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RESEARCH ARTICLE

STORYTELLING - HOW DATA DISPLAY IMPACTS IN A GOOD ANALYSIS

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Abstract

Storytelling – As the display of data impacts on a good analysis, it is a process that seeks through the relationship between art and data science, uniting the act of storytelling and the search for information, which will help in the time of processing an important decision and decision. The objective is to show the historical process of the joining of two distinct arts that by joining them made the data analysis process easier, in addition to how to present this data to a client or in a corporate meeting, a process facilitated by Business Intelligence tools and not leaving aside how to perform a good presentation. The methodology used is exploratory research, due to the theme addressed being recent, which generates a scarcity of materials about it, thus seeking to present another form of knowledge to the reader. Considering the submissions with an eye on the positive results that large companies had when adopting the storytelling technique with data, leaving the most interesting analyses to the customer, using day-to-day software such as Microsoft Power BI and Microsoft Power Point, presenting more in-depth analysis, organized and not leaving aside elegance, making it a better experience.

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Introduction:-

According to Jonathan Gottschall (2012, p.14), an American specializing in literature and evolution, "We are, as a species, addicted to stories. Even when the body sleeps, the mind stays up all night, telling stories." Since ancient times, human beings have always sought ways to maintain their origins, cultures and traditions to their successors. There were several methods of transmitting their information over time, ranging from "theatrical" actions with gestures and in an oral way, to the rock arts, and finally reaching the traditional books and articles distributed by technology today. These past narratives over time contributed to the creation of the term Storytelling, a technique designed to convey stories in a unique and unforgettable way.

Data analysis is a very recurrent process in companies from different areas, where, through specific data, it is possible to obtain several conclusions for decision-making that may help both the growth of the company, as well as identify possible processes harmful to it, thus answering the questions that give rise to this operation (COELHO, 2017). Working together with the processes of thenalises, it is also possible to see that it is very important the way this data is presented to the client, so that its conclusions are more easily identified, benefiting in operations effectively. This set of actions that are designed to contextualize the data through different visualization methods, so that it facilitates the client's understanding of narrative elements is known as Storytelling with data (SOMBRI, 2022).

According to Leonardo Karpinski (2021), expert in Power BI, DAX Language and Dashboard Design and founder of Power BI Experience, "You may have done the most amazing job in the world in Power BI related to ETL, Calculations, Modeling and etc. but if you don't know how to attract attention and impress your audience, all your work will have been in vain. And it is in this context that the importance of a good Storytelling for data analysis comes into play." The way stories are told through data allows the audience to understand the complexities of the analyses, greatly improving their interpretations, which makes everything more interesting to those who are seeing.

It is important to identify that through Storytelling, a data analysis gains narrative benefits that give even more impact to certain information, which ends up collaborating a lot to understand the data analyzed so that each item contained in that analysis gains its proper meaning, in addition to transmitting even more credibility the ideas Presented. This technique is presented by combining different methods of data visualization in order to use a certain amount of data to convey an idea or history.

Other points that are important to mention is how these data are obtained, as well as the way in which they are extracted to find values that are worth highlighting. There are several tools that benefit the professionals in analysis, helping them to order large masses of data through their usefulness and expanding their analytical capabilities, being able to be used for various sectors, performing different calculations of indicators and identifying benefits and harms for companies. Among some of the main analysis tools in the market today, it is worth mentioning Microsoft Power BI, the Python programming language that has specific libraries for analysis such as Pandas, Beautiful Soup, among others.

In this context, this article studies how an approximation can be made between the literary art of telling stories with the scientific search for specific information, critically identifying the importance of working together of these processes, as well as their individual ways of working, distinguishing harm and benefits by both parties. It also plans a deeper investigation into the core concepts of Storytelling with Data, working in conjunction with Microsoft Power BI and Power Point tools, using practical demonstrations with images for specific purposes.

Theoretical Reference

Cole Nussbaumer Knaflitz (2015) states that "There is a story in your data. But your tools don't know what that story is. That's where you come in – the analyst or information communicator – to give life to the story, visually and contextually." Following the author's proposal, the main points involving the creation of an organized analysis will be highlighted, seeking to clarify the main points involved in its creation, working clearly and concisely, from individual concepts, separating the studies of Storytelling and Data Analysis to their methods and best practices together, thus forming the Storytelling with Data.

