Data storytelling techniques:
Presenting survey reports with hundreds of pages in ten minutes

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What happened there?

Integrity Assessment

GLOBAL CORRUPTION BAROMETER 2017

Social research
Market research

Mongolian Marketing Consulting Group
Solution: Data storytelling technique

“Storytelling is the mechanism used for sharing “knowledge” in the most engaging, memorable and persuasive way possible, a technique that dates back to Aristotle’s rhetoric.”

Social sector
- Ashoka Changemakers

Social research
- Project & Program evaluation

Market research
- Marketing research & Business analysis
  - Business decision making
  - Business strategy
  - Marketing, branding & Communications
What is the data storytelling?

“Data storytelling is the process of translating data analyses into layman's terms in order to influence a business decision or action.”

“Data storytelling is the practice of building a narrative around a set of data and its accompanying visualizations to help convey the meaning of that data in a powerful and compelling fashion.”

Margaret Rose
“3E” approach to combine three key elements of data storytelling

How to influence and drive change using data storytelling

Ethos
- Trustworthiness or reputation
- Tone/style

Pathos
- Emotional or imaginative impact
- Stories

Aristotle’s rhetorical triangle and data storytelling key elements

Logos
- Reasoning or argumentation
- Facts, figures, case studies
Proportion of the key elements

**ETHOS**
Speakers credibility

- Logos: 65%
  - Logic, Data, Statistics, Visuals

- Pathos: 25%
  - Narrative which appeal to emotions

- Ethos: 10%
  - Bryan Stevenson
  - "We need to talk about an injustice"

“5 BEST PRACTICES for telling great stories with data”

1. Think of your analysis as a story
   Use story structure

2. Be authentic… Your story will flow

3. Be visual – Think of yourself as a film editor

4. Make it easy for your audience and you

5. Invite and direct discussion

CASE 1 - “Women Health and Life Experience”

Badmaa's Story

United Nations Population Fund (UNFPA) Mongolia
CASE 2 - “Socio-economic baseline study of herder households”

- **42%** of herder households have 2-3 children between 1-5 years old.
- **30%** of children aged 2-5 years old of herder households go to kindergartens.
- **91%** of herders’ children between 6-18 years old study at school.

**MEMBERS**
- **36.1** high school
- **32.1** secondary
- **9.5** primary
- **26.9** high school
- **31.0** secondary
- **25.0** primary

**SOU&M & Aimag Center Schools**
Swiss Agency for Development and Cooperation (SDC) in Mongolia
CASE 3

National Media Atlas Syndicate Survey of the MMCG Company. Purpose of the survey is to provide information on media usage (9 types of 300 media), lifestyle and psychological segmentations (9 segments) of Mongolians.
Conclusion

- Select protagonists and other characters
- Summary statistics of the quantitative survey – Mean, median, outliers
- Results of qualitative research and conclusions and recommendations from the study in general would be used for explaining and describing what our protagonists and characters think, perceive and intend.
Thank You