

Samsung Solve for Tomorrow

A BOOTCAMP **MARK CUBAN**
FOUNDATION

Lesson 5.1: Data Visualization, Part 1



What is Data Storytelling?

Communicating complex information in a way that's easy to understand, and memorable, to help audiences make better decisions and take action.

Data - The numbers, facts, and evidence

Story - The meaning and 'so what'

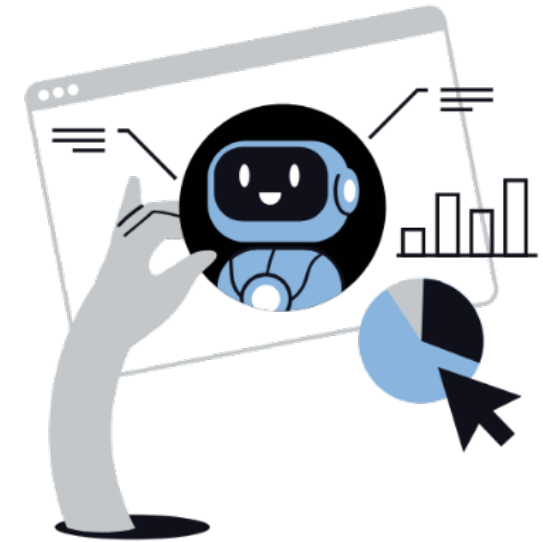
Action - What audience should do or believe



What is Data Visualization?

The graphical organization of information — using charts, graphs, and maps — to make it easier to see patterns, trends, and outliers.

Bar / Column	Comparing categories side by side
Line Chart	Showing change over time
Pie / Donut	Showing parts of a whole
Table / Map	Detailed data or geographic patterns



Why Data Storytelling Matters

Clear data convinces audiences.

- ✓ Investors want evidence, not just enthusiasm
- ✓ Visuals help complex ideas land faster than words alone
- ✓ Good charts build credibility and trust with your audience



Activity #1: Data Storytelling

- 1 Explore the PowerBI dashboard** Spend 3-4 minutes clicking through the data.
- 2 Notice what works** What chart types do you see? What patterns jumps out? What is the 'story' being told?
- 3 Group discussion** Share your observations. What data storytelling techniques did the creator use? (5 minutes)

What chart type did the creator choose? Why do you think they picked it?

What's the main 'story' the data is telling? Can you state it in one sentence?

Who is the audience for this dashboard? How do you know?

What would you change to make it even clearer or more compelling?

10:00



Tips For A Great Visualization

- ✓ **Clear Title** — State the insight, not just the topic
- ✓ **Label Everything** — Axis, data, legends; if someone has to guess you've lost them
- ✓ **The Right Chart** — Bar for comparisons. Line for trends over time. Pie only when < 5 slices.
- ✓ **Simple Colors** — 1-3 colors max. High contrast = more accessible.
- ✓ **Credit Your Source** — Add source citation below chart. Builds credibility.
- ✓ **Less is More** — Remove unnecessary gridlines and borders. The data is the hero.

Activity #2: Build Your Visualization

This chart ▾ is in My archive

Edit history Comments

1 Upload Data

2 Check & Describe

3 Visualize

4 Publish & Embed

How do you want to upload your data?

Copy & paste
data table

XLS/CSV upload

Connect Google
Sheet

Link external
data

Copy & paste your data

Select your data (including header row/column) in Excel or LibreOffice and paste it in the text field. You can also upload a CSV or Excel file from your computer.

If you just want to try Datawrapper, here's a list of some example datasets you can use:

Select a sample dataset ▾

Proceed →

Paste your copied data here...

Activity #2: Build Your Visualization

- 1 Open Datawrapper (datawrapper.de)
- 2 Sign in with school Google login > Click 'Start Creating'
- 3 Enter your data and select a chart type
- 4 Customize title, labels, and colors
- 5 Download your finished visualization as a PNG

30:00



Gallery Discussion

- 1 What data did you visualize? What story does it tell?
- 2 Why did you choose that chart type?
- 3 What was the hardest decision you made while building it?
- 4 How will this visualization strengthen your project?

