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From data to story

Robin Jung

September 2023

think-cell

Meet the speaker

Robin Jung

Head of Product Management
at think-cell

rjung@think-cell.com

Journey so far

2016 Robin began his career as a **strategy consultant** at the Boston Consulting Group.

2019 He later founded his own **productivity solution** for automating Excel and PowerPoint.

2021 At think-cell, he serves as the **operational link** between customer needs in data visualization and product development.

Today's quote

"There are two goals when presenting data: convey your story and establish credibility."
- Edward Tufte

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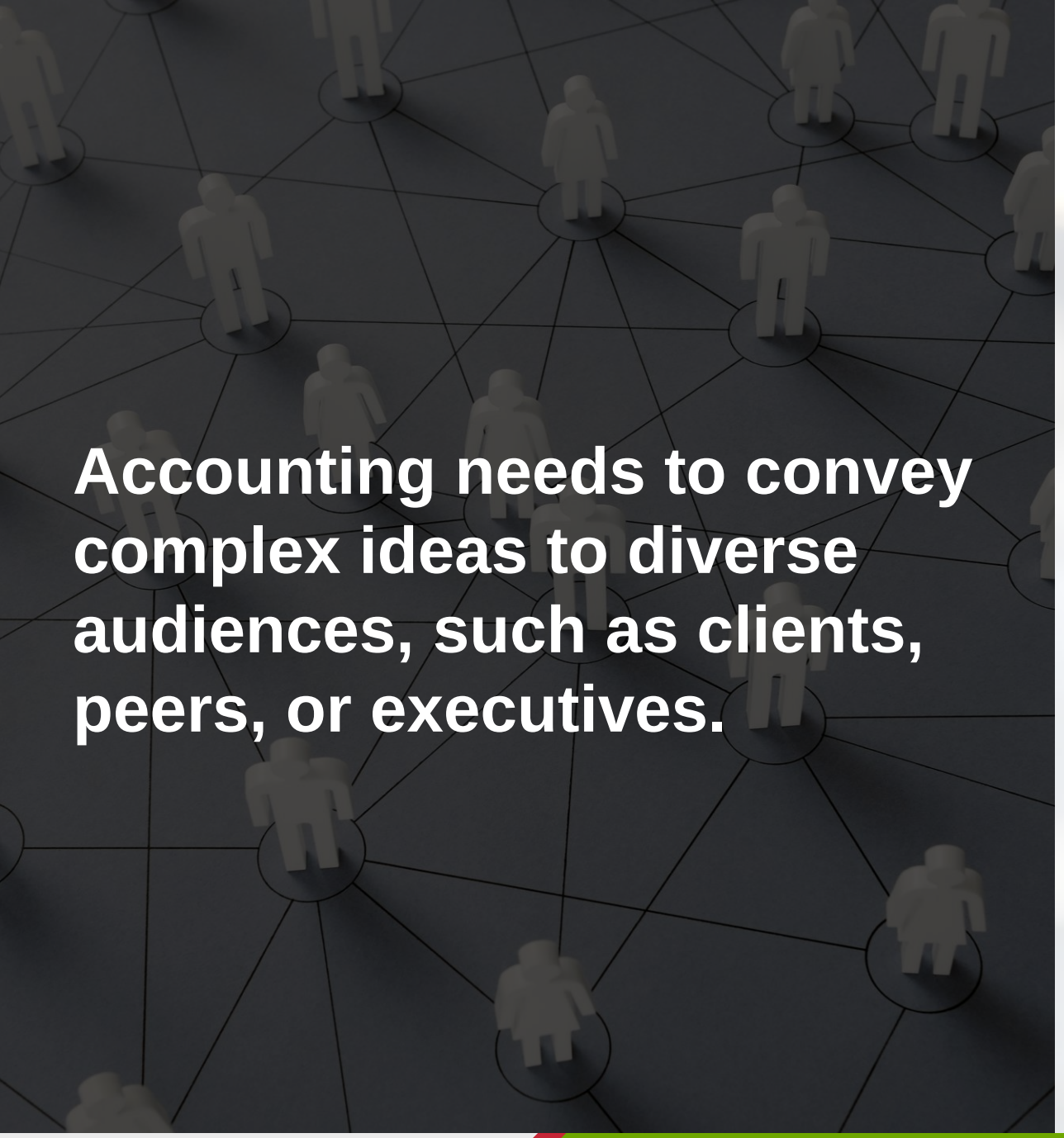
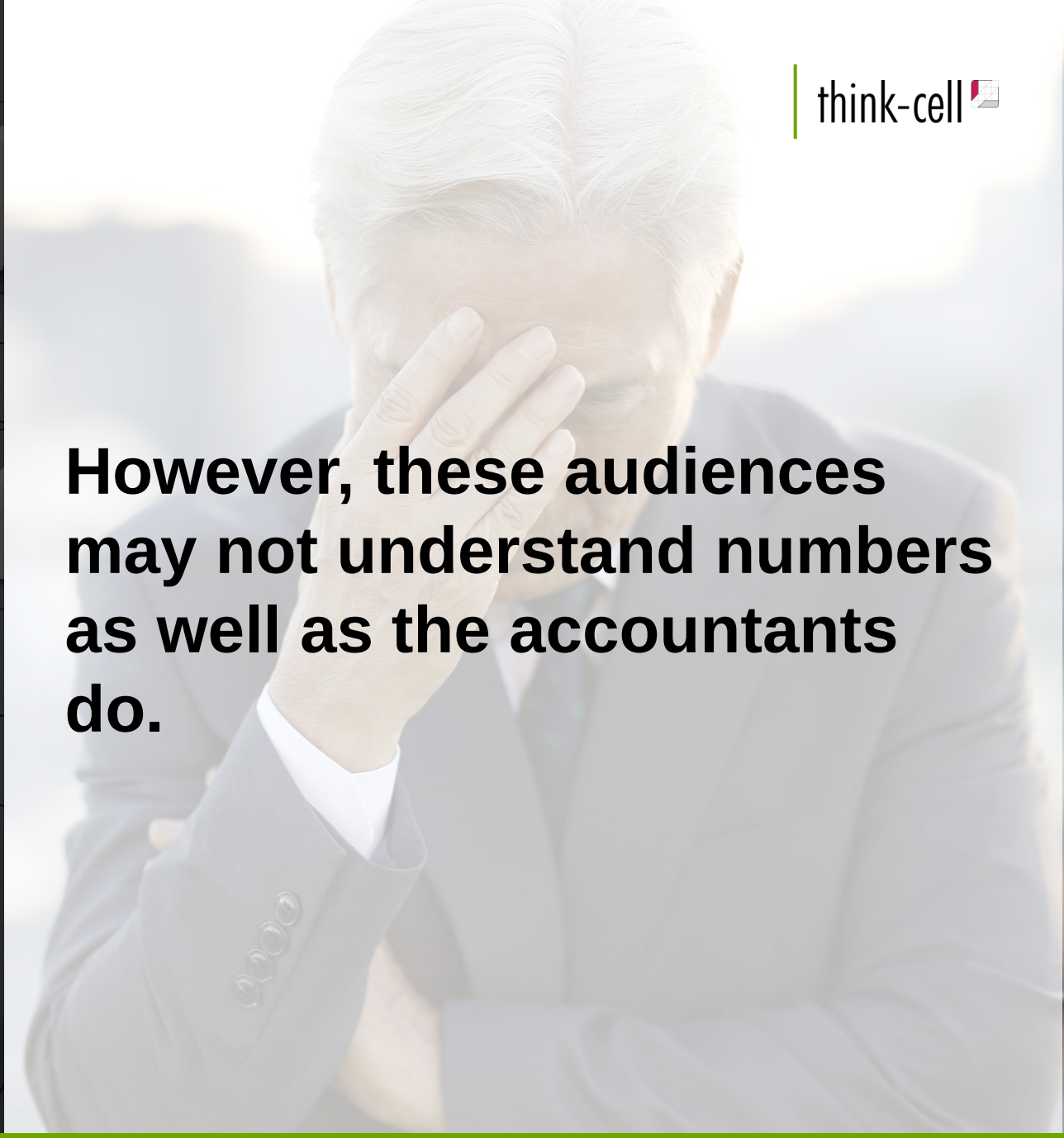


Accounting needs to convey complex ideas to diverse audiences, such as clients, peers, or executives.



