



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAT613 – Artificial Intelligence for Managers

## Unit I – TECHNOLOGY OVERVIEW AND FUNDAMENTALS



Presented by

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Redesigning Common Mind & Business Towards Excellence

**1<sup>st</sup>** Indian  
Institution  
to Implement  
& Patent  
Design  
Thinking  
FrameWork

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th Year  
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Build an Entrepreneurial Mindset through our Design Thinking FrameWork



# Guess the Topic!!!

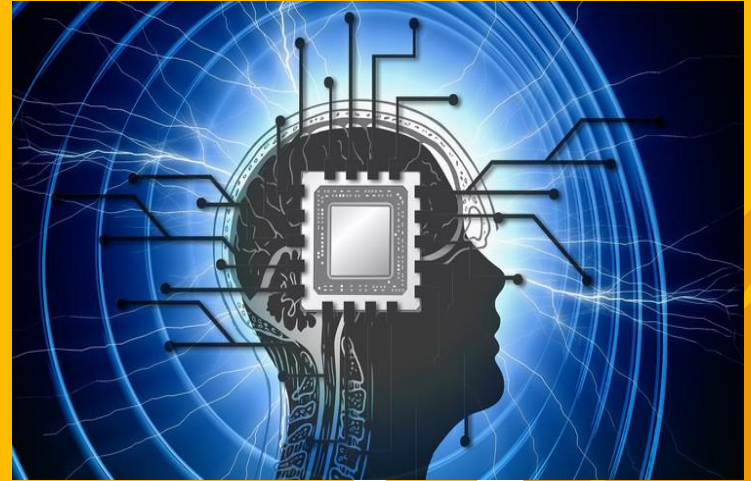
Story Telling with Data  
Visualization Techniques





# Recap

➤ Statistical foundations

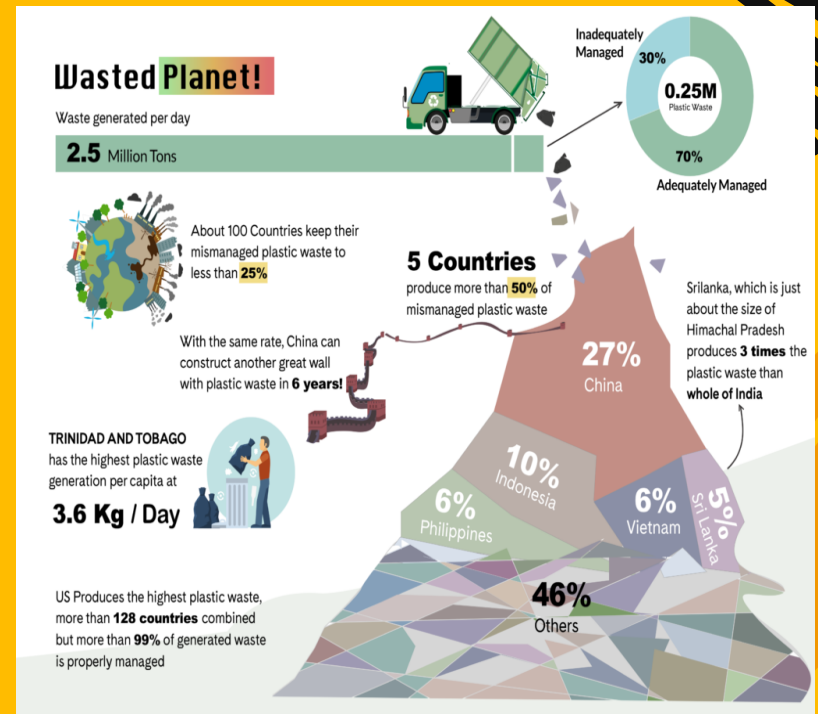




# Discussion about....

Reason to study Story telling

- What is Story Telling?
- Components of Story Telling
- How to tell story with data?
- Data Visualization process
- Data Visualization tools





