

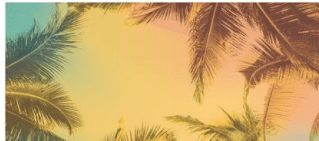
Data Communication & Storytelling Using ZDOS Data



Wifi Details

Wifi: Hyatt-Meeting

Pass: Zartico2023





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STAR WARS DAY™

**MAY THE 4TH
BE WITH YOU**

Sometimes Effective:
Using a longer narrative...

A long time ago in a galaxy far,
far away....



Sometimes Effective:
"Luke, I am your father."



Key Insights



There are 3 outcomes for analyzing data.



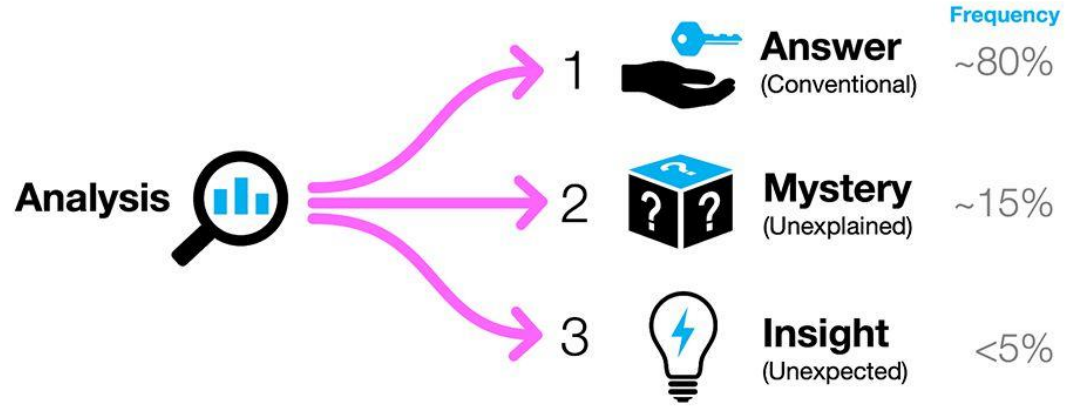
Report the most important information first.



Share the answer with data, supporting information, and restate your findings.

When you
analyze
data...

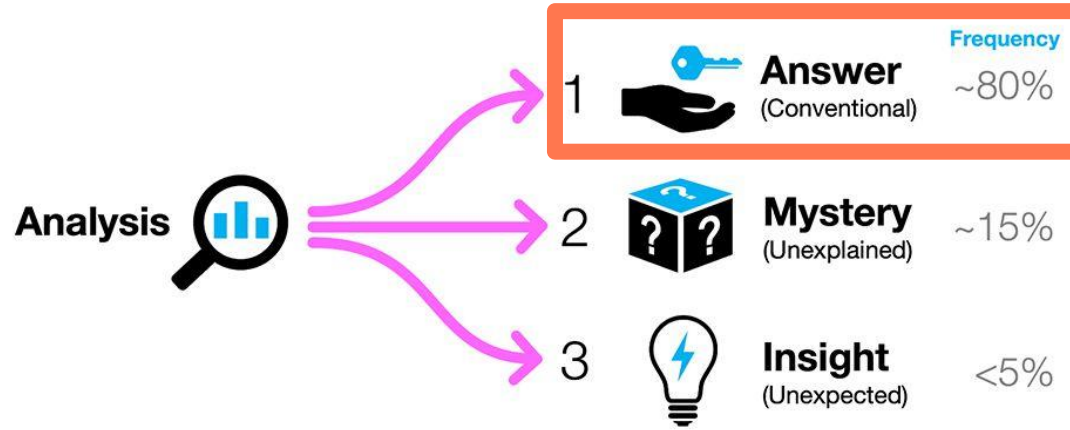
Data Analysis: Three Main Outcomes



Effectivedatastorytelling.com

When you
analyze
data...

