COURSE GLOSSARY

Data Storytelling Concepts

Actionable insight: A previously unrecognized pattern or finding in data that implies a specific behavior change or decision for the organization

Audience: The specific group of people you aim to reach with your data story, whose needs, background, and decision-making authority determine tone and content

Call to action (CTA): A direct prompt that tells the audience the immediate next step to take in response to the story's insights

Climax: The peak moment in a story where built-up tension is resolved and the central insight or decision is revealed

Data density: The proportion of a visual filled with data versus empty space, where moderate density helps clarity and excessive density creates clutter

Data storytelling: The practice of combining data, narrative, and visuals to communicate insights in a way that engages emotion and prompts action

Data visualization: A graphical representation of quantitative or qualitative data designed to make patterns, trends, and relationships easier to understand

Hallucination: When a model produces confident but incorrect or fabricated information, often due to gaps or biases in its training data or reasoning process

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Exposition: The opening stage of a story that introduces the problem, setting, main characters, and context to answer "why are we here?"

Falling action: The stage after the climax that moves the audience from the peak toward a conclusion, often foreshadowing next steps

Inductive reasoning: A method that moves from specific observations to broader generalizations or theories based on patterns in the data

Kaizen: A philosophy of continuous, small incremental improvements that collectively drive long-term organizational change

Narrative: A structured sequence of events or ideas that gives context and meaning to data and guides an audience through a story

Non-technical audience: A group of stakeholders who lack specialized knowledge of technical terms or methods and thus require simpler language and more explanatory visuals

Resolution: The conclusion of a story that resolves the central conflict and presents a clear path forward, typically including recommended actions

Rising action: The portion of a story where events and data observations create tension and build anticipation toward the climax

Storyboard: A planned sequence or layout of visuals and narrative elements that organizes the flow of a data story from beginning to end

Trust / Credibility: The audience's belief that your analysis and visuals are accurate and honest, earned by consistency, correct calculations, citations, and transparent design

Visual hierarchy: The deliberate arrangement of visual elements (size, color, position) to guide the audience's attention to the most important information first