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Data Storytelling Methodology

Empower your business with reports that provide valuable insights and answer critical business questions.

As the volume of data continues to grow, it's important to make it meaningful by developing reporting solutions that communicate insights. Through the data storytelling methodology, Adatis is offering organisations the ability to create engaging reports which track KPIs that are directly linked to business goals and objectives, helping to drive the decision-making process.

CHALLENGES

Many organisations need guidance in understanding the businesses reporting requirements and asking the right questions. Only asking "What do you want?" and "How do you want it to look?" often leads to reports that:

Have no true purpose

Don't promote actions

Are not linked to any objectives

Have low usage/adoption

Do not contain or explain the right KPIs

Send people on 'fishing trips' through endless analysis
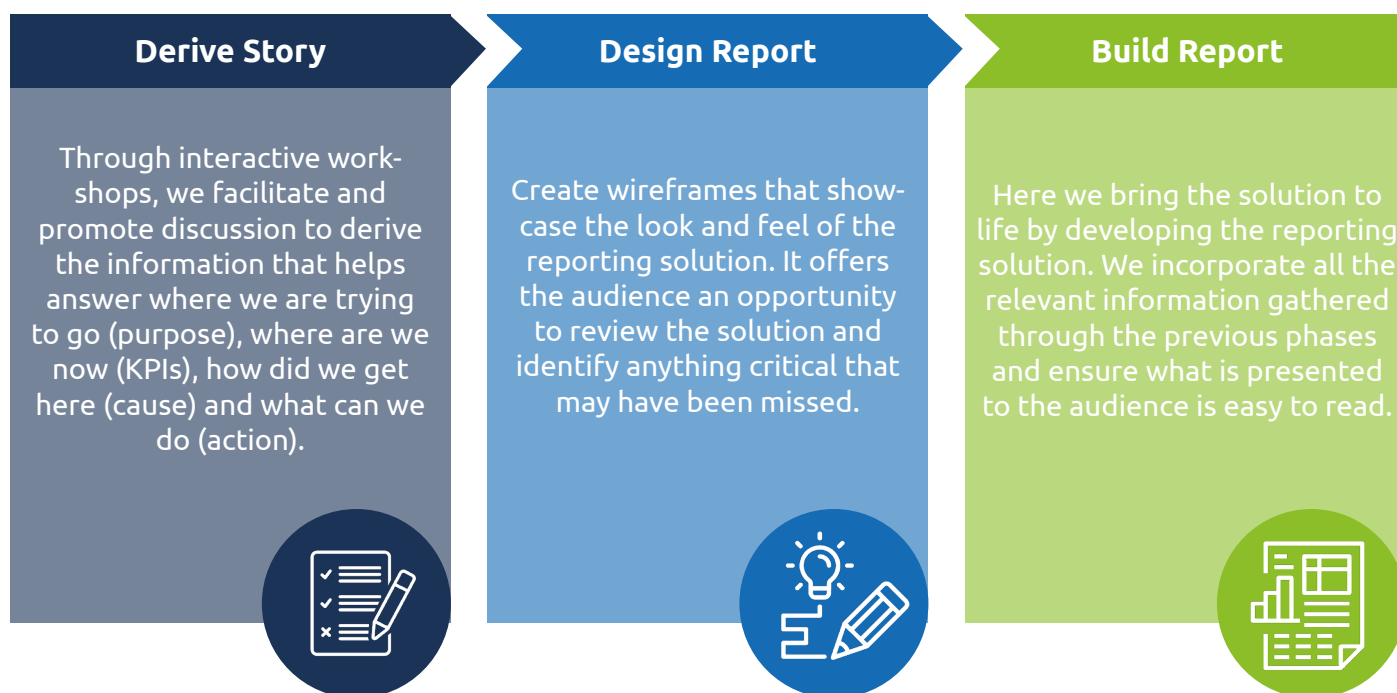
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Having low impact reports is regrettable after all the work that has gone into building a data platform, selecting the right business intelligence tool, implementing the relevant governance, preparing the data, designing a data model, and so on.

The Data Storytelling methodology ensures that the right questions and processes are used to prevent all the common challenges. It promotes discussion by asking specific questions that are tailored towards ensuring successful report delivery that is closely linked to business objectives.

ADATIS APPROACH
DATA STORYTELLING METHODOLOGY

The engagement has three key phases:

Derive Story

Through interactive work-shops, we facilitate and promote discussion to derive the information that helps answer where we are trying to go (purpose), where are we now (KPIs), how did we get here (cause) and what can we do (action).

Design Report

Create wireframes that show-case the look and feel of the reporting solution. It offers the audience an opportunity to review the solution and identify anything critical that may have been missed.

Build Report

Here we bring the solution to life by developing the reporting solution. We incorporate all the relevant information gathered through the previous phases and ensure what is presented to the audience is easy to read.

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DELIVERABLES

1. Storyboard template that outlines the story of the proposed solution.

2. Set of wireframes that showcase the look and feel of each report page.

3. Set of reports that map back to the wireframes and the story.

BENEFITS

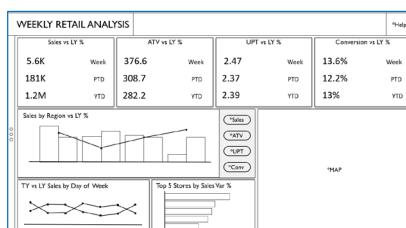Through the Adatis Data Storytelling Methodology, your reports will have:

- ✓ A true purpose that is clear to all users
- ✓ KPIs that are linked to key business objectives
- ✓ An easy to understand layout and narrative
- ✓ Visualisations that are aesthetically pleasing, engaging, and insightful
- ✓ High usage and adoption across the organisation

1. Derive Story
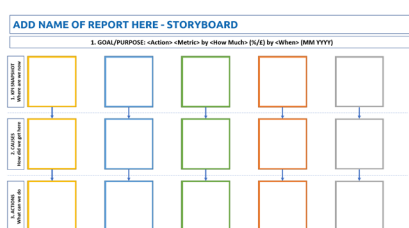
Derive the true purpose of the report, the relevant KPI's, the causes, as well as supporting measures. This will be an interactive workshop with the report audience.

2. Design Report

Design the wireframe based on the story identified. This can be carried out in multiple ways. However, the preferred approach is to use Power Point to showcase how the finished product will look and feel.

3. Build Report

Bring the story to life. This involves the actual build of the report. The preferred tool is Power BI, however, this approach is tool agnostic and the story and wireframe can be built in any BI tool.

PLANNING

REVIEW

REVIEW

PLAYBACK

Adatis are a leading Microsoft- specialist Data Analytics and Business Intelligence consultancy. We work in flexible, agile and collaborative ways to help organisations unlock the power and value from their data to enable them to improve business performance, better serve and engage customers, empower employees, find efficiencies, and remain compliant.

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Data Architecture

Data Science

Data as a Service

Modern Data Platform

Data Analytics

Data Strategy

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