Data Analysis: Three Main Outcomes



Effectivedatastorytelling.com

ACCEPTABLE ANSWER



UNEXPLAINED MYSTERY



UNEXPECTED INSIGHT



ACCEPTABLE ANSWER



UNEXPLAINED MYSTERY



UNEXPECTED INSIGHT



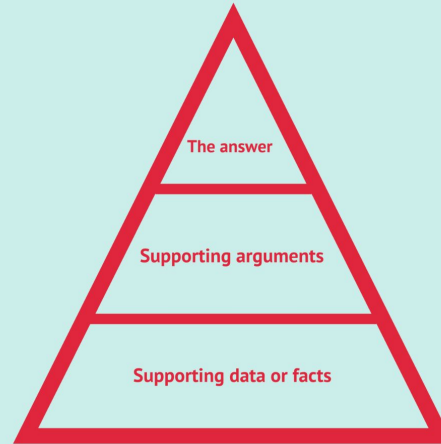


**SHARING AN
ANSWER:**
Reporting the news.

For Sharing An Answer

The Minto Pyramid Principle In A Nutshell

The Minto Pyramid Principle was created by Barbara Minto, who spent twenty years in corporate reporting and writing at McKinsey & Company. The Minto Pyramid Principle is a framework enabling writers to attract the attention of the reader with a simple yet compelling and memorable story.



BEST PRACTICE:

Structure matters. Lead with the answer and supporting facts. Don't bury the key points after slides of data.





BEST PRACTICE:

Use the data you need,
only the data you need.

BEST PRACTICE:

Protect your blindside. No data set will tell the entire story. Know the best practices of each data set.





BEST PRACTICE:

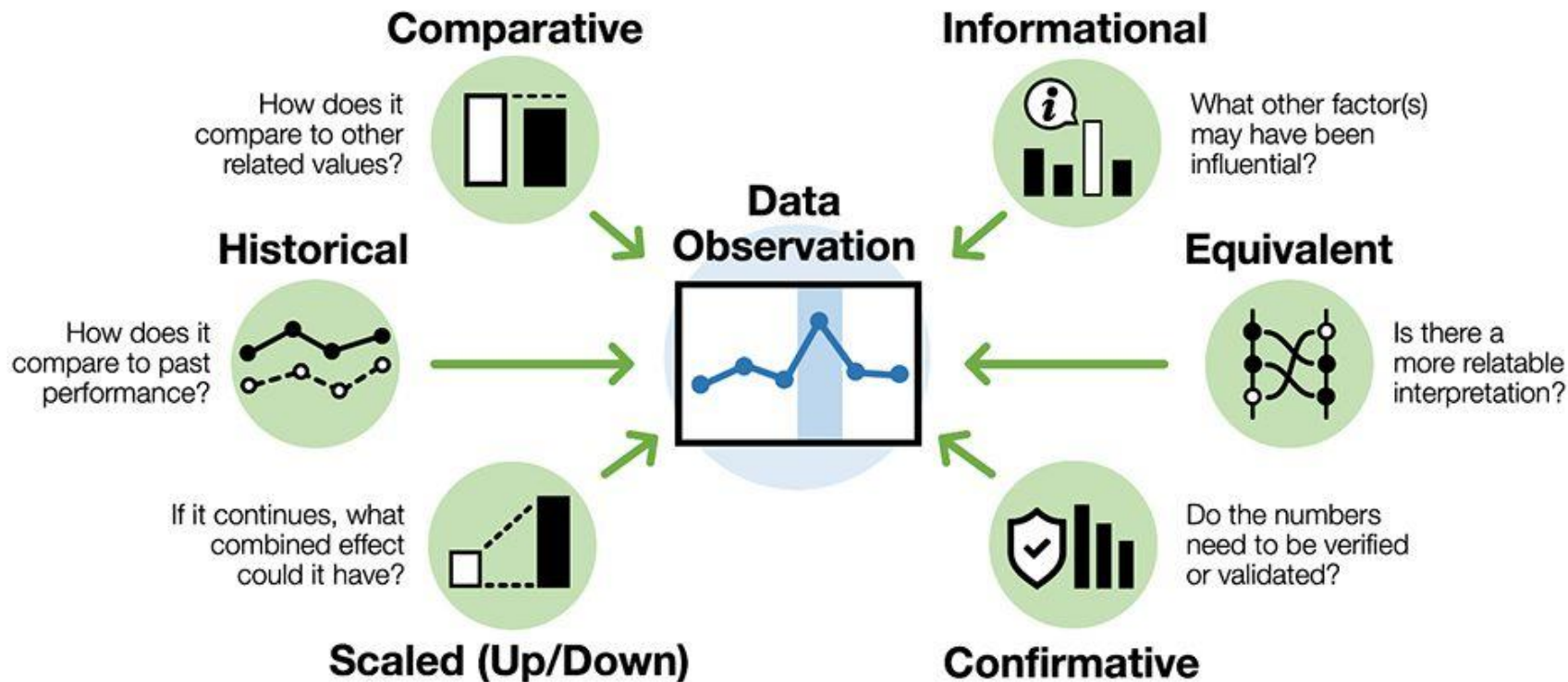
When possible, use multiple ingredients.



