Data Storytelling Services

Exploratory Analysis

Data Storytelling Consulting

Data Storytelling Coaching

Data Storytelling Training

Don't let your data's greatest stories go untold.

Depending on your data storytelling needs, Blast Analytics has a service that will enhance your data storytelling capabilities. From performing analysis to crafting compelling data stories that combine narrative and visuals, Blast can up-level your skills and deliverables.

TALENT SPOTLIGHT

BRENT DYKES

Senior Director, Insights & Data Storytelling

Brent leads the Insights & Data Storytelling practice at Blast Analytics. He is the author of Effective *Data Storytelling: How to Drive Change with Data, Narrative, and Visuals (Wiley 2020)* and has more than 15 years of enterprise analytics experience at Omniture, Adobe, and Domo.

Service Offerings

SERVICE
Exploratory **Analysis**

A skilled analyst will:

- Augment your existing analyst bandwidth and capabilities
- Leverage your objectives and strategic priorities to determine focus areas for analysis
- Perform exploratory analyses to uncover insights
- Share findings in a report summary at a predefined frequency

SERVICE
Data Storytelling **Consulting**

A skilled data storyteller will:

- Gather strategic direction and context for analysis
- Perform the exploratory analysis related to your top priorities or key business questions
- Craft and deliver compelling data stories to your organization to influence decisions and drive action
- Repeat the process on a recurring basis to help inform decision making

SERVICE
Data Storytelling **Coaching**

A skilled data storyteller will:

- Work collaboratively with your BI/analytics team on its data storytelling efforts
- Provide hands-on coaching to help your team craft compelling data stories with their insights
- Mentor your analysts on key data storytelling frameworks, concepts, and best practices

SERVICE
Data Storytelling **Training**

An experienced trainer will:

- Explore the current data storytelling capabilities and needs of your team
- Develop a custom workshop that is tailored to your team's specific learning objectives
- Create exercises and activities to reinforce key concepts and data storytelling skills
- Deliver the workshop(s) in-person or virtually

Why Data Storytelling?

Investing in strong data storytelling can boost your business in numerous ways. Here are our top 5 examples.

1 Communicate key insights more effectively

2 Make complex data more approachable

3 Better inform critical business decisions

4 Translate data into actions and outcomes

5 Develop a more data-driven culture