Storytelling

Storytelling is a term of English origin that brings together the words story and tell, and can be defined directly as the art of storytelling (SILVA, 2021). This procedure has as main objective to transmit to the reader a well-structured idea about the story being presented, identifying and highlighting its main points so that its message can captivate the same in the best possible way.

The term Storytelling is gaining increasing popularity today being a technique directly linked to entertainment. According to Dimitri Vieira (2019), "Storytelling is the art of and telling stories using techniques inspired by writers and writers to convey a message in an unforgettable way", that is, a way to organize events in a fluid and simplified way in order to facilitate the understanding of the target public through actions that can directly mark the psychological of it, ensuring that that story presented is marked in his memory.

The stories are part of the human life cycle since the beginning of time, and can be seen in books, music, paintings, among others, being passed down from generation to generation with elements that give identity to both people and their various social classes (LIMA, 2014). Through Storytelling, it is possible to work with different contexts, ranging from marketing campaigns with artistic pamphlets, to a scientific analysis of the Sales sector of a multinational company. The possibilities are endless, which demonstrates the wide adaptability of this technique to specific areas.

Data Analysis

Data analysis is the process of applying statistical and logical techniques to evaluate information obtained through certain processes (SILVA, 2021). Being a data collection through analysis made in tools that can assist in this process, making the data more accurate and reliable.

Tools can be used in the process of data analysis, such as in the form of dashboards, a function found in Microsoft Power BI, according to Filipe Maia (2021). Power BI is a Business Intelligence software used for data analysis that has revolutionized the BI market since its launch in 2015 by Microsoft. The program connects with different sources to extract, treat and distribute data. It is a great tool to be able to make use of data extraction from other sources, create reports and make them more dynamic using dashboards.

In addition to the use of programs, data analysis can be done through programming language, as is the case with Python, being a language of general purpose, that is, it differs from other languages, can be used for the most diverse purposes, depending on the objective to which one wants to arrive (BARRETO, 2020).

Some libraries can be used next to Python, offering more features when doing analysis, such as the Pandas library. Pandas is a Python library that adds a lot of tools for analysis, as well as high-level frameworks. Being its largest characteristic is the ability to translate very complex operations with just a few clicks, besides having a good speed in processing. The library includes more than 17,000 commits and about 1100 collaborators (BOBRIAKOV, 2018).

Power BI

There are many tools for business intelligence, where you can have clear, important analysis for decision-making, including Microsoft Power BI, for you to see. This program has as main functionality the possibility of creating dashboards and reports in an interactive and simplified way, together with a very simple interface where users can easily find the functions of the program, and according to Raphael Santos (2019), "it is a set of services of software, connectors and applications that work together. They can transform the company's data sources that are not related into coherent information, that is, that make sense to managers and indicate relevant issues."

About Business Intelligence, is an umbrella term that combines architectures, tools, databases, analytical tools, applications and methodologies. BI's main objective is to enable interactive (sometimes real-time) data processing, enable data manipulation, and provide business managers and analysts with the ability to conduct appropriate analysis (SHARDA, DELEN, TURBAN, 2019).

Storytelling With Data

Storytelling with Data is the creation of a narrative through data where, it is carried out the simplification of an analysis, so that its understanding can be easily understood regardless of complexity (DAVENPORT, 2015). Through this technique it is possible to transmit an analysis into something organized and coherent, identifying the script hidden in that information and bringing out its best context, making it more pleasant to those who see it.

With this concept in mind it is possible to work with data in various ways, identifying the best practices for presentation, either through images and graphics, or verbally with face-to-face presentations or by media with audios and videos. Among the main means where this methodology can be used in the market today, we highlight the Dashboards, where information is provided in a grouped way in a panel, diversified with graphs and unique data to identify the main performance indicators of a given area.