However, these audiences may not understand numbers as well as the accountants do.

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There are two goals when presenting data:

- **convey your story and**
- **establish credibility.**

Edward Tufte

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People perceive and react to risk differently when information is presented either in tables or graphs.

“Graphs versus numbers: How information format affects risk aversion in gambling”

Michael Dambacher Peter Haffke, Daniel Groß & Ronald Hübner
Cambridge University (2023)

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People process and internalize information quicker if presented visually versus textually.

“The Pictorial Superiority Effect in Conceptual Memory”

Nelson Cowan, Jeffrey N. Rouder, Candice C. Morey, and Zhijian Chen (2014)

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The ‘Challenger’ example

BLOW BY HISTORY

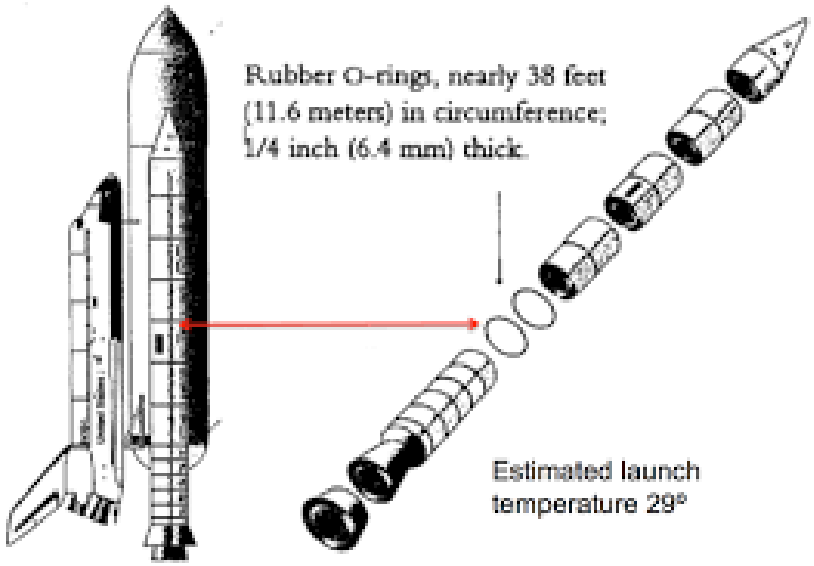
SRM-15 WORST BLOW-BY
- 2 CASE JOINTS (80°), (110°) ARC
- MUCH WORSE VISUALLY THAN SRM-22

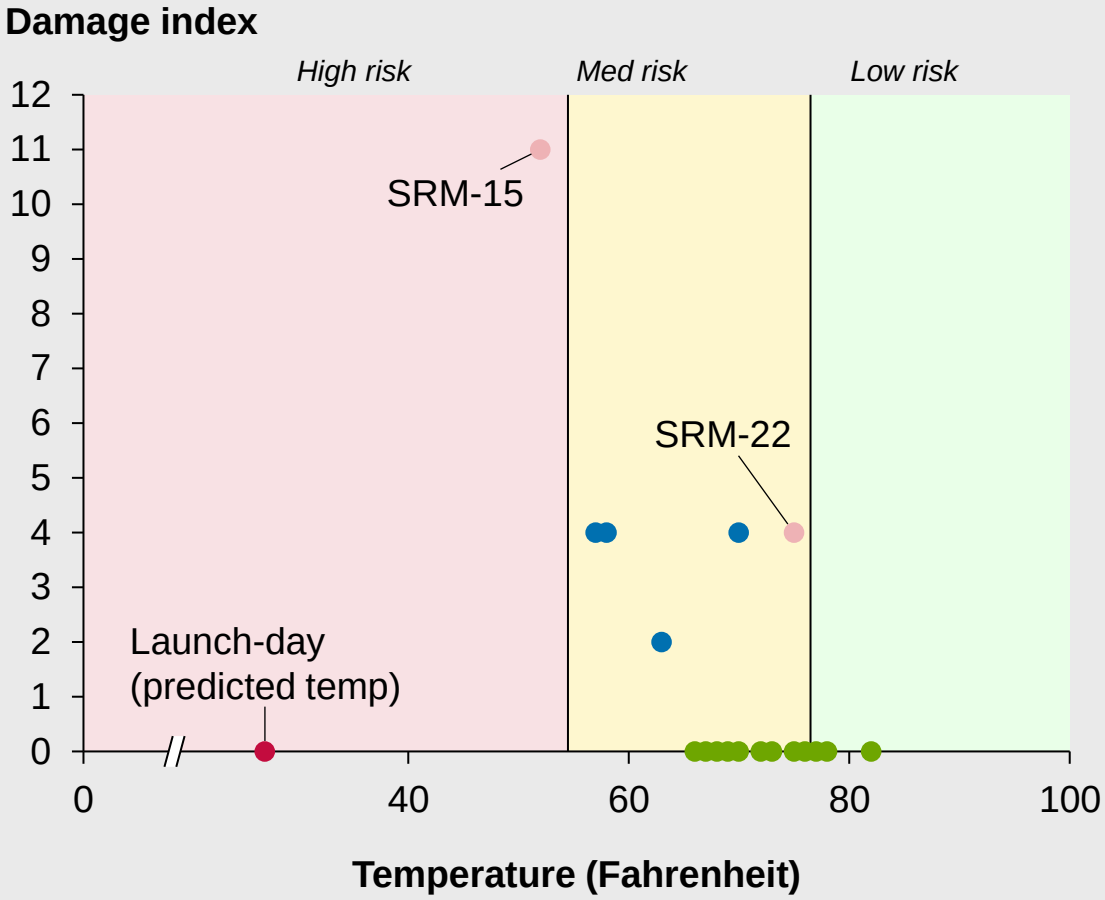
SRM 22 BLOW-BY
- 2 CASE JOINTS (30-40°)

SRM-13A, 15, 16A, 18, 23A 24A
- NOZZLE BLOW-BY

HISTORY OF O-RING TEMPERATURES (DEGREES - F)

MOTOR	M&T	AMB	O-RING	WIND
DM-1	68	36	47	10 MPH
DM-2	76	45	52	10 MPH
QM-3	72.5	40	48	10 MPH
QM-4	76	48	51	10 MPH
SRM-15	52	64	53	10 MPH
SRM-22	77	78	75	10 MPH
SRM-25	55	26	29 27	10 MPH 25 MPH





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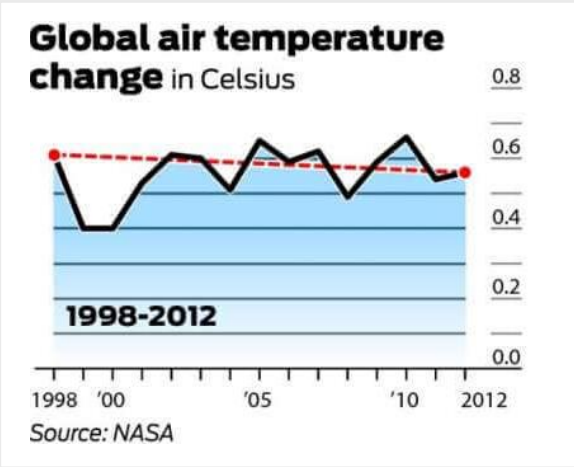
How data selection changes the story

1



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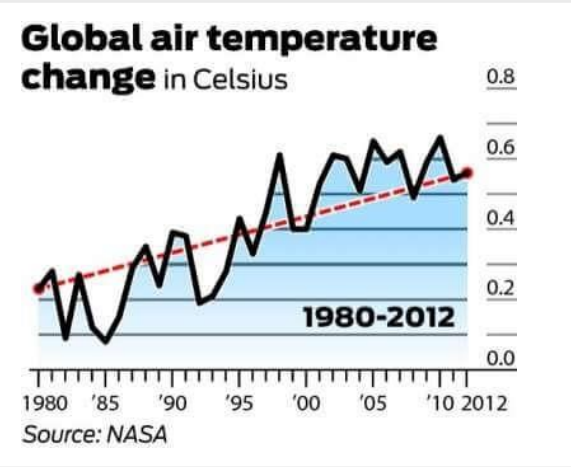