BEST PRACTICE:

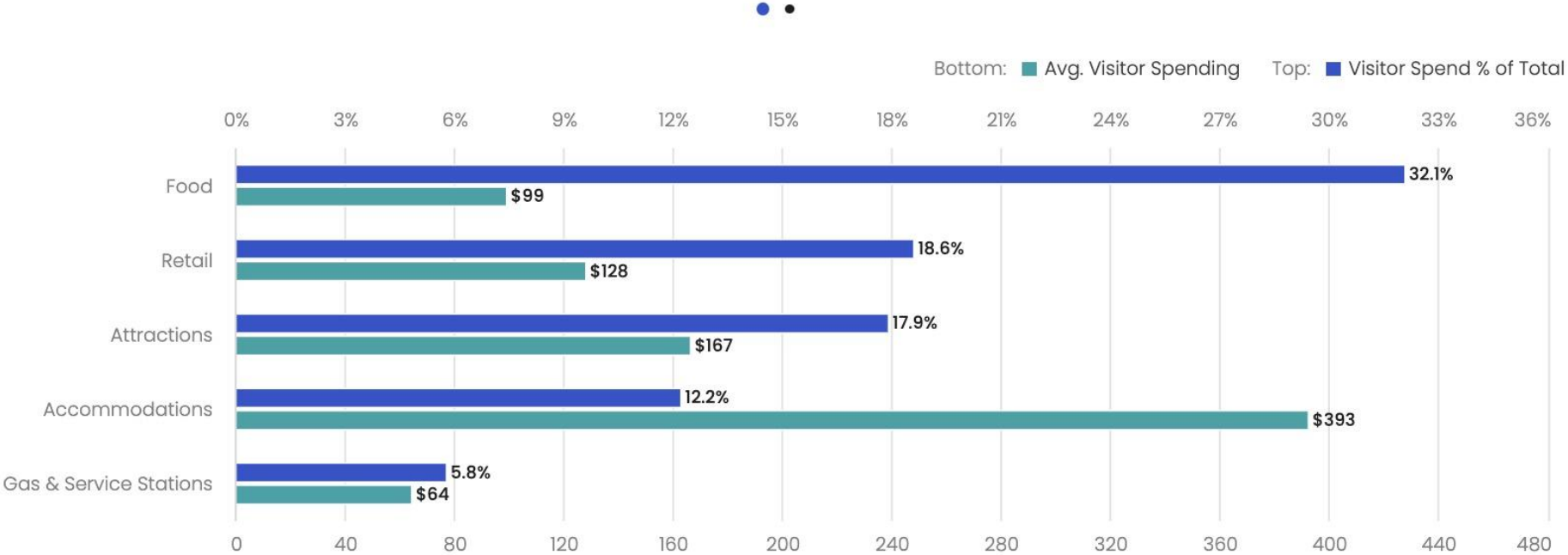
**Give your insights
context. Compare or
contrast the insights.
Show what changed.**