Through these actions, several factors arise that end up being directly influential in the construction of a good Storytelling with Data, where, through a good abstraction, it is up to the analyst to identify them and organize everything for the assembly of a good and organized analysis. It is of great importance that the person responsible is someone curious, who seeks to find interesting trends and values to those who can see, to generate different and important results, making specific research about data visualization, where graphic concepts such as colors and use of graphics are worked, as well as communication and oratory, for a detailed and captivating presentation of the analysis (CARNEVALLI, 2021).

Data Visualization

The way data is visualized is an important initial step in creating a good Storytelling. It is important to pre-define essential concepts such as a color palette that converses with each other and is consistent with the theme, as well as a specific typography to work in conjunction with colors, with appropriate and standardized font and sizes. Another important point that can influence a good exposure of the data, for the construction of an organized Dashboard, is the creation of a custom background, which has aspects consistent with the chosen theme, generating a more attractive view to the target audience.

Colors

According to Neil Patel (2022) "Color psychology is a study that points out how our brain behaves in the face of visually captured information. Colors generate emotions, impacting the person who receives them in a positive or negative way." The main factor for colors to play an important role in the construction of a good Storytelling is due to the fact that cada one has the ability to generate different feelings for people. Because of this, it is possible to search for a palette suitable for specific situations, translayering to the public a unique feeling based on the choice of color.

Although color psychology is a proven psychological study, people will not always have the same perceptions for certain colors. This can occur due to various cultural, social or personal factors, indicating that although it is a widely known technical study, the conclusions are based on statistical data. Another factor that can influence a conclusion about colors is the tonality in which it presents itself. A clear example of this is the red color, which represents an intense color, which can mean passion and enthusiasm with a certain hue, and fear or danger with others (FERREIRA, 2020).

Figure 1:- Color Emotion Guide.



Fonte – <https://thelogocompany.net/psychology-of-color-in-logo-design>, 2020.

As shown above in Figure 1, each color has its respective concept, opening margins for specific choices in the most different business sectors, and is even used in large renowned brands. This diversity is also a strong influence in the development process of a good Dashboard, as well as its background, where it is necessary to identify the palette consistent with the project to be developed, so that each item converses with each other through colors, thus facilitating the understanding of the reader.

Typography

Following the concepts that interfere in the visual conception for the construction of a Storytelling with Data in an organized way is the typography. According to Rafael Rallo (2018) "Typography is the study, creation and application of characters, styles, formatos and visual arrangements of words. Types, known as fonts or fonts, indicate the visual composition of a text." Through standardized writing techniques it is possible to define the importance of specific data that appears in an analysis, so that, depending on its degree of relevance is greater, more prominence will receive, varying between font size and markings as bold or underlined.

It is important to conduct a technical research on specific sources and identify the best option and according to the topic to be addressed, however, not always all options will be available to be used, as is the case of Power BI, where there is a limited amount of 24 available sources, and although it is possible to install new ones by other means, they will only be presented properly if the user's machine contains it installed, so if it is necessary to send a ready report to another person, it is possible that the choice is not presentable accordingly.

Like colors, fonts also have groups that can influence the reader's feeling, being divided into serif and serif fonts. Through the serif fonts, it is possible to build a more relaxed visual identification, with specific finishes and touch-ups, which facilitates the flow of reading. On the other hand, the sources without serif have a more serious and focused character, being widely used for important documents that require a more complete action (LABOURIAU, 2021).