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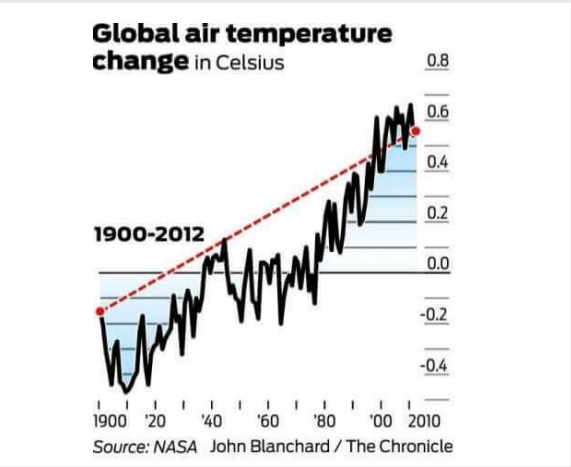

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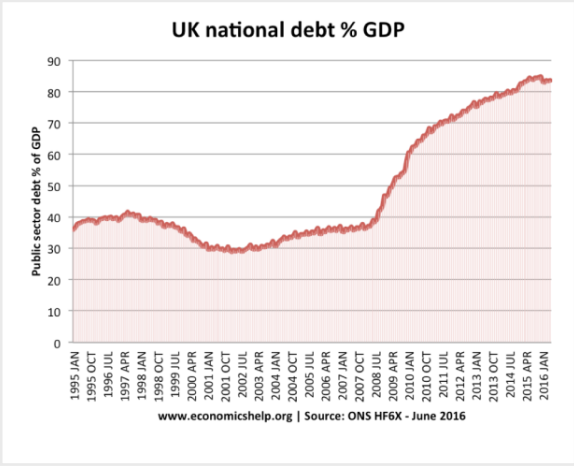

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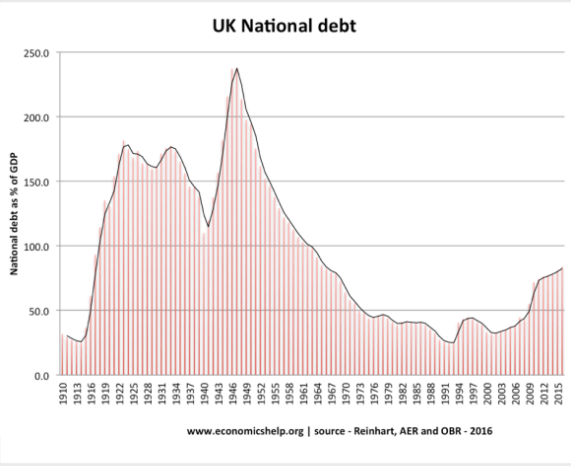

Source: https://www.datapine.com/blog/misleading-statistics-and-data/

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93% of executives and data professionals

believe successful data storytelling can boost revenue.

However, **49%** admit their employees

lack storytelling skills regardless of data literacy.

Source: From the ‘what’ to the ‘why’: how data storytelling is key to success
Exasol survey of 500 executives & data professionals (2021)

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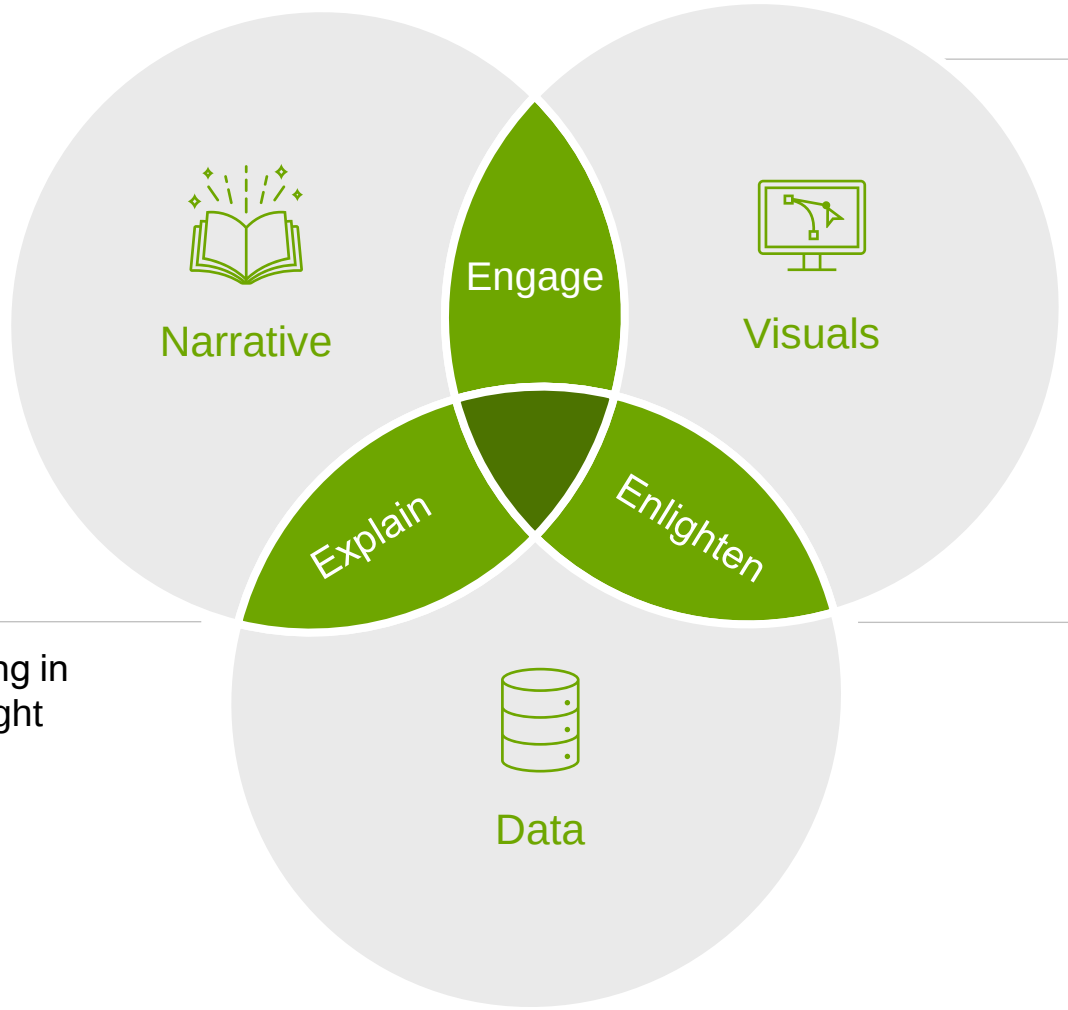
Data storytelling is a structured approach for communicating data insights



Engage

With your audience through a data story that can influence and drive change.

Explain

To your audience what's happening in the data and why a particular insight is important.

Enlighten

The audience to insights that they wouldn't see without charts or graphs.

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Approach

Explain:
When narrative is coupled with data, it helps to explain to your audience what's happening in the data and why a particular insight is important. Ample context and commentary are often needed to fully appreciate an insight.

Enlighten:
When visuals are applied to data, they can enlighten the audience to insights that they wouldn't see without charts or graphs. Many interesting patterns and outliers in the data would remain hidden in the rows and columns of data tables without the help of data visualizations.

Engage:
Finally, when narrative and visuals are merged together, they can engage or even entertain an audience. When you combine the right visuals and narrative with the right data, you have a data story that can influence and drive change.

