

# WELCOME



## Data Storytelling

Thursday, February 24, 2022



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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**Get in touch with our network of digital marketing strategy experts.**

# PRESENTER



Kevin D'Aguiar

- Kevin has developed his passion for translating data into meaningful insights and recommendations that drive business decisions for over 22 years.
- He has a B.SC. Mathematics and Computer Science from McGill University and a Mini Masters of Analytics Program, York University – Schulich School of Business.
- Kevin is the Principal Consultant & Owner of Matters of Data which he started in 2019, focusing on translating complex data into a story that empowers and persuades stakeholders to make data-driven change.
- Kevin worked as Head of Data Science and Insights with Verb Interactive, as Manager of Analytics and Insights with LoyaltyOne AIR MILES Reward Program and was the lead CRM Data Integrator with Cossette Inc.

# DATA STORYTELLING



## Matters OF Data

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digital  
nova scotia



# WHY TELL A STORY?

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# GOAL

Could be...

- Be memorable
- Influence your audience
  - Change
  - Stay the course

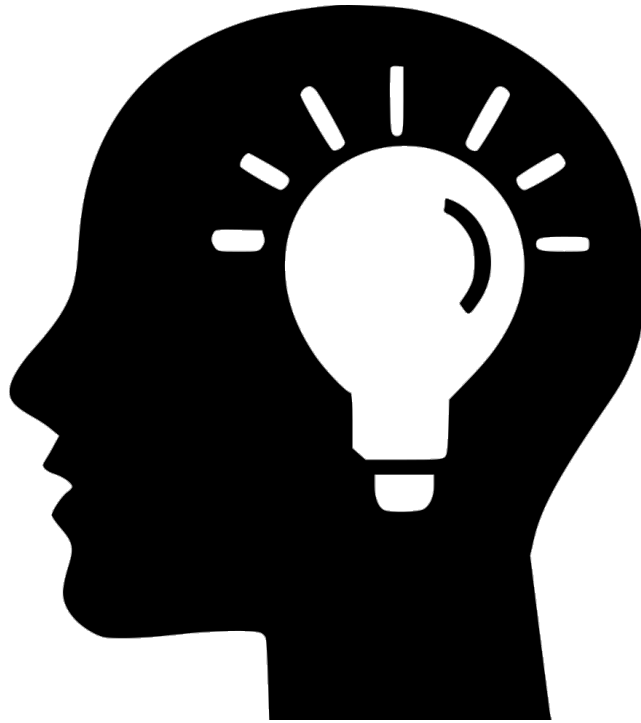


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# THE MANTRA...

How do I minimize the time it takes for the stakeholder to 'get it'?



What is your brain good at?

Where does it struggle?