## Benefits of data storytelling for businesses

-  Enhanced decision-making and communication
-  Increased engagement
-  Effective problem-solving
-  Improved memorability and persuasion



pixelplex

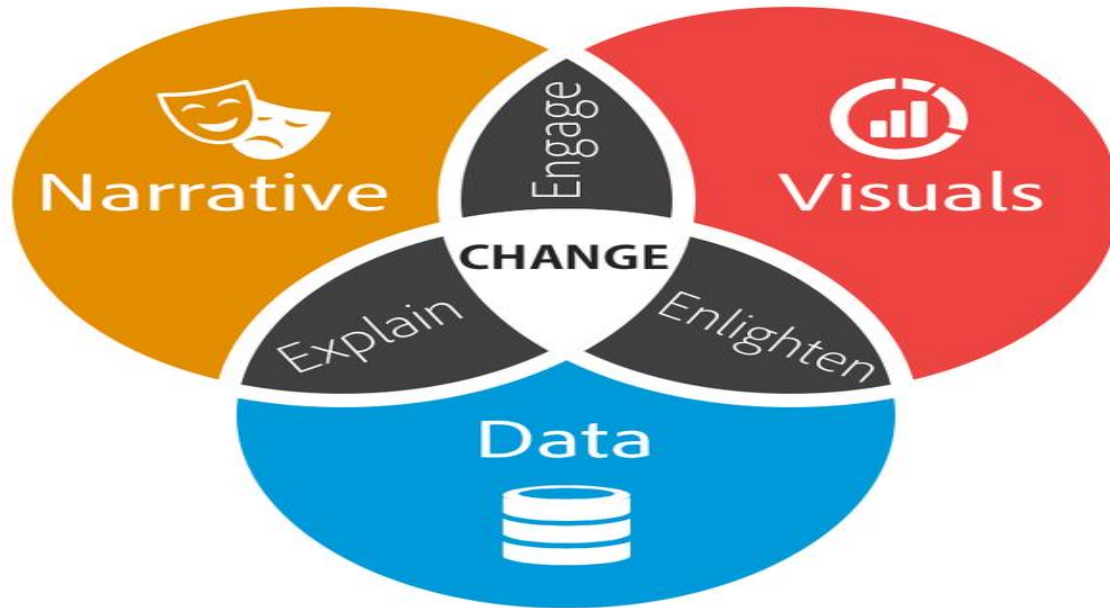


# What is Data Storytelling?





# Components of Story Telling`





# How to Tell a Story with Data?

## Identify your Story

- Look for relation between data point
- Identify new or evolving trend



## Be Aware of Audience

- Understanding audience
- Clear purpose/goal

## Analyze Data & Find Insight

- Provide quality data source
- Statistical Analysis



## Data Visualization

- Design Principles
- Graphic representation





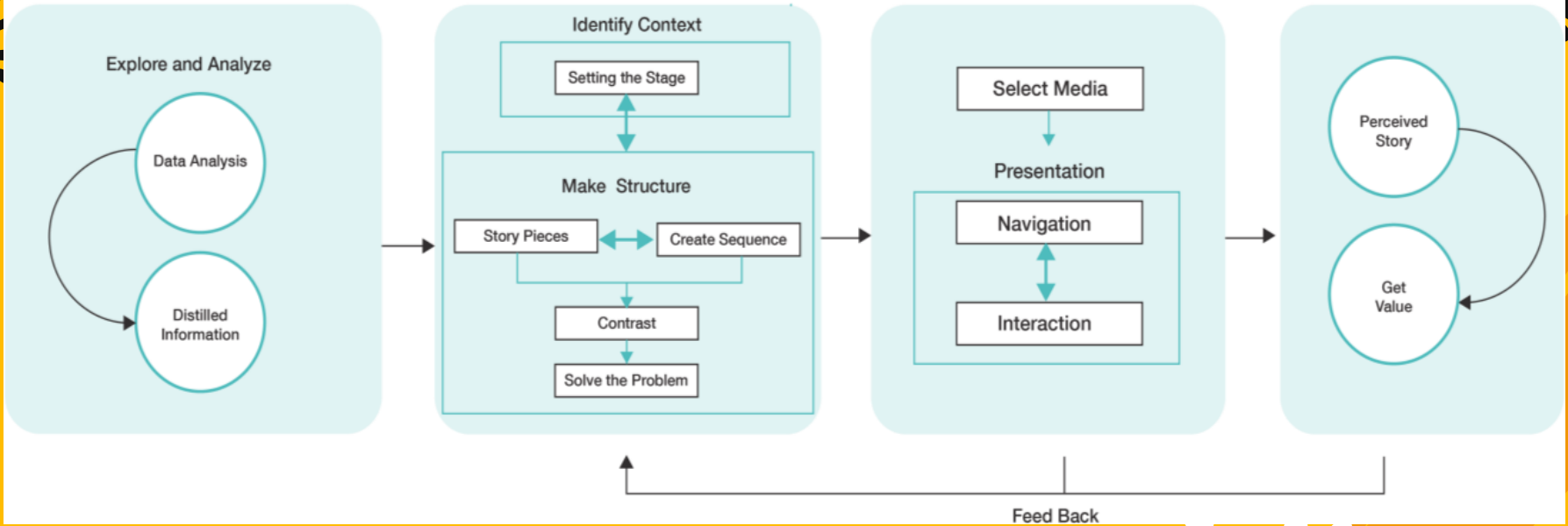
# Data Visualization Process through Story Telling in Business using BI