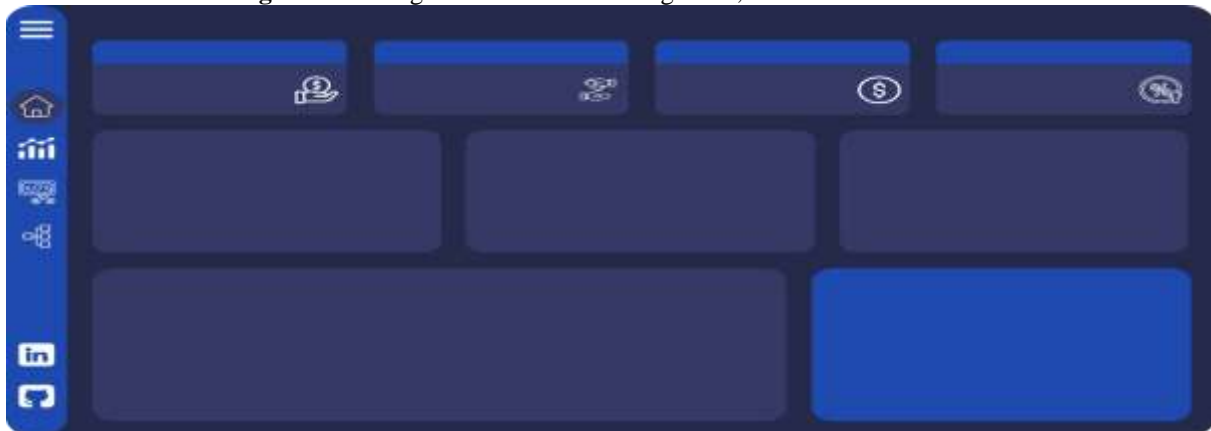
Background

Working together with graphics and especially in the creation of Dashboards, the backgrounds are responsible for the transformation of a more elegant report, which makes them consequently more interesting to anyone who is to view them (PINHEIRO, 2020). Through tools such as Figma, Power Point, among others, it is possible to build a clear layout, identifying a color palette that is consistent with what the analysis seeks to convey, and can vary between unique colors for a general layout, or with multiple colors that talk to the graphics, where each indicator demonstrated has its specific color. You can also work with special icons, and you can use them to create navigation items in a menu, or to represent performance indicators, such as a money icon representing billing.

Other points worth mentioning are related to the formatting of the shapes used for background creation. Depending on how layout creation is performed, you can add shading shading to creating 3D effects in shapes that may be pleasing to anyone who sees it. It is also valid to reinforce the need for standardization, both in the choice of shapes and in their sizes, always keeping aligned their edges, whether rounded or not, as well as their spacings and sizes.

Finally, it is also good to emphasize the importance of using layouts developed by third parties as a basis for creating a good background if you are without ideas for your own development. Many people consider it wrong to use other people's works as a basis imagining that it can be considered a theft, however, the use of these projects as inspiration is very welcome for the creation of a more pleasant design, and can be easily found through research, with the most varied models, with dark or light themes.

Figure 2:- Background with Dark Background, Side Menu and Icons.



Source: Authors, 2022.

Above, in Figure 2, you can see a good example of a dark-themed background developed in the Microsoft Power Point tool, following the patterns mentioned earlier. You can see from the image how colors talk to each other, with a more shimp-bright blue working together with a background that has a dark mais tone, along with the shapes in a lighter tone so that it can stand out to graphics displays without running away from the established pattern. In addition, one can also see a correct use of the spacings between the shapes, where each item presented has the same difference between them, as well as the use of icons for secondary functions, which generate a visual pleasure to the user, being used even for the development of a side menu.

