THE ART OF DATA STORYTELLING WITH POWER BI

Jaime Rodriguez
Institutional Research Specialist
Moreno Valley College
2019 RP Conference
Objectives

- Highlight why data storytelling is important in Institutional Research/Effectiveness.
- Provide fundamental practices for the purpose of effective data storytelling.
- Demonstrate how Power BI can be used to develop reports that communicate stories with data.
What is your definition of data storytelling?
Data Storytelling: The Essential Data Science Skill Everyone Needs

Once your business has started collecting and combining all kinds of data, the next elusive step is to extract value from it. Your data may hold tremendous amounts of potential value, but not an ounce of value can be created unless insights are uncovered and translated into actions or business outcomes. During a 2009 interview, Google’s Chief Economist Dr. Hal R. Varian stated, "The ability to take data—to be able to understand it, to process it, to extract value from it, to
“Too often data storytelling is interpreted as just visualizing data effectively, however, it is much more than just creating visually appealing data charts. Data storytelling is a structured approach for communicating data insights, and it involves a combination of three key elements: data, visuals, and narrative.”

- Brent Dykes
“If an insight isn’t understood and isn’t compelling, no one will act on it and no change will occur.”

- Brent Dykes
Why is storytelling important in our field?

- We are educators and data coaches
- Clarity!
- We work with data which can be translated into results and stories
- Assist in correctly interpreting findings
- We are responsible for communicating what others cannot see in the data.
- Retention is important and human beings can remember stories well.
- As we move more towards data democratization, more clarity and guidance will be needed and this can be done through data storytelling.
Introduction:
The following report will highlight awards data ranging from 2013-2014 to 2017-2018. In addition to having access to awards data, this report will discuss key findings for each of the different award categories.

Instructions:
Click on the “Data” (bottom) and it will direct you to the awards data. You will have the option to select data for different award categories. You will also have the option to select “All Awards” and this will give you access to all the awards data.

Source: MIS Referential Files
Examples of Storytelling using Power BI
Fundamental Practices for Effective Data Storytelling

- How can I help others understand stories in the data?
- How am I hoping to educate and data coach the end user?
- What do you want to focus on? What is the main story you want to convey?
- Before examining data, go in with an objective. What are you ultimately trying to find out?
- If you encounter an interesting finding, dig deeper.
- Explore and look for patterns. And make time for this!
- Keep your audience in mind.
- Keep it simple.
- Get creative and think outside the box.
- Do research on how media outlets are using data storytelling.
“Numbers have an important story to tell. They rely on you to give them a clear and convincing voice.”

- Stephen Few
Questions?
Thank you!

Jaime Rodriguez
Institutional Research Specialist
jaime.rodriguez@mvc.edu
Moreno Valley College