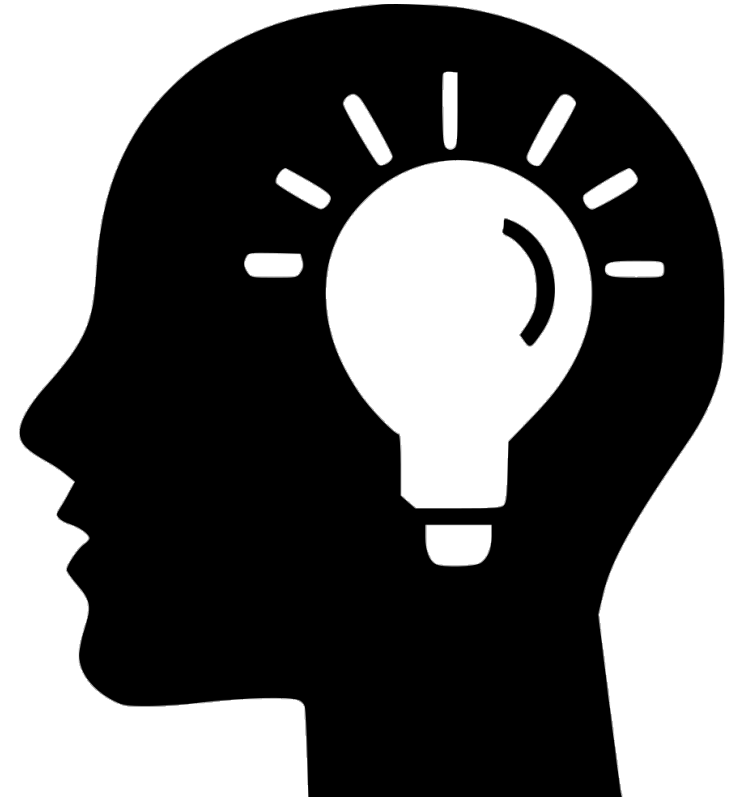
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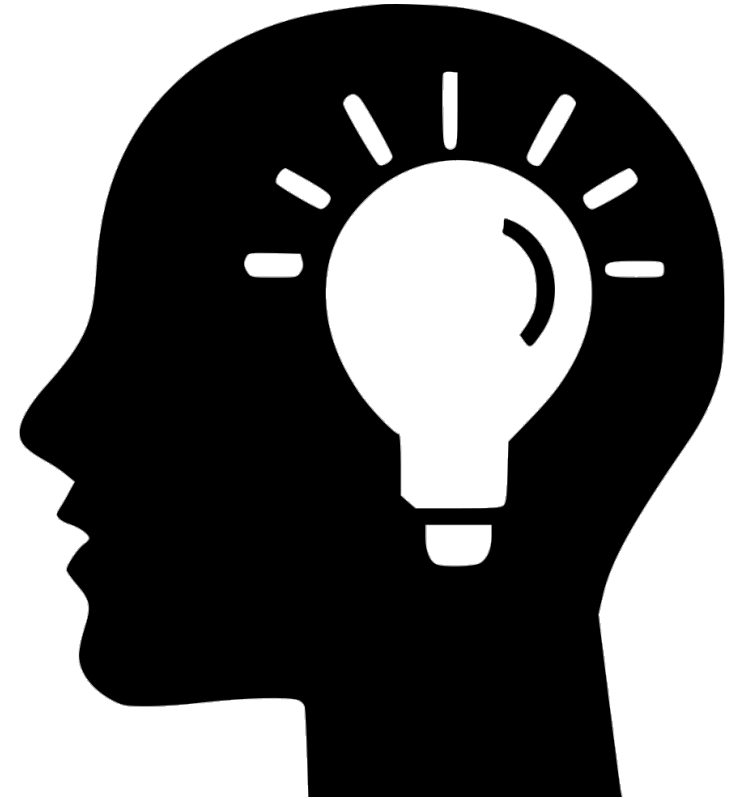
# GOOD AT...

- Interpreting pictures and visualizations
- Listening to a story...unlocks:
  - Neural coupling
  - Emotion



# STRUGGLES WITH...

- Reading
- Finding the signal in the noise
- Processing more than one thing at a time.



Steer your audience with  
insights and recommendations



Logic  
Persuasion  
Expertise  
Information

Features  
Story  
Graphics



# THE FRAMEWORK OF A STORY

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# HOW THE STORY BEGINS...



Hero

Usually the stakeholder



Goal

A future state to aspire to  
Needed to move forward  
Used to inspire action



Conflict

Typically a business  
problem



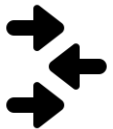
# EXAMPLE: USING THE HERO-GOAL-CONFLICT METHOD



**Hero:** Typically introduced in “background” or “introduction” area.  
“Our university has had a positive impact on the community over the years through events, programs, and student benefits.”



**Goal:** “This year, they have a fundraising target of \$10,000 to further help those who need support.”



**Conflict:** “However, as of the end of Q3, they have only raised \$5,000.”

~~\$10,514<sup>th</sup> year~~  
~~\$12,200 2 years ago~~  
~~\$7,500 in the month of March~~





# THE REST OF THE STORY



# WORDS, WORDS, WORDS...

You are likely reading this text and not paying attention to the words that I'm saying. Or you might be listening to me and barely skimming through the words.

# WEBSITE RESEARCH

- After considerable research into the data, it was established that additional steps had to be taken to tell if the changes made in 2022 had positive effects on the website.
- While time spent on the site increased indicating that engagement overall was positive, further analysis revealed that this was due to users spending more time on the site making a purchase. This is not ideal. We would recommend creating a shorter path to purchase.

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	2021	2022
Avg. Time on site	2:25	2:40
Pages visited when buying	1.4	2.1

# THE HARSH TRUTH...

Nobody cares about your data journey.