Dashboards And Graphics

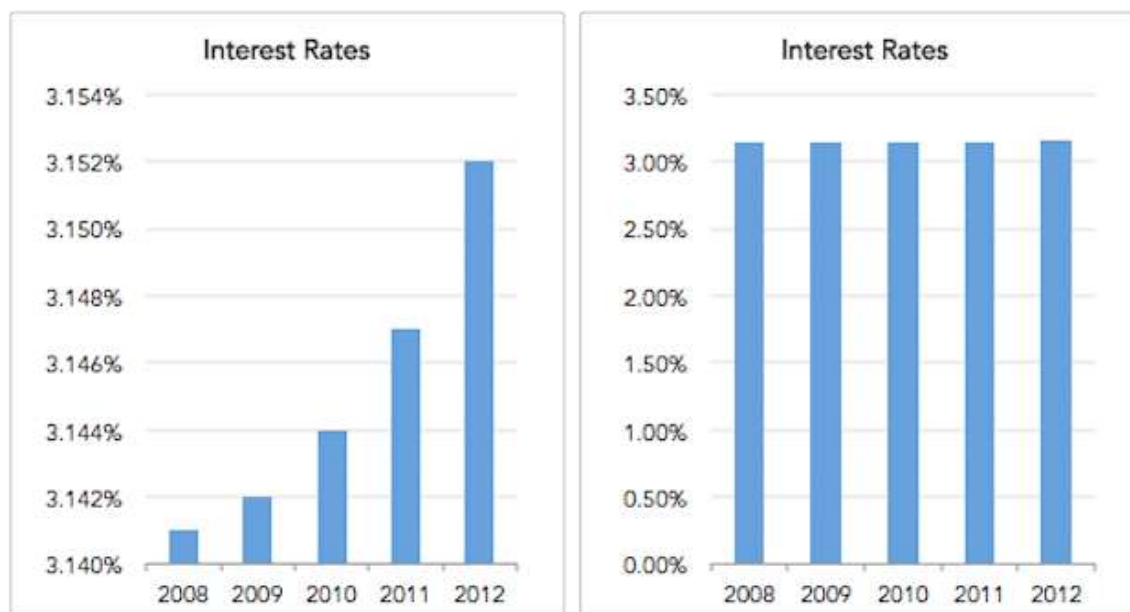
Proceeding with the methods to build a good Storytelling in conjunction with data what can not be left out are the charts and dashboards. Through graphs it is possible to make a visual demonstration of specific data and search for the best way to present it in a conv way incentive to those who are viewing them. For this, it is necessary to conduct a more appropriate study, seeking to identify in which situation each graph fits best, thus improving the clarity and understanding of its presentation (NEDIGER, 2021).

Each chart has specific components that can bring benefits and harms depending on how used. A good example is the use of grid lines for column graphics, and their use will not always bring a pleasant view to the reader. Other values that can influence good visual information are data labels and captions. With these factors inserted, it is possible to bring a certain visual demonstration about the data reported in the chart, being able to replace the vertical indication ei xos, exposing the clearest information in the analysis.

In addition, it is important to identify factors that can negatively influence the visual perception of the reader, making the analyses weaker and possibly incongruous. How and xemplo can be cited graphs used for analysis over time, starting with the vertical axis other than zero. With this, values often take discrepant forms of reality due to the difference of the initial axis, making the analysis lessrossímil, causing it to lose credibility.

Below, in Figure 3, it is possible to identify a clear example of the context previously mentioned, where through the presentation of a graph with an axis that is not zero, a clear discrepancy is displayed in the model's exposure, even containing similar values in both. Thus, the public that does not have the proper knowledge about graphs, ends up having a false perception about the values presented, which ends up generating a manipulation by the analysis to the client.

Figura 3:- Same Data, Different Y-Axis.



Source: <http://ixd.prattsi.org/2017/12/visual-lies-usability-in-deceptive-data-visualizations/>, 2017.

With the charts defined appropriately and a preview of what data will be presented, you can join these data in an organized way by creating a dashboard. According to Pedro Tebaldi (2017), "A dashboard, in the context of IT, is a visual dashboard that centrally presents a set of information: indicators and their metrics". Therefore, through this data set, you can define in a grouped way the main information of a particular sector of a company code. Among the tools currently available in the market to work with this functionality, Microsoft Power BI stands out.

During the process of creating a dashboard, building a good Storytelling is essential for better use of the data, ensuring that it is not simply spread inane to anyone who identifies it. It is important to note that the place where the data is presented should also receive special attention. Leonardo Karpinski (2020) advises that "The user has a tendency to slide his gaze on a page following the format of 'Z', so always distribute the most important images at the top of the page! ". Therefore, it is necessary to reinforce the storytelling construction process to define the best practices of presenting them in a visual panel with properly organized data, in order to facilitate the maximum possible insights of the target audience.

Figure 4:- Financial Dashboard.



Source: Authors, 2022.

It is possible to identify above, in Figure 4 a finished Dashboard, following the patterns presented in advance. For its construction, microsoft power BI ferramentwas used, together with the background demonstrated earlier in Figure 2, developed in Microsoft Power Point. As mentioned earlier, this model follows the pattern in "Z", starting with some of the main indicators of a financial model, dealing specifically with values, moving to easy-to-understand graphs, with data labels enabled to display clear values to users, as well as colors consistent with the palette previously selected in the construction of background.

