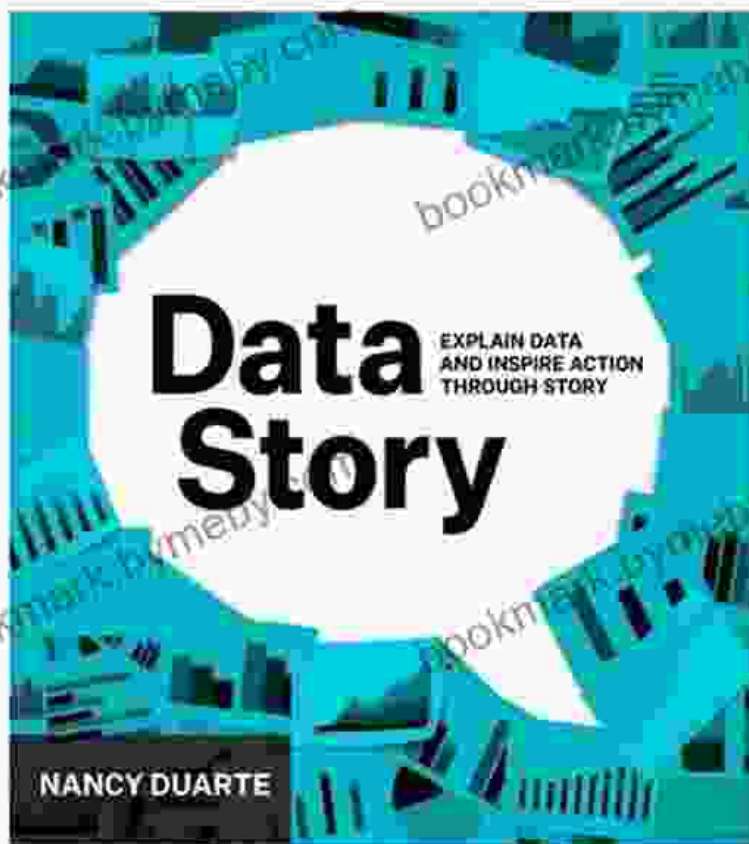


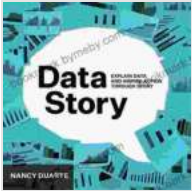
Datastory: Explain Data and Inspire Action Through Story

By Deepa Iyer



Data is everywhere. We're bombarded with it every day from our news feeds to our social media accounts to our email inboxes. But how do we

make sense of all this data? How do we use it to make better decisions and take action?



DataStory: Explain Data and Inspire Action Through

Story by Nancy Duarte

★★★★☆ 4.6 out of 5

Language : English
File size : 30837 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 251 pages



That's where data storytelling comes in.

Data storytelling is the art of using data to tell stories that engage your audience and inspire action. It's not just about presenting data in a clear and concise way. It's about using data to create a narrative that resonates with your audience on an emotional level.

When you tell a good data story, you can:

- Explain complex data in a way that is easy to understand
- Persuade your audience to take action
- Build trust and credibility with your audience
- Inspire your audience to make a difference in the world

In her book, *Datastory*, Deepa Iyer provides a step-by-step guide to the data storytelling process. She covers everything from collecting and analyzing data to crafting compelling narratives. Whether you're a data scientist, a marketer, or a nonprofit leader, *Datastory* will help you use data to make a difference in the world.

What's inside *Datastory*?

Datastory is divided into three parts:

1. **Part One: The Foundations of Data Storytelling**
2. **Part Two: The Data Storytelling Process**
3. **Part Three: Data Storytelling in Action**

Part One covers the basics of data storytelling, including:

- What is data storytelling?
- Why is data storytelling important?
- The different types of data stories
- The key elements of a good data story

Part Two takes you through the data storytelling process step-by-step.

You'll learn how to:

- Collect and analyze data
- Craft a compelling narrative
- Visualize your data

- Deliver your data story

Part Three provides real-world examples of how data storytelling is being used to make a difference in the world. You'll learn how:

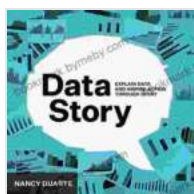
- Data storytelling is being used to improve public health
- Data storytelling is being used to fight poverty
- Data storytelling is being used to promote social justice

Who should read *Datastory*?

Datastory is a must-read for anyone who wants to use data to make a difference in the world. Whether you're a data scientist, a marketer, or a nonprofit leader, *Datastory* will help you use data to tell stories that engage your audience and inspire action.

Free Download your copy of *Datastory* today!

Datastory is available now from all major booksellers. Free Download your copy today and start using data to make a difference in the world.



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