# BUILDING CREDIBILITY

- Deliver key messages
- Be ready for questions
- Use appendix

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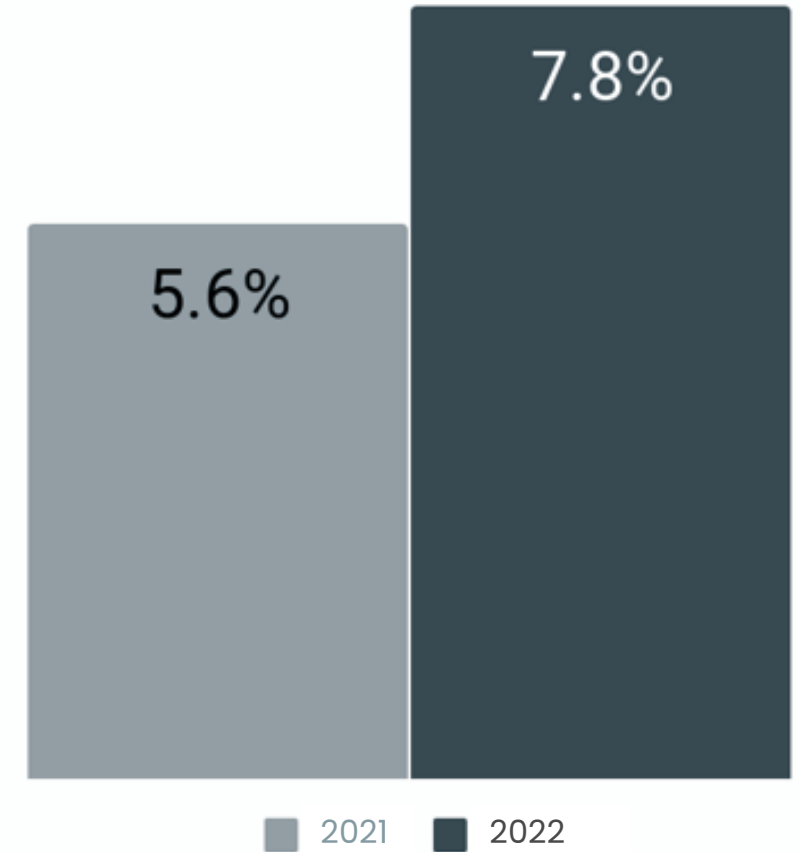
# PURCHASE RATE UP BY 2.2 PERCENTAGE POINTS

- Driven by shorter Path to Purchase
- Redesign more welcoming

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## Conversion Rates



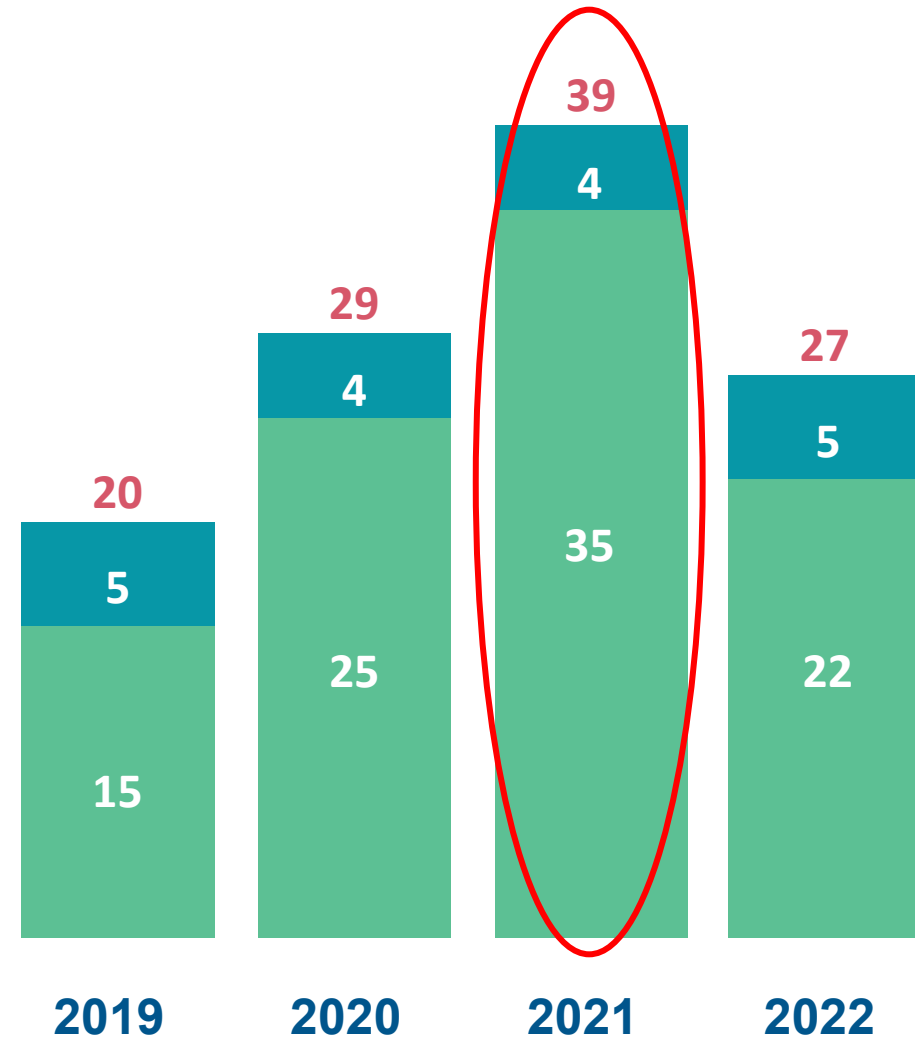
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# GUIDE YOUR AUDIENCE