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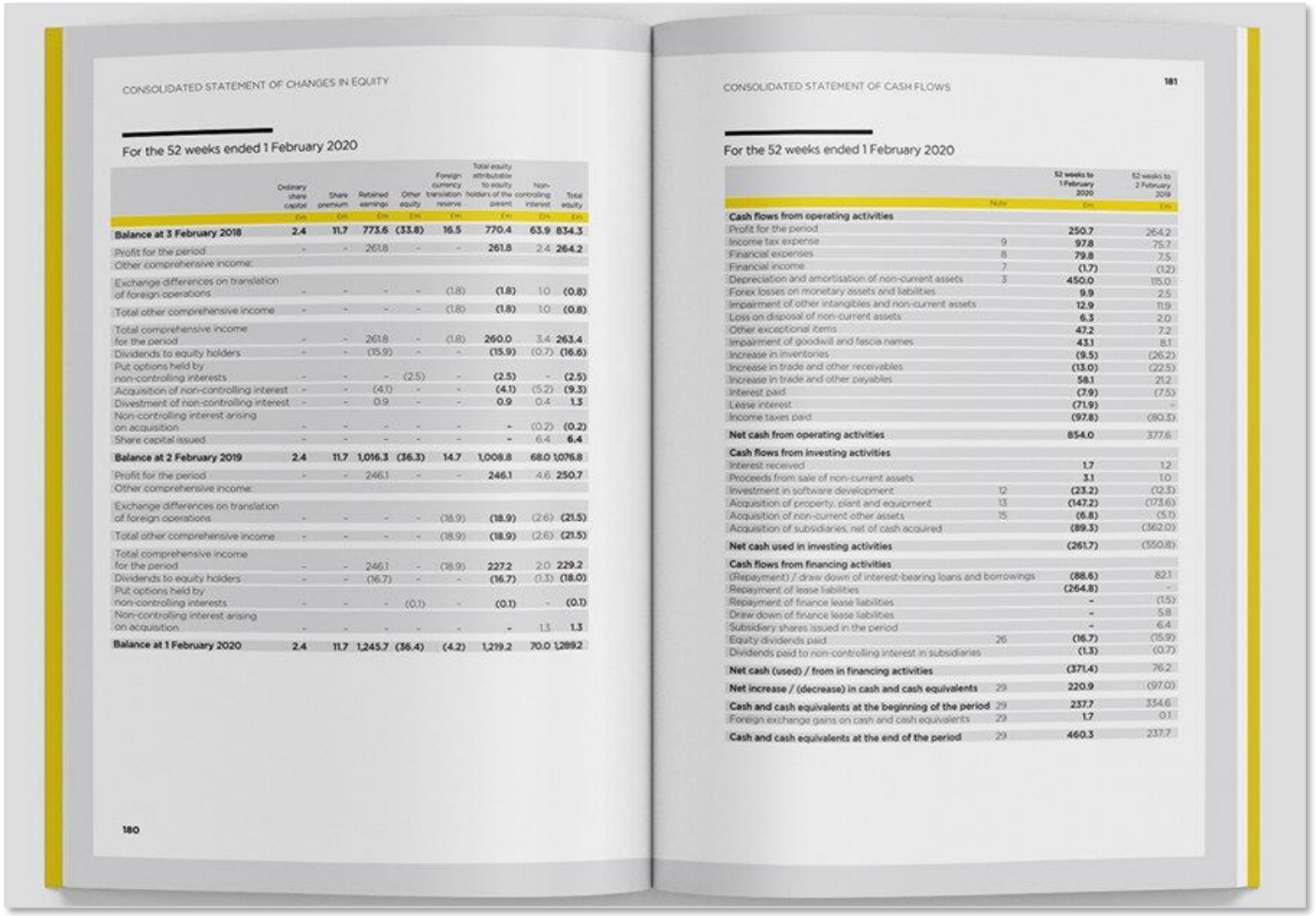
“The table”



CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the 52 weeks ended 1 February 2020

	Ordinary share capital	Share premium	Retained earnings	Other equity	Foreign currency translation reserve	Total equity attributable to equity holders of the parent	Non-controlling interest	Total equity
	£m	£m	£m	£m	£m	£m	£m	£m
Balance at 3 February 2018	**2.4**	**11.7**	**773.6**	**(33.8)**	**16.5**	**770.4**	**63.9**	**834.3**
Profit for the period	-	-	261.8	-	-	**261.8**	2.4	**264.2**
Other comprehensive income:								
Exchange differences on translation of foreign operations	-	-	-	-	(1.8)	**(1.8)**	1.0	**(0.8)**
Total other comprehensive income	-	-	-	-	(1.8)	**(1.8)**	1.0	**(0.8)**
Total comprehensive income for the period	-	-	261.8	-	(1.8)	**260.0**	3.4	**263.4**
Dividends to equity holders	-	-	(15.9)	-	-	**(15.9)**	(0.7)	**(16.6)**
Put options held by non-controlling interests	-	-	-	(2.5)	-	**(2.5)**	-	**(2.5)**
Acquisition of non-controlling interest	-	-	(4.1)	-	-	**(4.1)**	(5.2)	**(9.3)**
Divestment of non-controlling interest	-	-	0.9	-	-	**0.9**	0.4	**1.3**
Non-controlling interest arising on acquisition	-	-	-	-	-	**-**	(0.2)	**(0.2)**
Share capital issued	-	-	-	-	-	**-**	6.4	**6.4**
Balance at 2 February 2019	**2.4**	**11.7**	**1,016.3**	**(36.3)**	**14.7**	**1,008.8**	**68.0**	**1,076.8**
Profit for the period	-	-	246.1	-	-	**246.1**	4.6	**250.7**
Other comprehensive income:								
Exchange differences on translation of foreign operations	-	-	-	-	(18.9)	**(18.9)**	(2.6)	**(21.5)**
Total other comprehensive income	-	-	-	-	(18.9)	**(18.9)**	(2.6)	**(21.5)**
Total comprehensive income for the period	-	-	246.1	-	(18.9)	**227.2**	2.0	**229.2**
Dividends to equity holders	-	-	(16.7)	-	-	**(16.7)**	(1.3)	**(18.0)**
Put options held by non-controlling interests	-	-	-	(0.1)	-	**(0.1)**	-	**(0.1)**
Non-controlling interest arising on acquisition	-	-	-	-	-	**-**	1.3	**1.3**
Balance at 1 February 2020	**2.4**	**11.7**	**1,245.7**	**(36.4)**	**(4.2)**	**1,219.2**	**70.0**	**1,289.2**

180

CONSOLIDATED STATEMENT OF CASH FLOWS

181

For the 52 weeks ended 1 February 2020

	Note	52 weeks to 1 February 2020 £m	52 weeks to 2 February 2019 £m
Cash flows from operating activities			
Profit for the period		**250.7**	264.2
Income tax expense	9	**97.8**	75.7
Financial expenses	8	**79.8**	7.5
Financial income	7	**(1.7)**	(1.2)
Depreciation and amortisation of non-current assets	3	**450.0**	115.0
Forex losses on monetary assets and liabilities		**9.9**	2.5
Impairment of other intangibles and non-current assets		**12.9**	11.9
Loss on disposal of non-current assets		**6.3**	2.0
Other exceptional items		**47.2**	7.2
Impairment of goodwill and fascia names		**43.1**	8.1
Increase in inventories		**(9.5)**	(26.2)
Increase in trade and other receivables		**(13.0)**	(22.5)
Increase in trade and other payables		**58.1**	21.2
Interest paid		**(7.9)**	(7.5)
Lease interest		**(71.9)**	-
Income taxes paid		**(97.8)**	(80.3)
Net cash from operating activities		**854.0**	377.6
Cash flows from investing activities			
Interest received		**1.7**	1.2
Proceeds from sale of non-current assets		**3.1**	1.0
Investment in software development	12	**(23.2)**	(12.3)
Acquisition of property, plant and equipment	13	**(147.2)**	(173.6)
Acquisition of non-current other assets	15	**(6.8)**	(5.1)
Acquisition of subsidiaries, net of cash acquired		**(89.3)**	(362.0)
Net cash used in investing activities		**(261.7)**	(550.8)
Cash flows from financing activities			
(Repayment) / draw down of interest-bearing loans and borrowings		**(88.6)**	82.1
Repayment of lease liabilities		**(264.8)**	-
Repayment of finance lease liabilities		**-**	(1.5)
Draw down of finance lease liabilities		**-**	5.8
Subsidiary shares issued in the period		**-**	6.4
Equity dividends paid	26	**(16.7)**	(15.9)
Dividends paid to non-controlling interest in subsidiaries		**(1.3)**	(0.7)
Net cash (used) / from in financing activities		**(371.4)**	76.2
Net increase / (decrease) in cash and cash equivalents	29	**220.9**	(97.0)
Cash and cash equivalents at the beginning of the period	29	**237.7**	334.6
Foreign exchange gains on cash and cash equivalents	29	**1.7**	0.1
Cash and cash equivalents at the end of the period	29	**460.3**	237.7

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“The Excel dashboard”

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Financial Statements in Power BI - Income Statement
Income Statement - GL Retail Inc.