Presentation

Performing a good presentation is an important step during a meeting with the requesting client, highlighting the use of oratory, a stage that begins to be developed during school life. As Márcia Pimentel (2021) says, "orality is a privileged means of interaction and communication. It occupies a position of centrality in human relations and in the constitution of subjectivity. It is fundamental to teaching and learning processes." Therefore, it is an indispensable part of the process of presenting a Storytelling with Data, where there should be a good oratory, so that, aligned with the dashboards, facilitates the understanding of the client with respect to what will be shown.

Oratory.

As more presentations are made, it is remarkable the evolution in the oratory before the public, where it is possible to notice the strengths and weaknesses at the time of a presentation with a client. According to Flávia Rita (2020), "A good oratory must present some basic characteristics: be clear and coherent, be objetiva and concise, promote public engagement". Following these characteristics the presentation becomes easy for the listener, leaving no doubts about what will be addressed, besides being able to convince the customer to buy ideas or products, conforme the persuasion presented during the meeting.

Persuasion

Persuasion is the stage where the professional responsible for the presentation will use techniques to convince the customer to buy his idea. According to Mano Marques (2021), "The techniques of persuasão can be considered an art. In the case of business, it's like a journey that culminates with your client saying 'yes, I buy'. In general, they are efficient strategies capable of convincing a person to make a decision, in this case, purchasing decision." However, it is an important stage of the presentation, it is the decisive moment where the client will decide whether or not to approve what has been shown to him. Also aligning a good posture before the presentation, passing more confidence in the subject and presentation.

Posture

Posture during a presentation is essential to demonstrate that if you have mastery in the subject, it is through it that the presenter will pass confidence to the listener as says Flavia Rita (2020), "To express confidence, the presenter must avoid looking at the floor or keep his shoulders fallen, because they are ways that compromise his credibility. Remember that the public should feel confidence in the speaker, identifying an authority on the subject." Based on this, it is important to maintain an adequate posture diante of the presentations, as it can compromise all the effort worked and leave the client with little confidence in what has been presented to him.

Materials And Methods:-

Through this item, the means responsible for the development of this dissertation will be demonstrated, bringing the main concepts regarding the auxiliary tools used throughout the project, as well as the specific methods that contributed to an even better organization of the proposed theme.

Materials:-

Regarding the materials used in this article, this topic seeks to address the auxiliary software used during its elaboration, being Microsoft Power BI, as well as The Microsoft Power Point, both used to develop a dashboard more pleasant to the public, as a way to better demonstrate the context related to Storytelling with Data, being power point used for the creation of the background, while the Power BI used for the Dashboard.

Power Point - Background

As Paula Louzada (2020) quotes, "PowerPoint is an easy-to-use program and a powerful tool for making a presentation. Its visual aspect, collaborative potential and ease of sharing have made it one of the most traditional and intuitive options on the market." In this context, this tool was used to create the background presented in Figure 2, having analyzed its ease of handling, as well as the availability available for creation. Through this software, together with a previously chosen color palette, it was possible to select the shapes and organize them in a pleasant way, to show the reader a good example of background co-instruction, properly and equally, by adhering.

Power BI - Dashboard

During the construction of this article, Microsoft Power BI was also used as a way to build the financial dashboard presented in Figura 4, to demonstrate a look more appropriate to the reader, and to facilitate the context presented in topic 2.6. During its creation, cards were initially used to present the main financial indicators involving values, followed by graphical examples chosen specifically for each selected analysis, so that the reader's understanding can be further improved.

You can identify column charts for a careful analysis of a given quant value, followed by an area chart for a billing analysis over time, and a pie chart for percentage demonstration of different values.

Finally, you can view a column chart to display the profit progress obtained over time so that both their growths and value falls have clear visualization to the reader, and ending with a Treemaps chart for a visual demonstration in conjunction with data labels presented in the amount of sales for the various categories presented.

Methods:-

Considering the information presented throughout this article on the theme Storytelling with Data, we identified that, because it is a topic not widely recognized in the main social niches and with the recent rise of analytical software that facilitates presentations and decision-making of companies through the construction of Dashboards such as Power BI, we initialized this project with the objective of making an exploratory research, seeking to pass as much knowledge as possible on a relatively new subject to the reader.