- Highlight key insight in charts
- Make text matter
- Let your slides breathe
- Simplify the data

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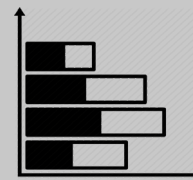


# WHEN TO USE WHAT CHARTS

Component  
(% of a whole)



Item  
(Ranking, logical order)



Time Series  
(Change over time)



Frequency  
(Distribution)

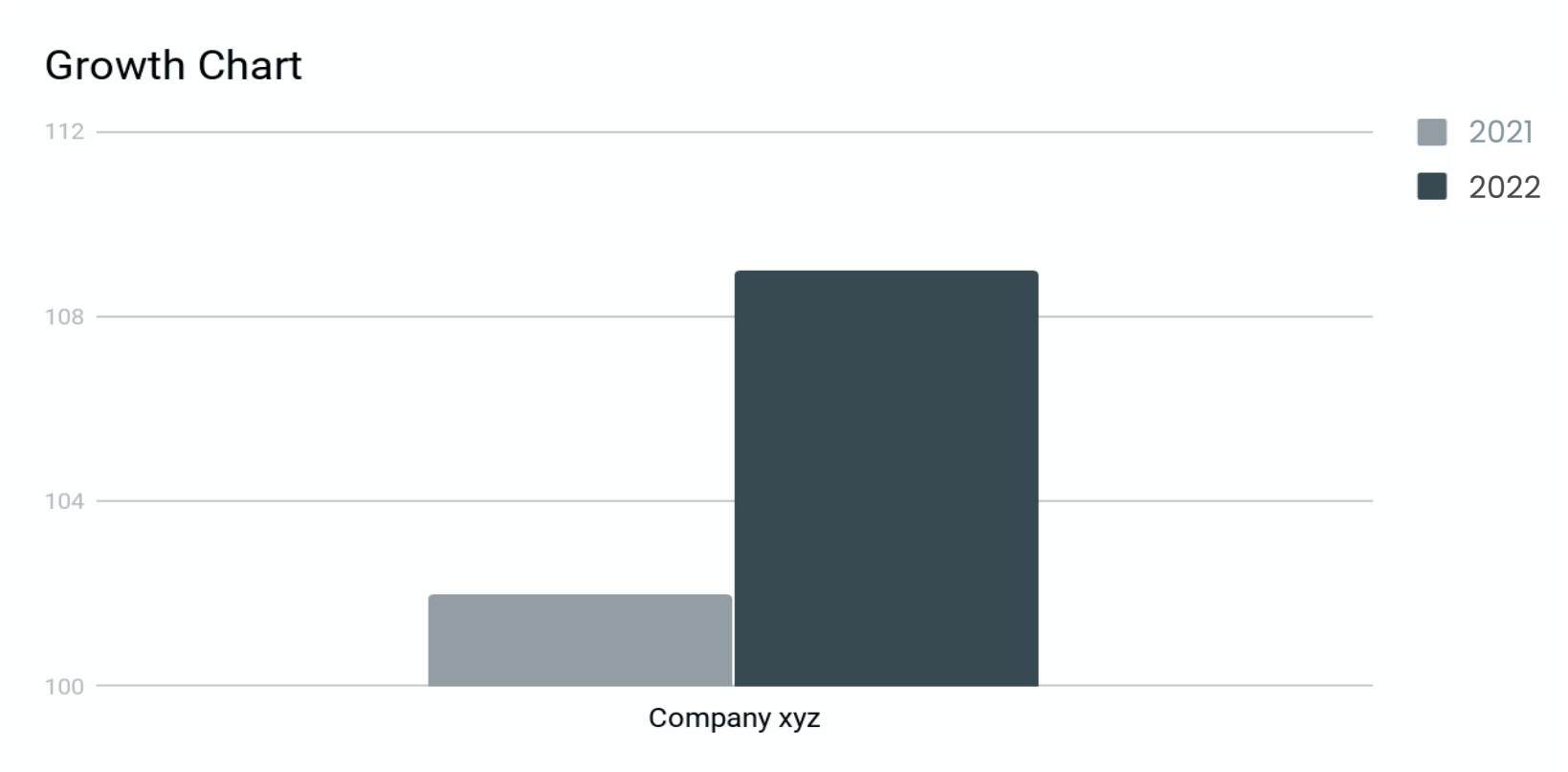


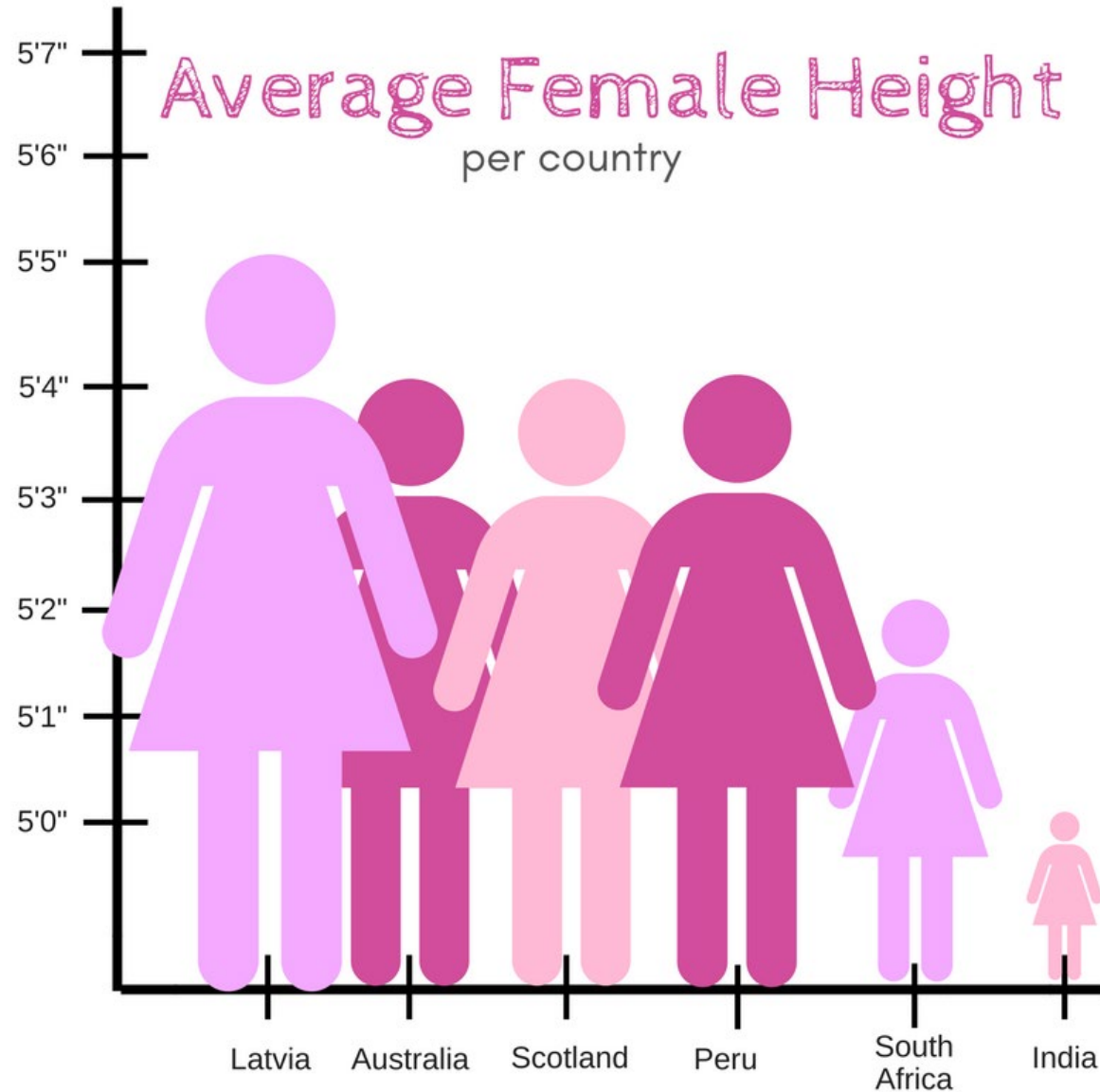
# EXAMPLES

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# REALLY GOOD NEWS?