Six Essential Ways to Add Context



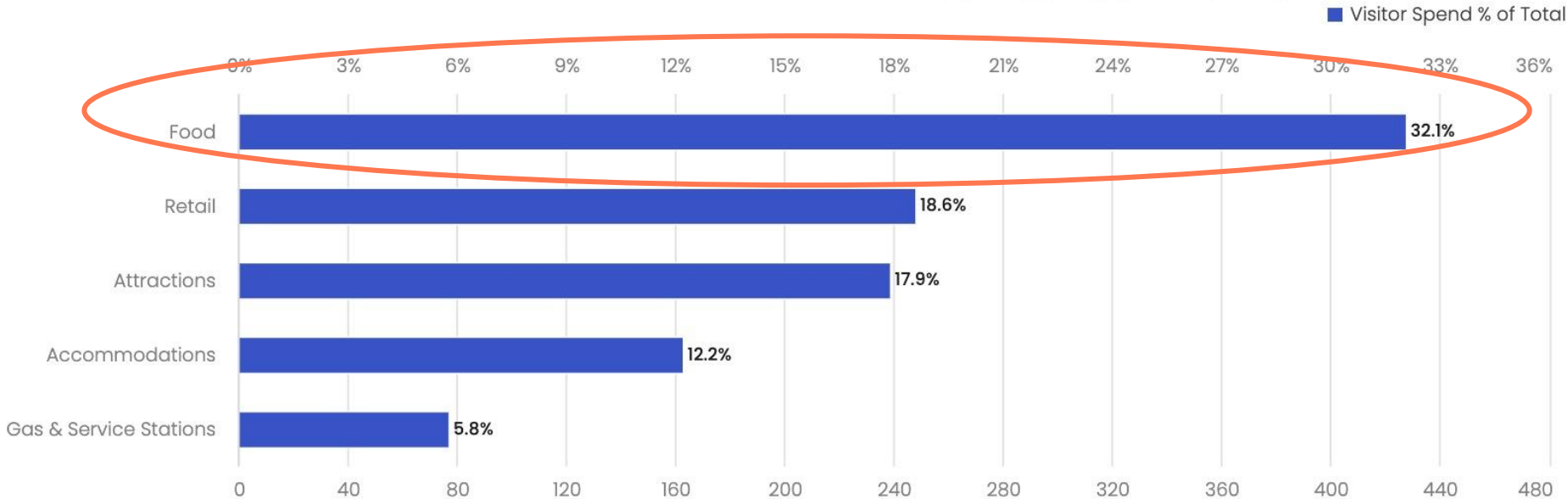
Example: Screenshot from ZDOS

Top 5 Spend Categories & Average Spend per Cardholder ▾