Following this path, the analytical approach used was qualitative, which seeks to treat individually all contents related to the theme, from individual concepts such as Storytelling and Data Analysis, to their work together effectively, building a script as complete as possible to the reader, based on data collected through arguments available by different authors.

Finally, with regard to data sources for valid references and with greater credibility, bibliographic and documentary techniques were used, which are research based on already consolidated studies on the subject, always seeking appropriate confirmations from specialists in the area to better understand the content, in the most diverse media sources.

Results And Discussions:-

Through research and tests performed, it was possible to obtain expressive results to the point of the main topics mentioned throughout this article, highlighting the importance of certain items, as well as, drawing a parallelism about how the implementation of Storytelling with Data could bring expressive benefits nowadays, through tools such as Power BI. Thus, this topic seeks to present these results individually, properly treating how their responses benefit companies in the current market.

Importance Of Data Analysis

The importance of having good data analysis makes decision making simpler, because of this, data should be treated with a higher priority because of its importance. As a result, it is well known to be a certain treatment by the companies in the process of how this data will be used, due to the level that this information is important. See if a growth in the volume of data today, an increase that is justified, because we live in the digital age and the evolution of the Internet, data analysis arise and to find better ways of using this volume of data in order to achieve good results when making an important decision.

In addition to the high importance at the business level, data analysis can be used to show more easy information to some customer about how the data was collected and studied, so the client has a broad view of the business, aligning this to a good presentation the client can have a positive response, opening possibility for new business to be agreed upon. Taking into account a good presentation, tools like Microsoft Power BI have been covering more of this question of how data is presented, due to its ability to create varied and informative dashboards, making the experience more enjoyable to those who will read this information.

Impact Of Power Bi On The Market

Due to the large amount of data generated in the current scenario, companies found themselves seeking resources to deal with so much information at the same time, in addition to doing the proper analysis to be able to filter what would be important in the middle of so much information. Business Intelligence or Business Intelligence methods are processes of data collection, organization and analysis that are important for the captive body environment, with them companies can reach a final result for important decision making, aiming at growth.

Due to the growth of Business Intelligence, many companies have launched tools that help create data presentations. One of them is Microsoft's Power BI, the program brings together several tools essential to the creation of dashboards and KPIs (Key Performance Indicator) metrics. It consists of a management tool used to measure whether an action or activity is generating the expected results (SILVA, 2021). In addition to allowing the user to use tools from other tools, such as Excel data. You can get a detailed view of the information in real time. This set of

tools made the difference in the middle of Business Intelligence, due to its efficiency in being able to be used in various areas of the business sectors assisting in decision making.

According to Microsoft's official website, several companies make use of Ferramenta, for example, Nestlé, HP, Nokia among others. This shows the level of importance that the tool has become when used in the routine of large companies, and can be used in large, medium and small companies, helping to make the best decisions due to greater growth.

Results Obtained Using Storytelling

Through research, we were able to identify that, through a well-constructed Storytelling, properly following the criteria of beginning, middle and end to create a story, as well as the use of persuasive methods to attract customer attention, significant results were obtained in different companies when adopting this technique. It is important to identify that in all successful cases involving this procedure, there is a specific methodology worked behind, always identifying the main points to be treated previously, and only then, starting for the construction of the project itself.

According to Martha Terrenzo (2021), professor graduated in Sales Management, "As a starting point to use storytelling, it is fundamental to understand the purpose and strategy of the company or business. That is, to understand for whom it is destined, what the term, the applicability and the meaning". Therefore, a good history with the product being presented is essential for the company's growth to be effective, and through this concept, to be able to raise the level of it in different aspects.

Table 1:- Examples of growths with the use of a good Storytelling.