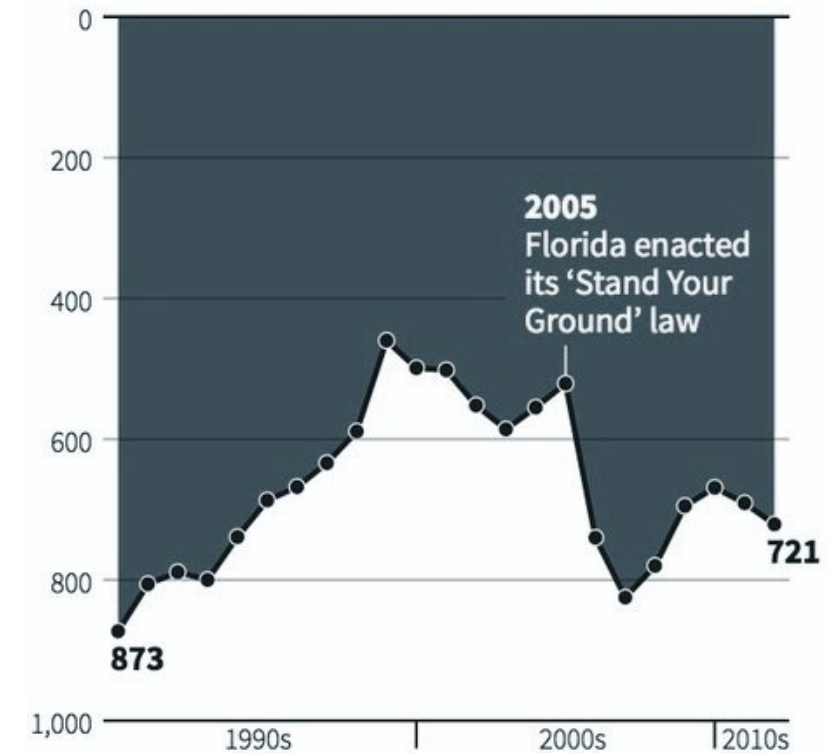




# EXAMPLE OF CHEATING

## Gun deaths in Florida

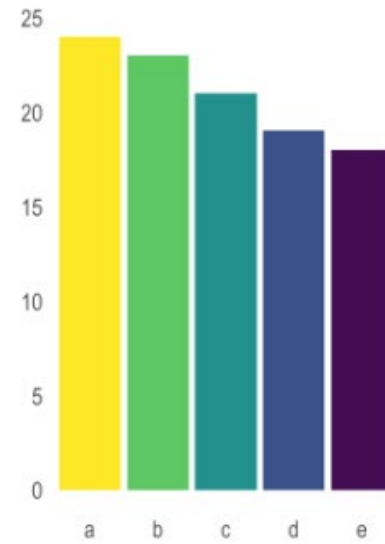
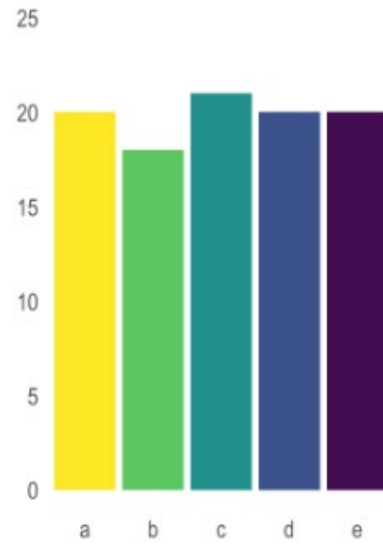
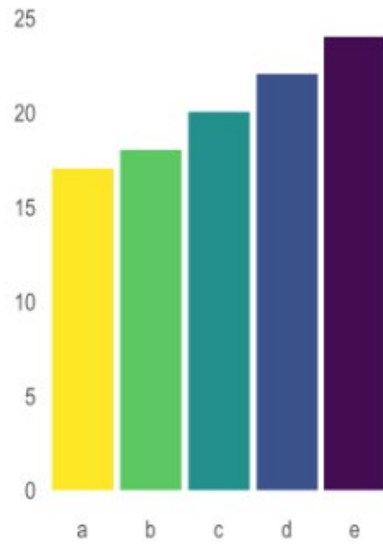
Number of murders committed using firearms