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Income Statement

Category	2019	2020	2021
Revenue	**25,331,784**	**25,376,781**	**23,916,661**
Revenue	25,331,784	25,376,781	23,916,661
Cost of Sales	**19,727,425**	**20,518,047**	**18,924,683**
COGS	16,687,610	17,472,833	16,054,683
Employee Expenses	3,039,814	3,045,214	2,869,999
Gross Profit	**5,604,360**	**4,858,734**	**4,991,978**
Gross Profit %	**22.12%**	**19.15%**	**20.87%**
Operating Expenses	**3,586,108**	**3,935,327**	**4,014,821**
Bank Charges Expenses	2,400	2,760	696
Depreciation Expenses	388,240	389,962	392,296
Employee Expenses	2,844,553	3,165,249	3,230,871
Office Supplies	71,761	78,831	78,672
Property Expenses	279,154	298,525	312,287
EBIT	**2,018,252**	**923,408**	**977,157**
EBIT %	**7.97%**	**3.64%**	**4.09%**
Interest Expenses	**342,327**	**302,407**	**261,572**
Interest Expenses	342,327	302,407	261,572
EBT	**1,675,925**	**621,000**	**715,584**
Income Tax Expenses	**393,171**	**178,186**	**193,103**
Income Tax Expenses	393,171	178,186	193,103
Net Income	**1,282,754**	**442,814**	**522,481**
Net Income %	**5.06%**	**1.74%**	**2.18%**

Gross Margin Ratio

0.21

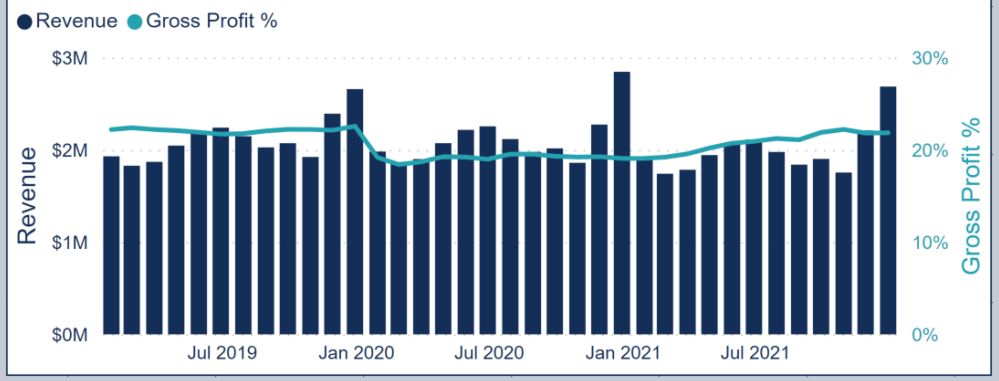
Operating Margin Ratio

0.05

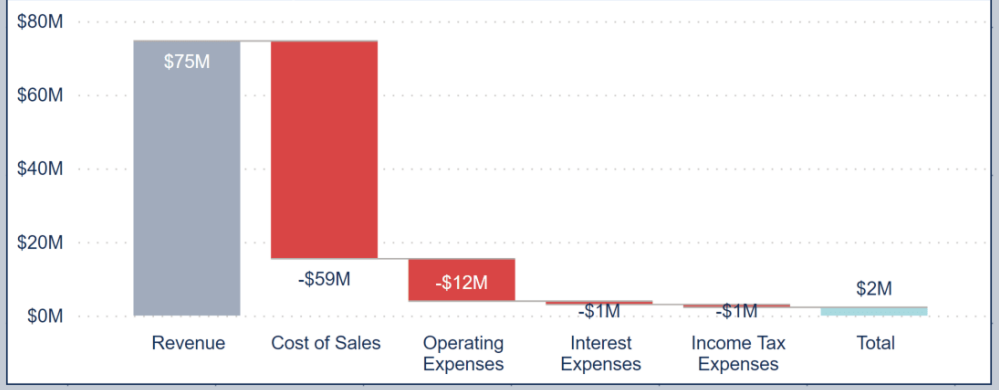
Last Data Refresh

01/06/2021

Revenue and Gross Profit % by Date



Income Statement Expenses



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“The Tableau dashboard”

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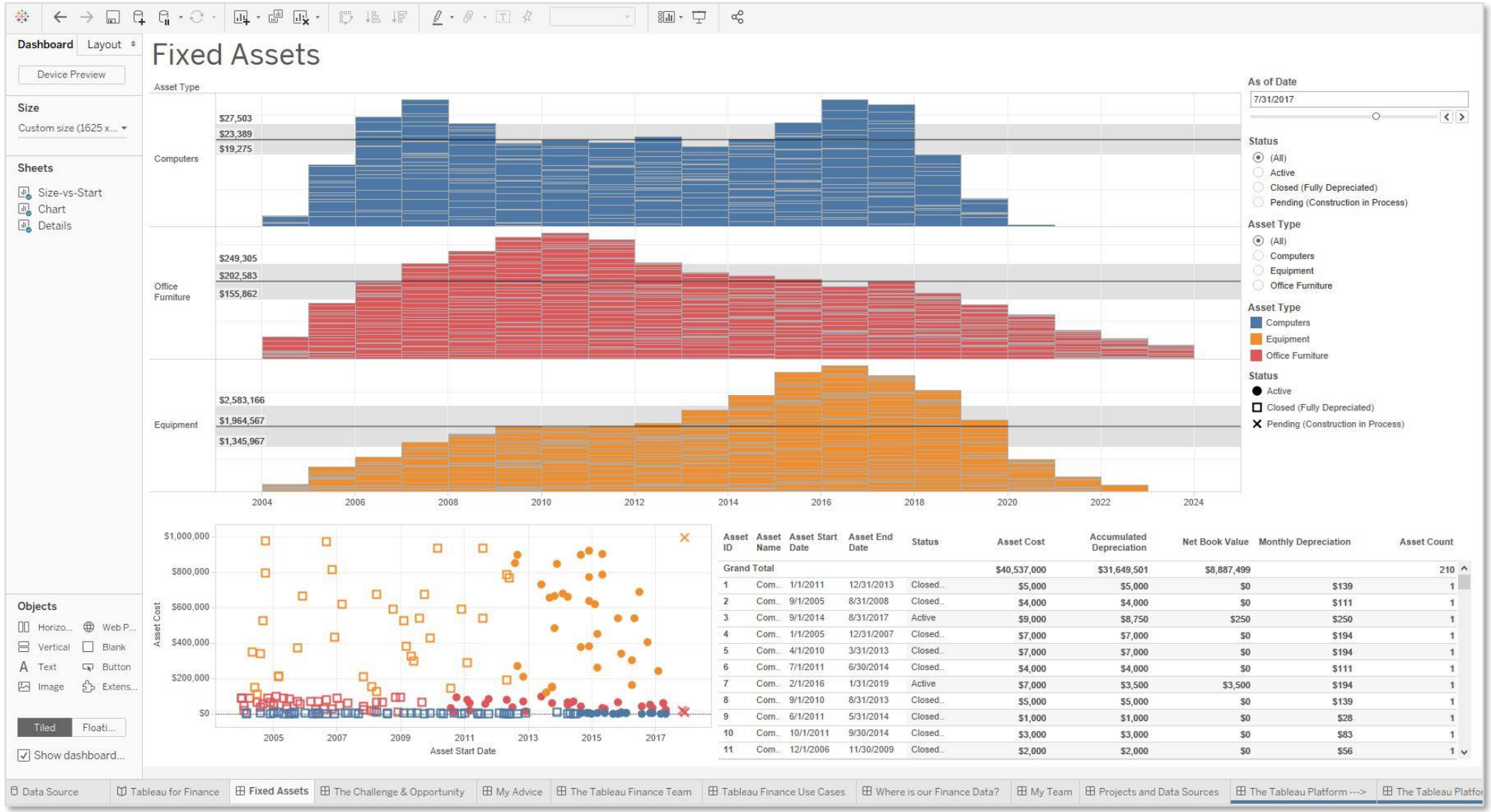

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Done right, PowerPoint is a **strategic asset**

that sits at the **epicenter of business decisions.**

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PowerPoint changed the way we work and make decisions

Moderate slide count

Some experts recommend 1 to 2 slides per minute, or 30 to 60 slides for an hour-long talk. That's about the average count in corporate presentations—but most of them cram too much information on each slide. If you've broken your content down to one idea per slide, you may end up with more than 60 slides.