ENTERPRISE	RESULTS
Huggies	Huggies is an American diaper company that in 2016 ran a campaign aimed at outsmarting competitors using the Storytelling technique. With this in mind, he devised a plan that referred to the company's own name, which includes hug, to build a story that influenced mothers so much in how a hug in the child can be significant, as demonstrated, the scientific importance of the same. As a result, Huggies' diaper sales increased 30% that year.
AirBnb	AirBnb has been created as an online service that sought to revolutionize tourism around the world, providing users with hosting options provided by users themselves willing to offer their own housing as an option. During the process of creating this Startup to this day Storytelling was essential for the growth of this company, making it today a reference in the hospitality market, obtaining multimillion-dollar profits.
Advanced Business Solutions	British company, focused entirely on customer service in the IT sector, which seeks to pass on to them as much knowledge as possible for their personal growth. It used classic examples for personal marketing with old fairy tales such as Cinderella and John and the Foot of Feijão, bringing them to their technological concepts nowadays. This storytelling initiative was so successful that it received several awards.

Fonte: <https://www.agendor.com.br/blog/storytelling-exemplos>, 2020.

It is possible to observe above in table 1 some examples of internationally recognized companies that used the construction of a good Storytelling for growth in both income and recognition in the area. Through this technique, significant results were obtained for them, bringing gigantic benefits, especially with regard to contact with the general public, resulting in exorbitant profits and awards that consolidated the work well done.

Storytelling With Data In Creating Dashboards

Finally, according to the surveys carried out, we could observe that, through the development of Dashboards for practical purposes using Microsoft Power BI software, it was possible to obtain significant results with regard to the possible decision-making for professional scopes, through the use of Storytelling during the process of constructing a specific data analysis. Although the databases used during the testing phases are fictitious, all concepts displayed during the dashboard creation process can positively influence a number of aspects in a company's decisions both for the purpose of studying results already obtained, and to make predictions of positive and negative trends to build an expectation of future performance.

The following are some examples of the main advantages provided by the joint use of Storytelling and Data Analysis during the preparation of a Dashboard, obtained through training and studies performed during the construction of this article.

Table 2:- Features and Results of Using Storytelling with Data in Dashboard Creation.

CHARACTERISTICS	RESULTS
ORGANIZATION	Separate data in an organized way, facilitating the understanding of the client.
RELIABILITY	Greater control and quality of databases, regardless of size and quantity of tables.
PERSUASION	High attractive power, causing greater influence and credibility to the client during the analysis.
CREDIBILITY	Increased credibility in the data presented, taking into account its organization and the way it is presented, highlighting the main items.
PRESENTATION	More enjoyable presentation to the client, taking into account visual factors and organization.

Source: Authors, 2022.

Through table 2 it is possible to identify that, among the advantages presented, the characteristics obtained mainly involve factors present in the storytelling construction processes, where, through a good organization in the presentation of the data performed through the construction of a coherent visual technique, the ability to persuade customer attention is significantly increased, which results in an analysis with greater safety and quality throughout the processes, as well as results with even more credibility.

Final Considerations

Through the elements presented, it was possible to identify how the growth of certain products works through a well-designed marketing, which, at the moment, with the support of technologies makes everything even more profitable. As seen throughout this article, using the storytelling technique known as Storytelling, it is possible to transmit to the public something innovative, elaborating a previous plot, and the main points to be followed and working with them along with the theme. On the other hand, it can also be seen that the information contained in a company is essential for the realization of future gains, where, through this data set, it is possible to apply the technique of data analysis to work it in a coherent way.

Based on these principles, the studies show how the combination of these concepts widely used today can bring even more satisfactory results in the business scope, resulting in the construction of Storytelling with Data. Through this technique, it was possible to identify how it is possible to explore the data of a company in even deeper ways, bringing to the analysis, organization and analysis through Storytelling, generating even more interests and facilities to the client, for an even better experience.

It was also possible to observe through the materials presented, how this methodology has a huge diversity to be worked on, and can be implemented through recurring software in the daily life of workers in the technological area, which ends up making its use even more simplified. In contrast to this, the methods presented were also effective, bringing technical and scientific activities through bibliographic research and relevant documents made by understanding the theme.

Finally, through the results presented, it can be identified how these techniques both individually and together have an impact on the market in general, bringing benefits to different areas of activity, which results in increasing acceptance by customers from different social classes around the world, bringing various benefits to entrepreneurial brands, financial part, with significant growth, up to the exhibiting part, with greater recognition and credibility in the market.

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