

## Finding a “Factoid” Story

Sometimes in large sets of data you find the most interesting thing is the story of one particular piece of information. This could be an “outlier” (a data point not like the others), or it could be the data point that is most common. A detail about one particular piece of your data can fascinate and surprise people. It can also give them an easier way to start thinking about the whole set of data.

One factoid is that

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This stands out from the rest of the data because

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We want to tell this story because

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## Finding a “Interaction” Story

When two aspects of your data seem related, you can tell a story about how they interact. The fancy name for this is “correlation”. If one measure goes up, the other goes up too. If one goes down, the other goes down. In other cases, they might interact as opposites (when one goes up, the other goes down). You need to be careful not to guess about reasons for the interaction, but noticing the relationship itself can be a good story that connects things people otherwise don’t think about together.

The two pieces of data that interact are

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<hr/>		<hr/>
<hr/>	and	<hr/>
<hr/>		<hr/>
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The interaction is

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We want to tell this story because

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## Finding a “Comparison” Story

Comparing between sections of your data can a good way to find a story to tell. Often one part of your data tells one story, but another part tells a totally different story. Or maybe there is a smaller portion of your data that serves as an example of an overall pattern.

The data to compare are

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<hr/>		<hr/>
<hr/>	and	<hr/>
<hr/>		<hr/>
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Comparing these things shows that

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We want to tell this story because

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## Finding a “Change” Story

People like to think about how things change over time. We experience and think about the world based on how we interact with it over time. Telling a story about change over time appeals to people’s interest in understanding what causes change, and they can often remember seeing the differences.

The data show a change in

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The data changed from

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<hr/>	and	<hr/>
<hr/>		<hr/>
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We want to tell this story because

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## Finding a “Personal” Story

Some stories are interesting because they connect to your real life. Personalizing the story creates a connection to the real world meaning of the data and can be a powerful type of story for small audiences. Stories about someone’s personal experiences can make the data seem more real.

The data say

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This connects real people because

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We want to tell this story because

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