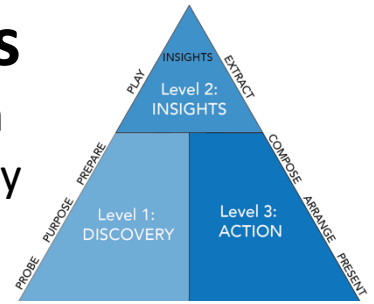


The Data Story Creative Process

The ability to work through a problem from a data perspective and then explore, analyze, and tell a story to compel action and decision making.



Level 1: DISCOVERY			
Steps	Probe What the is problem/objective? Who is the audience? What is the data?	Purpose What is the scope? What are the expected insights? What is the expected story? What is the expected action/deliverable?	Prepare Build trust and buy-in. Identify data sources. Aggregate, clean, and transform data.
Deliverables	Problem statement	Data requirements	Data set

Level 2: INSIGHTS			
Steps	Play Explore the data. Use exploratory techniques to summarize, group, and visualize.	Insights Identify insights related to the scope Tools needed? Visuals and models	Extract What is the expected message? What insights express this message? What is the action? Insight(s) to complete action?
Deliverables	Findings	Analysis	Story outline

Level 3: ACTION			
Steps	Compose Writing/outlining Mechanism for impact Environment & content/insights The takeaway	Arrange Story structure Narrative flow Messaging Actions	Present The story The impact The action
Deliverables	Storyboard	Data story	Actionable next steps

Steps	Tools	Deliverable
Level 1: Discovery		
Probe	<ul style="list-style-type: none"> • Communication Tools 	Problem statement
Purpose		
Prepare	<ul style="list-style-type: none"> • Excel • SQL • Programming (Python or R) • Other data prep tools 	Data requirements Data set
Level 2: Insights		
Play	<ul style="list-style-type: none"> • Excel • Programming (Python or R) • Visualization tools (Datawrapper) • Dashboarding tools (PowerBI or Tableau) 	Findings
Insights		Analysis
Extract	<ul style="list-style-type: none"> • Outlining tools • Pen and paper 	Story outline
Level 3: Action		
Compose	<ul style="list-style-type: none"> • Outlining tools • Pen and paper • Dashboarding tools (PowerBI or Tableau) • Data story tools (JuiceBox) 	Storyboard
Arrange	<ul style="list-style-type: none"> • Presentation tools (Powerpoint, Keynote, Google Slides, etc.) • Dashboarding tools (PowerBI or Tableau) • Data story tools (JuiceBox) 	Data story
Present		Actionable next steps