High slide count

Some presenters use 5 slides per minute. This rapid-fire style keeps the audience extra alert because people will visually re-engage with each click—but it requires a lot of rehearsal and careful pacing. In a 40-minute talk, we typically use 150 slides. (If you count "builds" within each slide, we click up to 300 times.) But when we ask audiences how many slides they think we used, they usually say between 30 and 50.

20 years later, we don't know whether it is 1.2bn or 1.5bn users and whether they build 50m or 150m presentations a day

Sources: Robert Gaskins (2010); HBR Guide to Persuasive Presentations by Nancy Duarte

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75% of all presentations FAIL to convince the audience

Source: Presentations impact the bottom line (2014), survey n=273 evaluating 780 presentations, The Lolly Group

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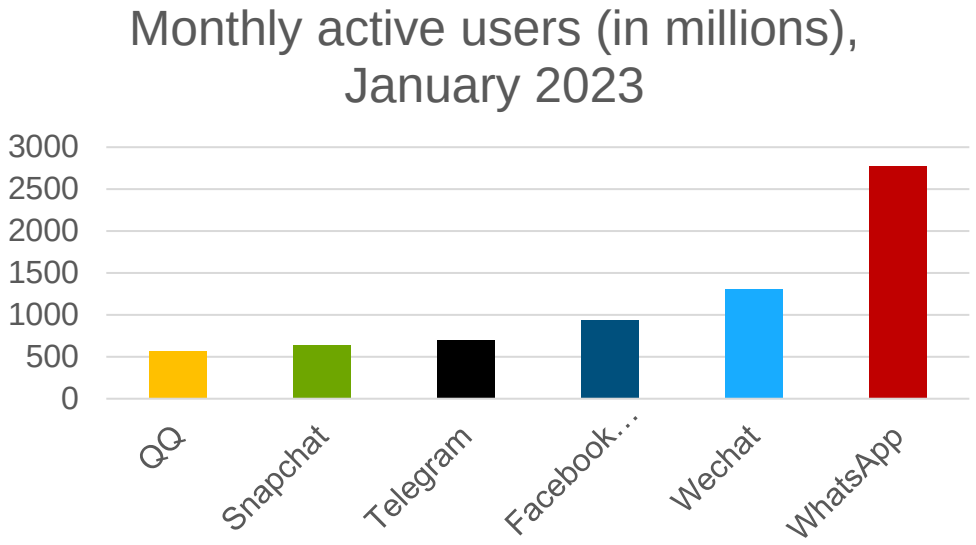
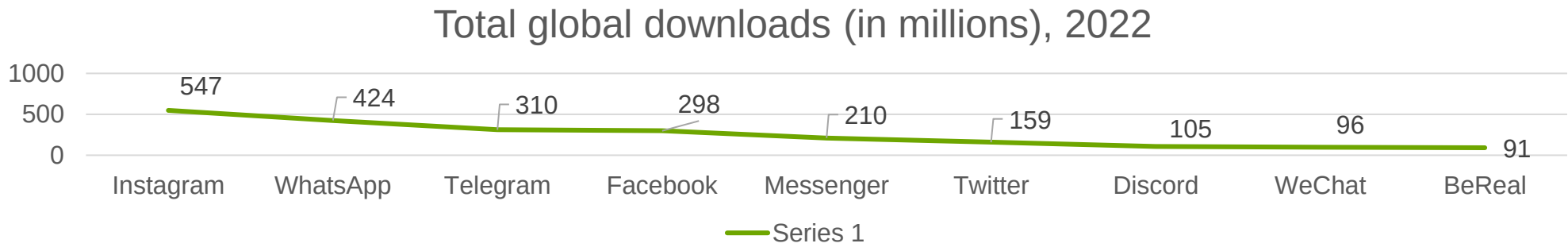
PowerPoint is not the problem.

It is how we use it.

WhatsApp downloads



- WhatsApp leads other messenger apps with 2780 monthly active users
- In 2022, WhatsApp announced end-to-end encrypted backups
- Instagram leads in the total global downloads with 547 million
- Last year, WhatsApp was downloaded 424 million times



Source: Analyst Academy 'Most PowerPoint slides are bad' (2023)

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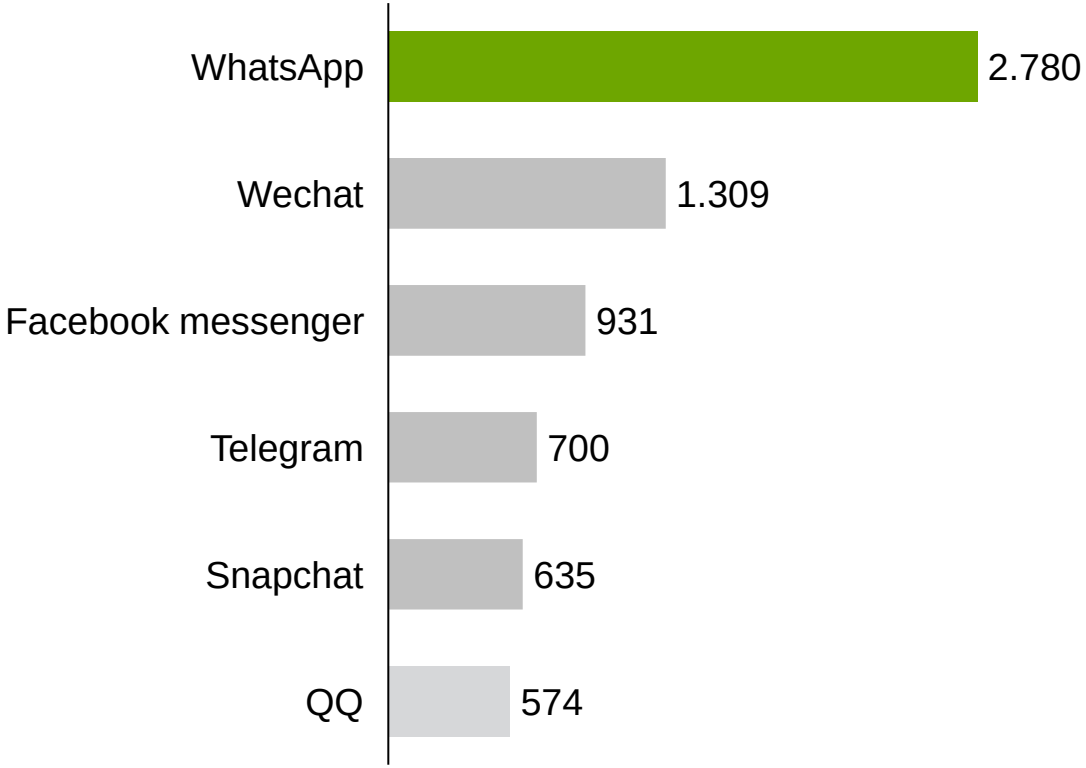
WhatsApp's expansive reach and popularity make it an appealing option for connecting with customers