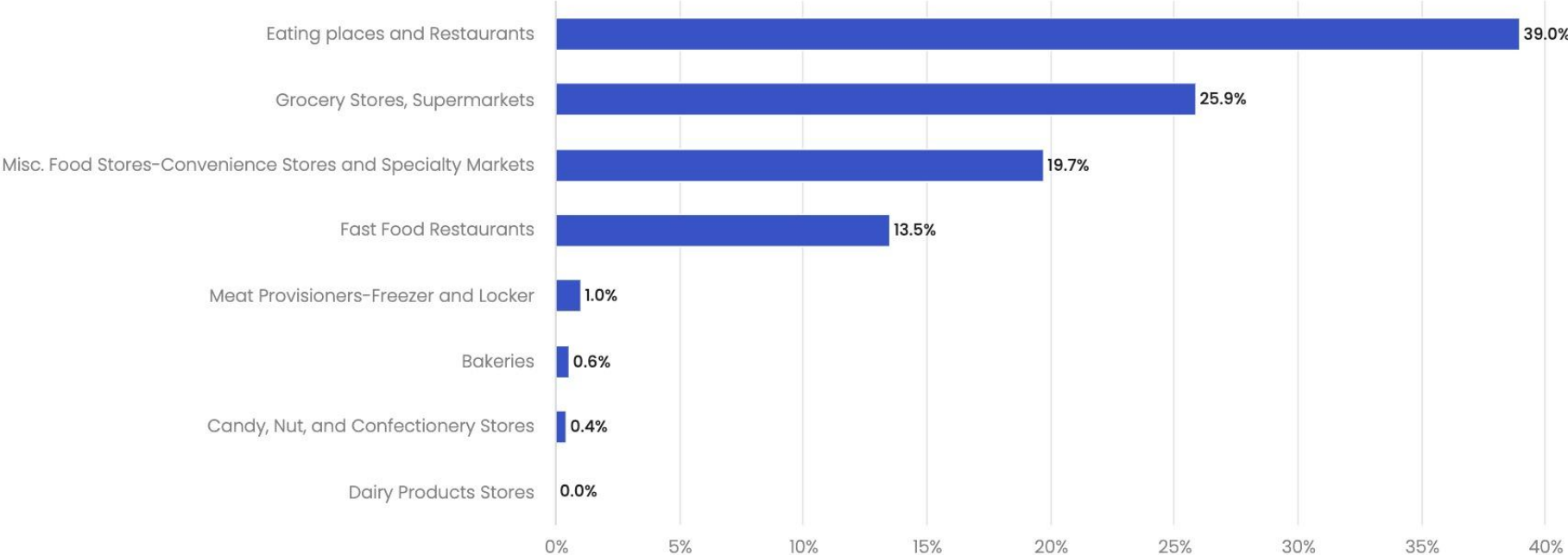
Example: Edited Chart

Visitors Are Spending The Most On Food Spend On Food Was 32% of All Visitor Spending Over The Last 90 Days