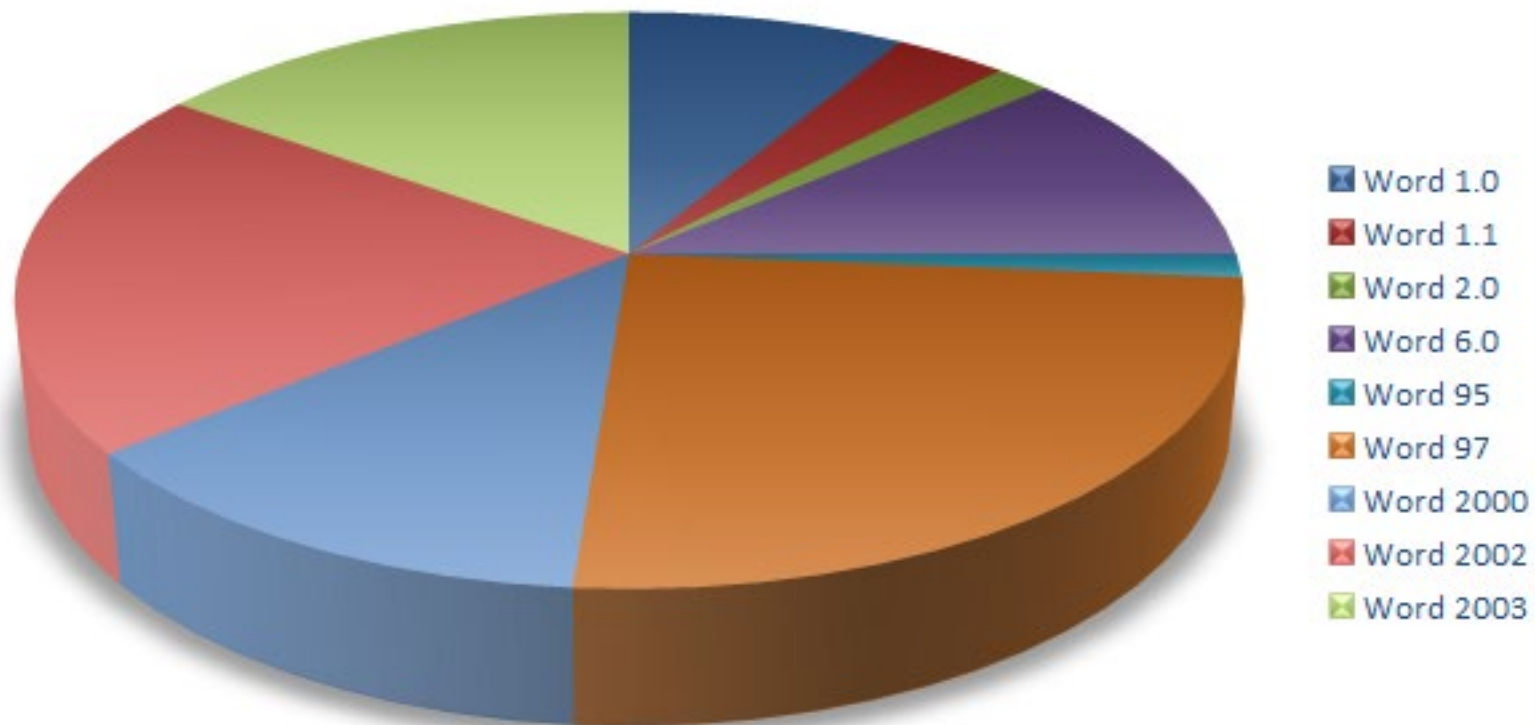
Source: Florida Department of Law Enforcement