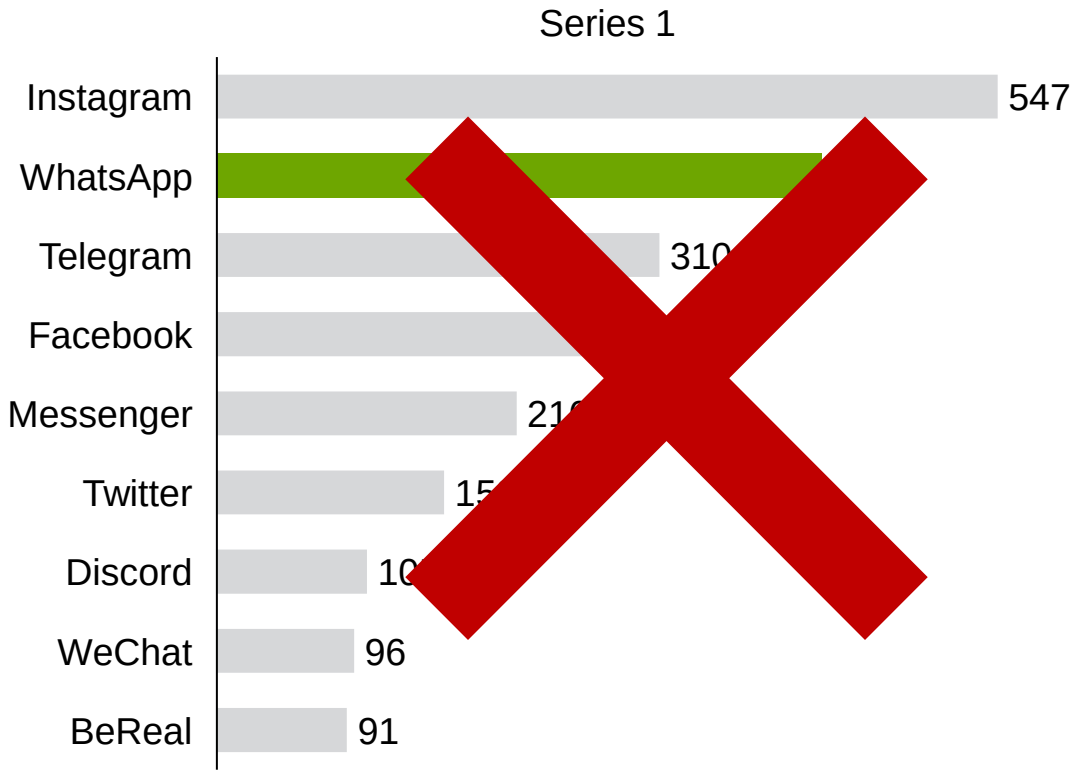
WhatsApp leads the global messenger market

Monthly active users (in millions), January 2023



WhatsApp is the most downloaded messenger app

Total global downloads (in millions), 2022



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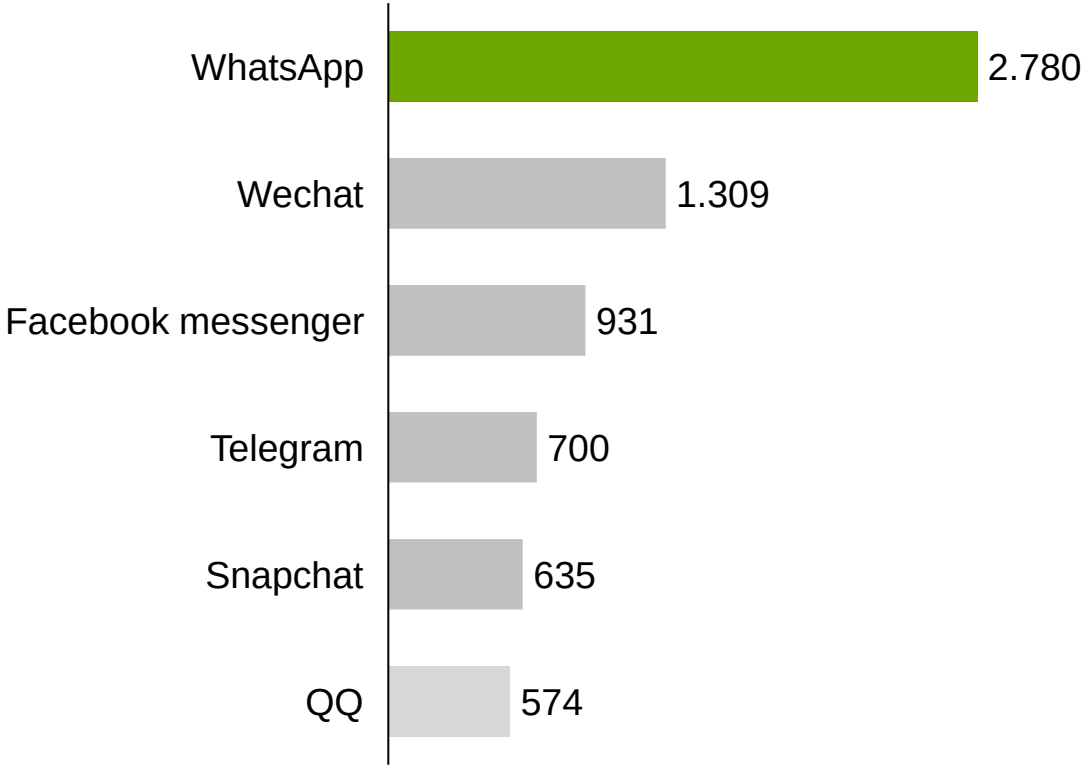
How else can I visualize my narrative?

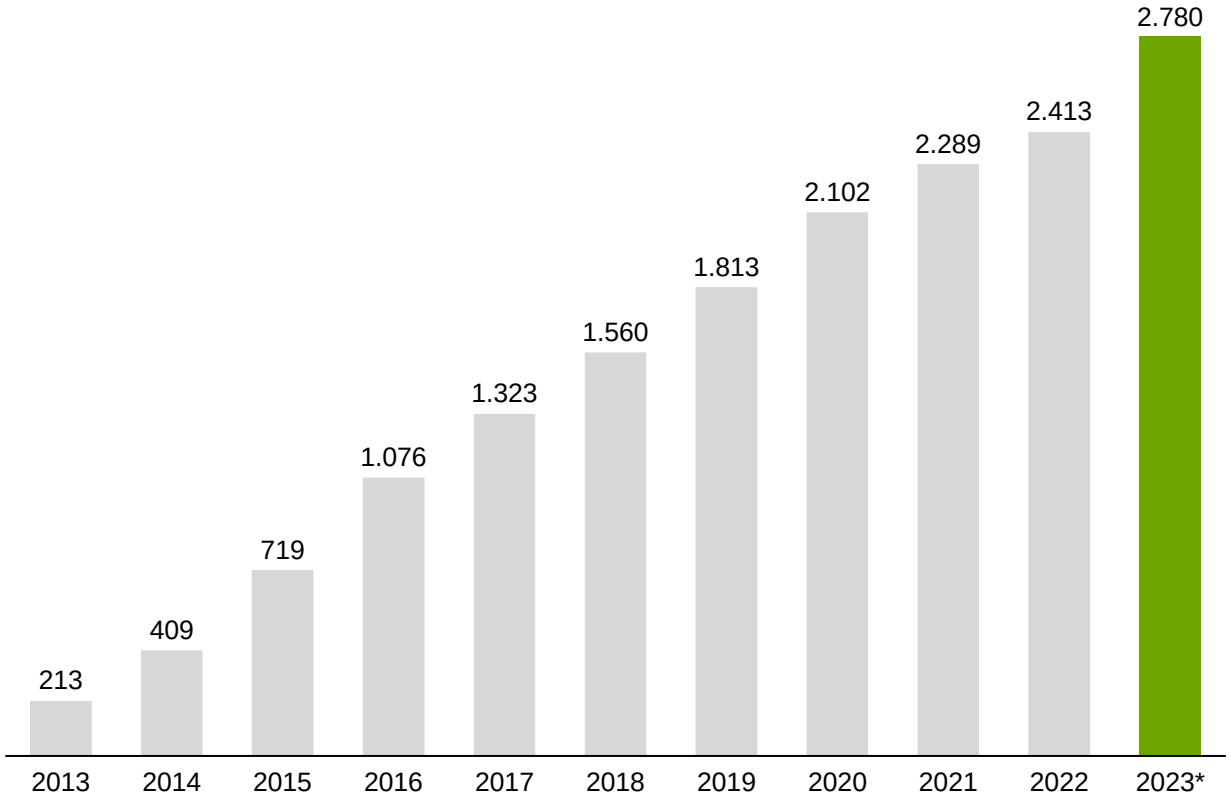
WhatsApp leads the global messenger market