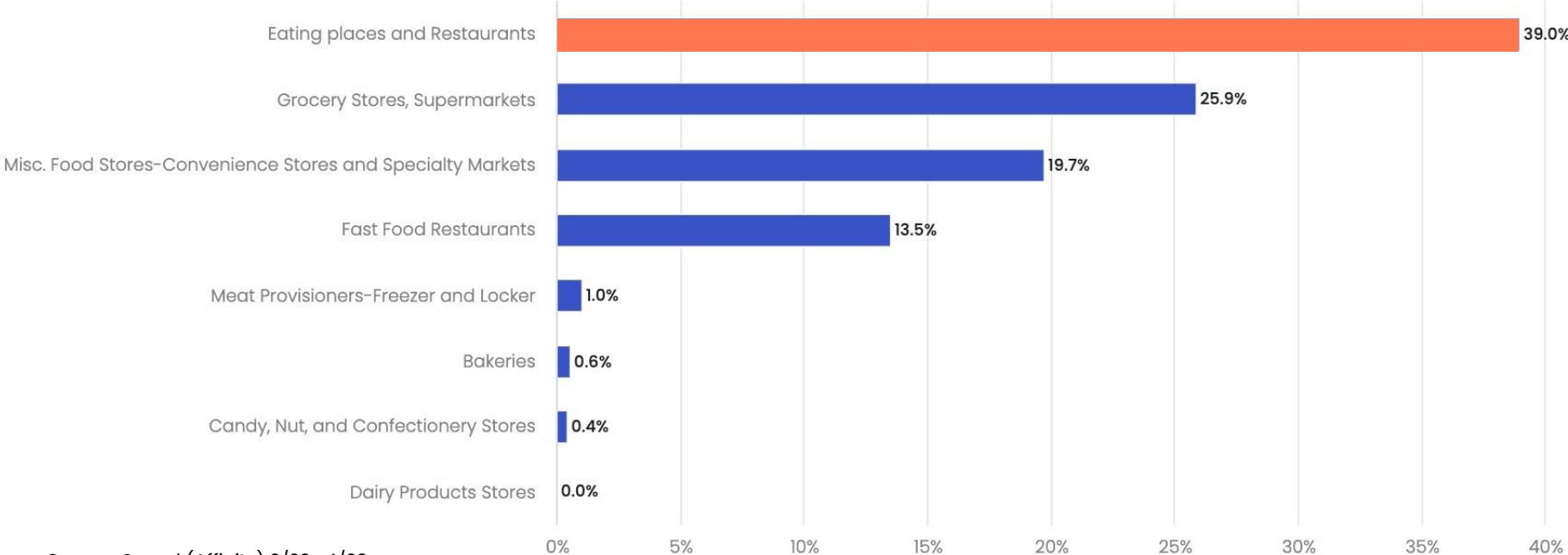
Source: Spend (Affinity) 2/23 -4/23

Example: Screenshot From ZDOS



Example: Edited Chart

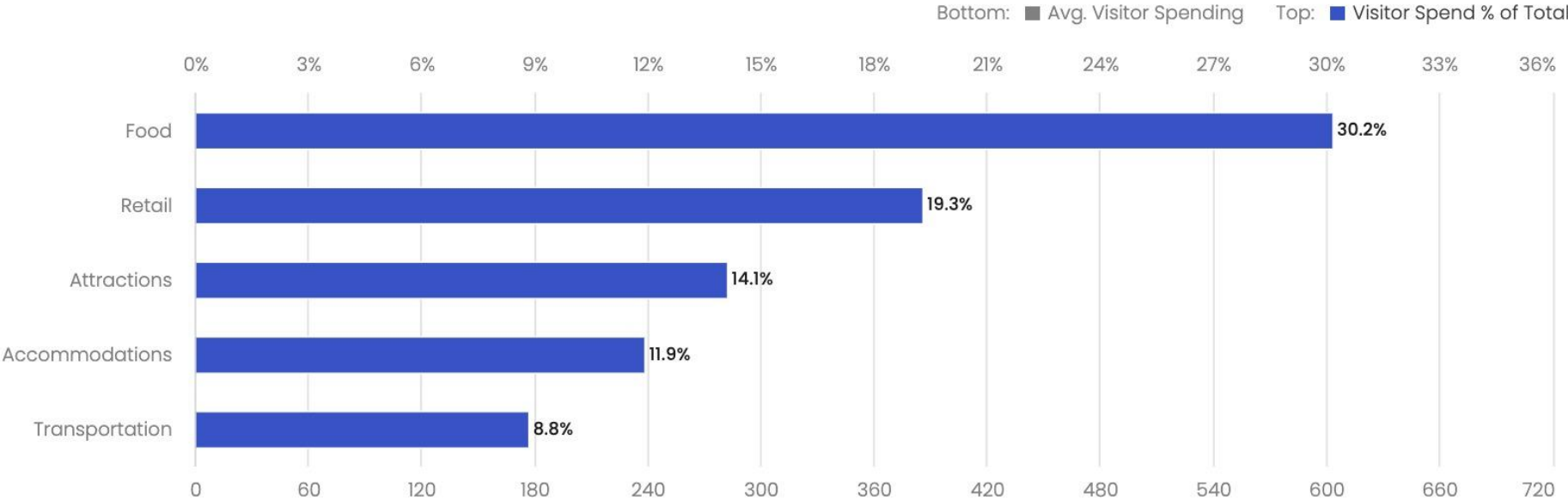
Visitors Are Spending The Most On Food Restaurants Accounted For 39% Of Food-Related Spending