Explore and Gain Insight

Create Story

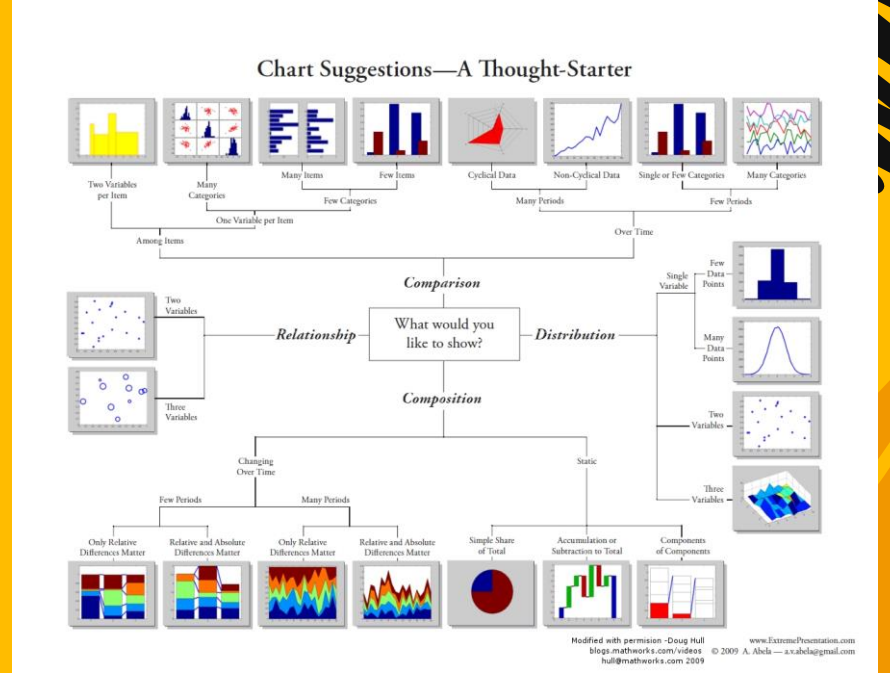
Share Story

Understanding





# Data Visualization Tools





# Knowledge Check

- Why is storytelling important in data visualization?
- X A) It makes the data more complex and harder to understand.
  - X B) It allows for the inclusion of unnecessary details.
  - X C) It helps convey insights and engage the audience.
  - X D) It adds unnecessary embellishments to the visualizations.
  - X **Answer: It helps convey insights and engage the audience.**



# Summary

- Reason to study Story telling
- What is Story Telling?
  - Components of Story Telling
  - How to tell story with data?
  - Data Visualization process
  - Data Visualization tools



**WMA**



# References

- <https://www.datacamp.com/cheat-sheet/data-storytelling-and-communication-cheat-sheet>



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# Thanks!

