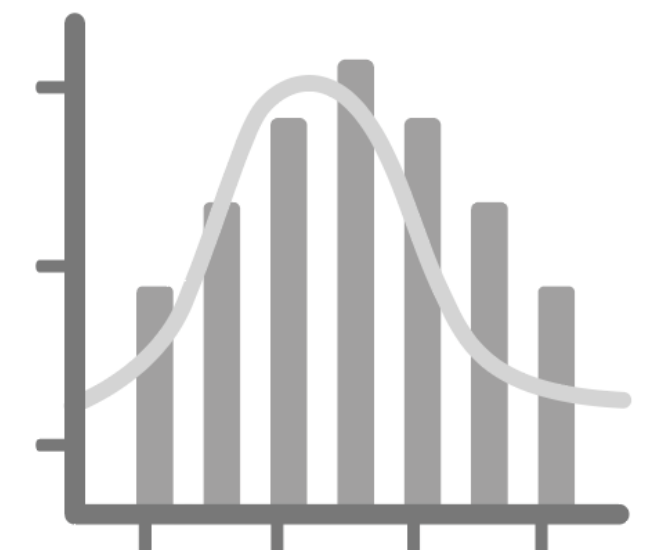
Relation



Comparison



Composition



Distribution

Teams Should

We are the team who help inspire ...

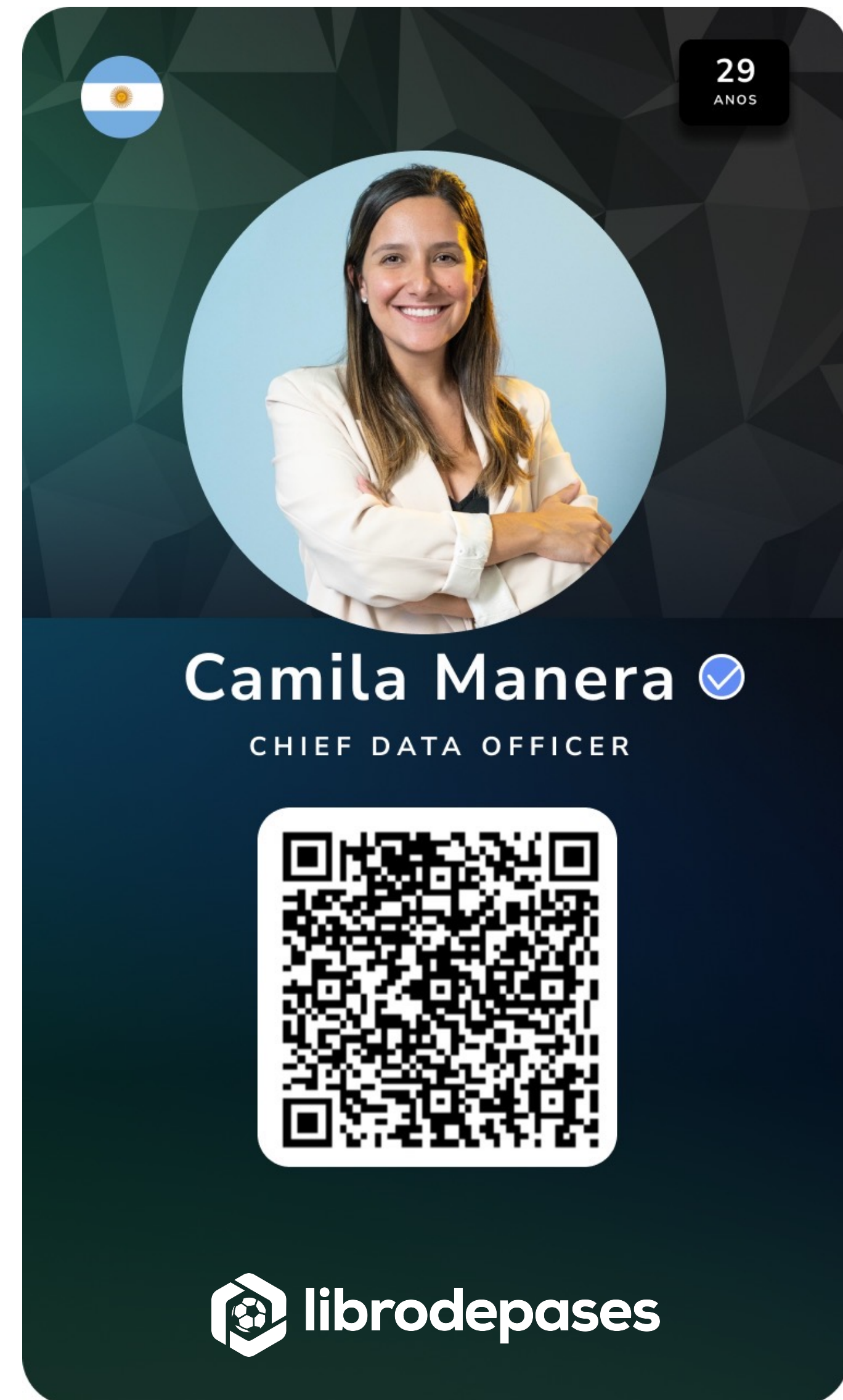
- ***New Directions*** for the business
- Reduce risk of setting ***important decisions***
- Automate the ineffable through ML & AI
- Make data ***usefull***



IMPACT OF AI IS A FACT

Listeners
Creative
Analytics
Problem solvers
Storytellers
Business Partners

I am here for you!



Thank You