Source: Spend (Affinity) 2/23 -4/23

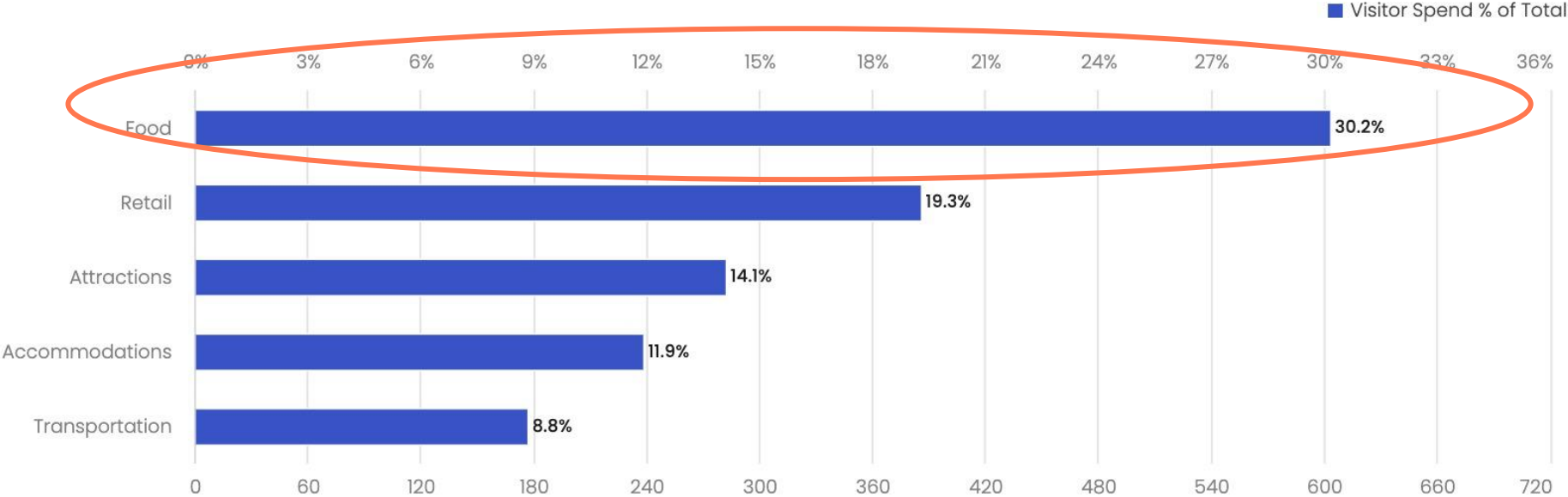
Example: Screenshot From ZDOS – Filter Changed To Last Year

Top 5 Spend Categories & Average Spend per Cardholder ▾



Example: Screenshot From ZDOS, Edited For Context

Visitors Are Spending The Most On Food, Up From Last Year By 2%
Spend On Food Last Year Was 30% of All Visitor Spending
Spend On Food Was 32% of All Visitor Spending Over The Last 90 Days





BONUS:

When You Need Extra Impact

Bonus:

Create an individual's story to make your overview memorable



vs



Bonus:

Create an individual's story to make
your overview memorable



vs



POTENTIAL VISITOR PROFILE BASED ON TRENDS



Jane Smith

Visited Last Year

From: Atlanta

Age Range: 45-54

Income Level: \$+151K

Where They Visited: Downtown Region

What They Spent Money On: Food – Restaurants

A city skyline at sunset with various icons overlaid on the right side. The sky is a mix of orange, pink, and blue. The water in the foreground is calm and reflects the buildings and sky. The icons include a sun, a location pin, a lightning bolt, a swan, a skull, a DNA helix, a ship, a palm tree, and a bar chart.

LET'S TRY IT!

**Use Your
Deck**

Topic

Your Destination Name

Date



ZARTICO

Discovery

Instructions:

1. Formulate a question you'd like to answer.
2. Locate a chart that helps you find the answer to this question.
3. Analyze the data
4. Share the data - capture an image of the chart and add it to a slide deck.

Work by yourself or with a peer. Need help? Ask a Zartican or a peer with a gold star on their nametag!



Discovery

1. Review your question and answer.

How would you word your answer if you were a news reporter grabbing viewers attention in 3-5 seconds?

2. Use a photo image to reinforce your question.

Find an image - Copy and paste from the images in the deck or find your own (Suggested source: Unsplash).

3. Showcase the data by adding to your chart.

Add the best chart to answer your question. Visually emphasize what you want the chart to communicate (eliminate extras, use shapes/color, add a clear headline above the chart).

4. Add further context by providing a bit more data.

Add helpful information to support your answer.

5. Restate your question and answer.

Leave your audience with a clear understanding of what you explained.

BONUS: Humanize the data by creating a persona

Discussion 15 min

Share at your tables:

- When have you explained your data like this before?
- How challenging did you find this exercise and why?
- What situations can you imagine finding this form of sharing data helpful?
- What situations do you feel like you would need a different way to communicate data? Can you brainstorm any additional ways that would work?

1

Approach the data with a plan

2

Source the relevant data

3

Analyze the data

4

Share your findings



ACCEPTABLE ANSWER



The Data Storytelling Keynote Will Cover How To Communicate These Findings Tomorrow!

UNEXPLAINED MYSTERY



UNEXPECTED INSIGHT