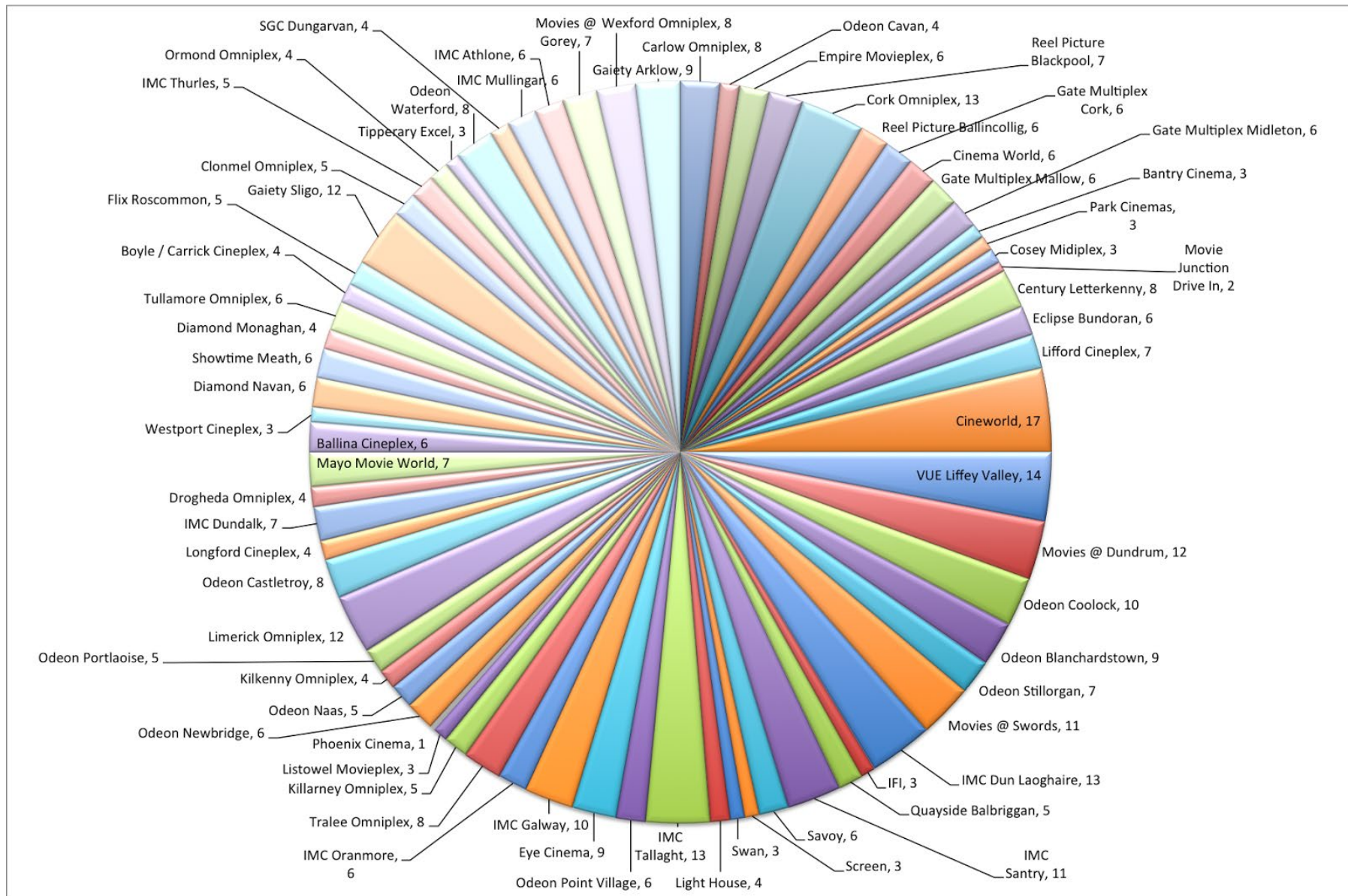
C. Chan 16/02/2014

REUTERS



## Microsoft Word Features By Version Added

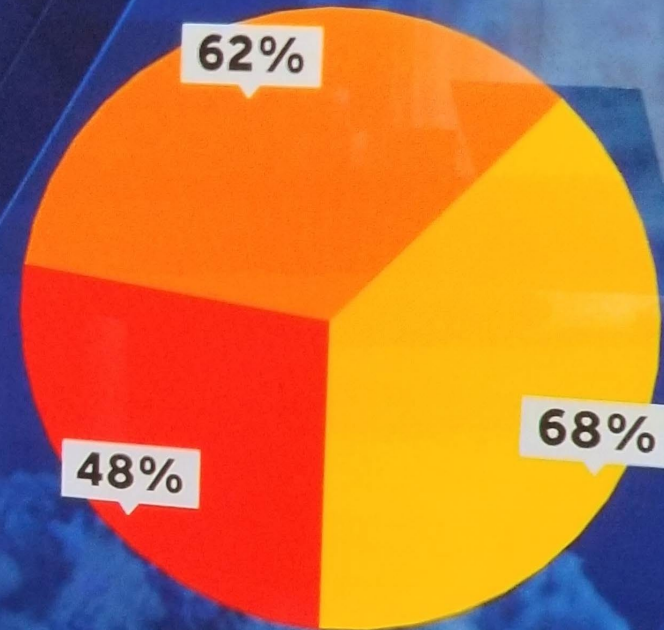






# BIGGEST COVID-19 WORRIES

- GETTING IT
- FAMILY GETTING IT
- THE ECONOMY



**CORONAVIRUS  
IMPACT**

**3 CASES**  
IN DUKES & NANTUCKET COUNTY



#WCVB

43°  
5:49

# QUESTIONS?



# Matters **OF** Data

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# UPCOMING WEBINARS

- Wednesday, March 9, 2022, 10 am:  
Cyber Security Basics for E-Commerce  
Presented by Arbuckle Media
- Thursday, March 24, 2022, 10 am:  
8 Step Traffic Growth Approach  
Presented by Alison K Consulting
- Subscribe to the inTouch Newsletter to  
receive notice about the topic of the next  
webinar in the series.



See recordings of previous webinars  
and related tip sheets:

<https://tourismns.ca/webinar-series>

# Website Bootcamp Program

The Website Bootcamp Program is an opportunity to learn from digital experts and build confidence to manage your website effectively.

The program has two streams – one for businesses that want to improve an existing website, and one for businesses who want to build a brand-new website.

Applications close on Friday, February 25 at 4 pm

Apply at:

<https://tourismns.ca/website-bootcamp-program>

# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
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