Monthly active users (in millions), January 2023



WhatsApp shows a nearly 30% CAGR between 2013 and 2023

WhatsApp User Growth (2013–2023)



Source: https://www.businessofapps.com/data/whatsapp-statistics/

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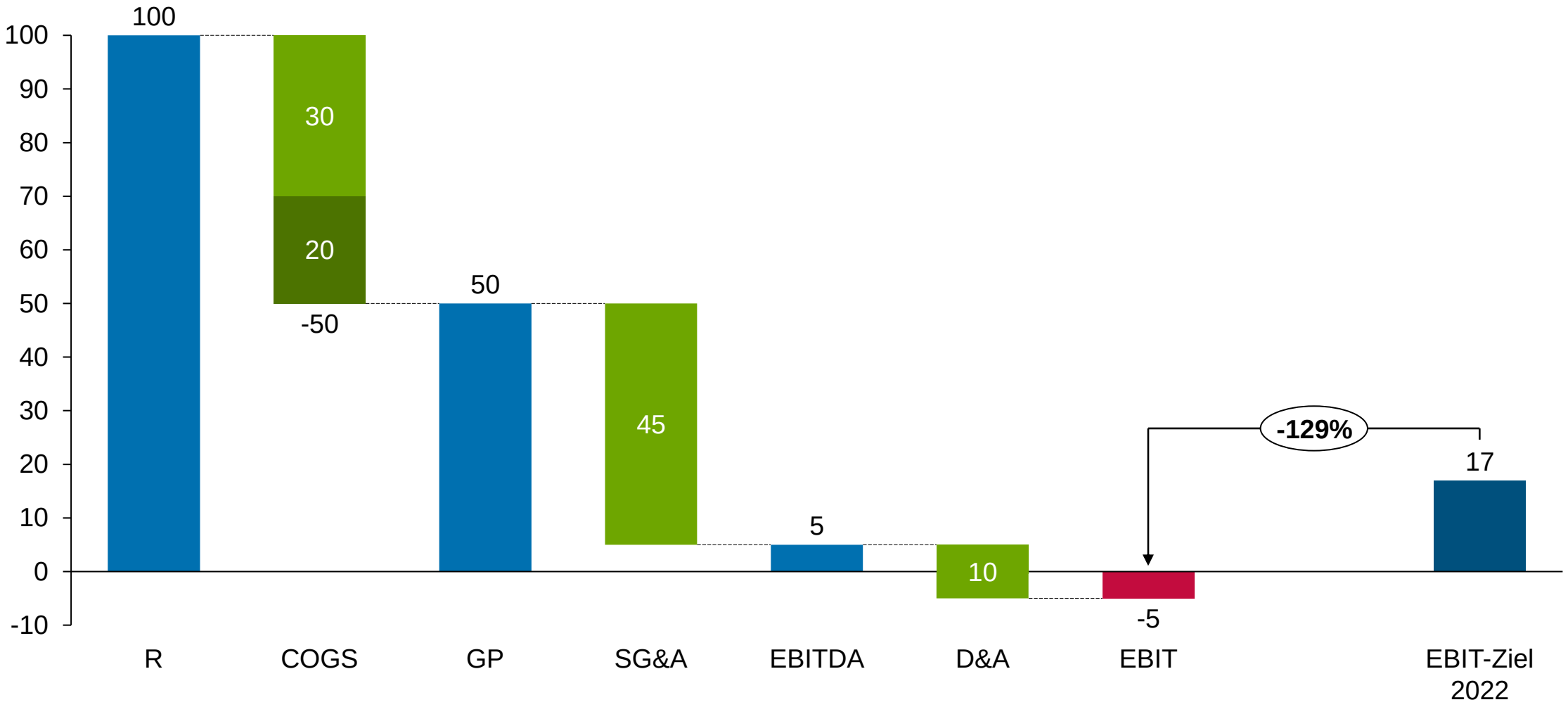
P&L Waterfall from Revenue to EBIT



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There is a visual for your data story

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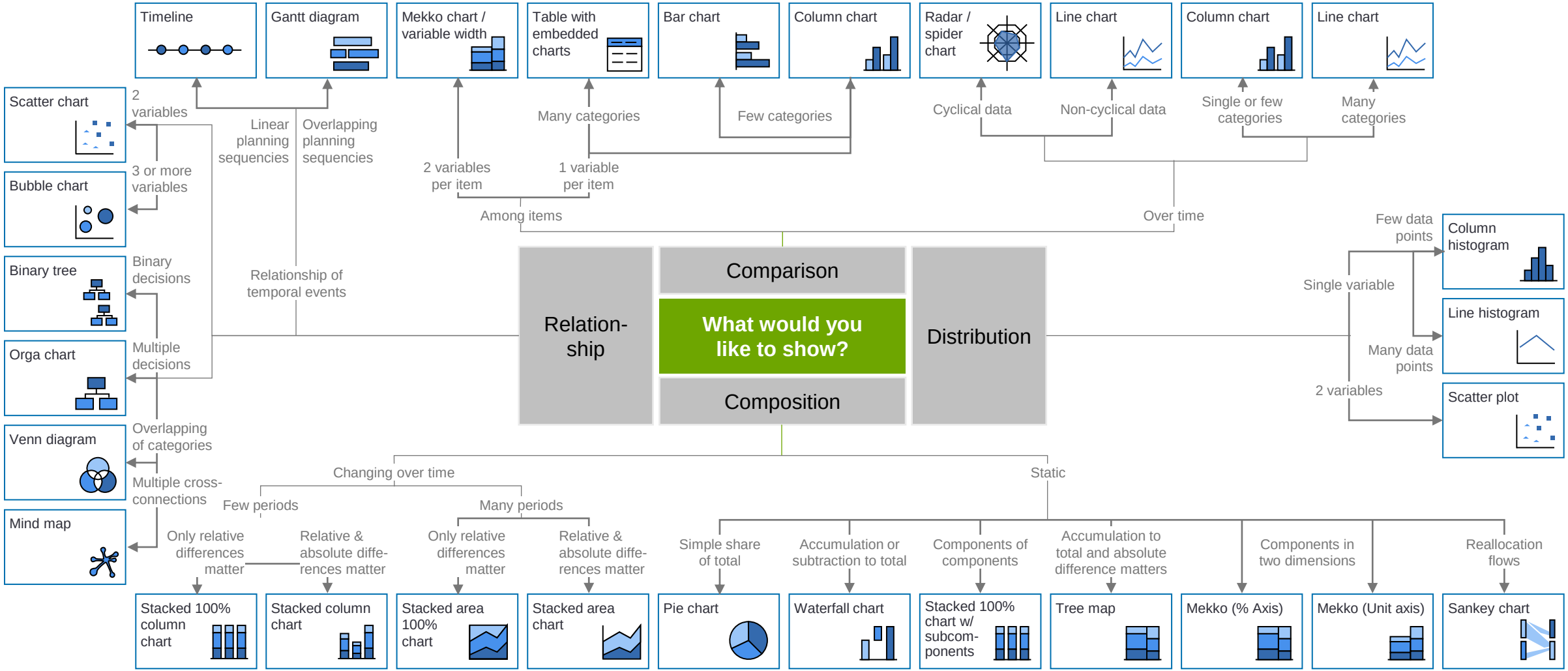

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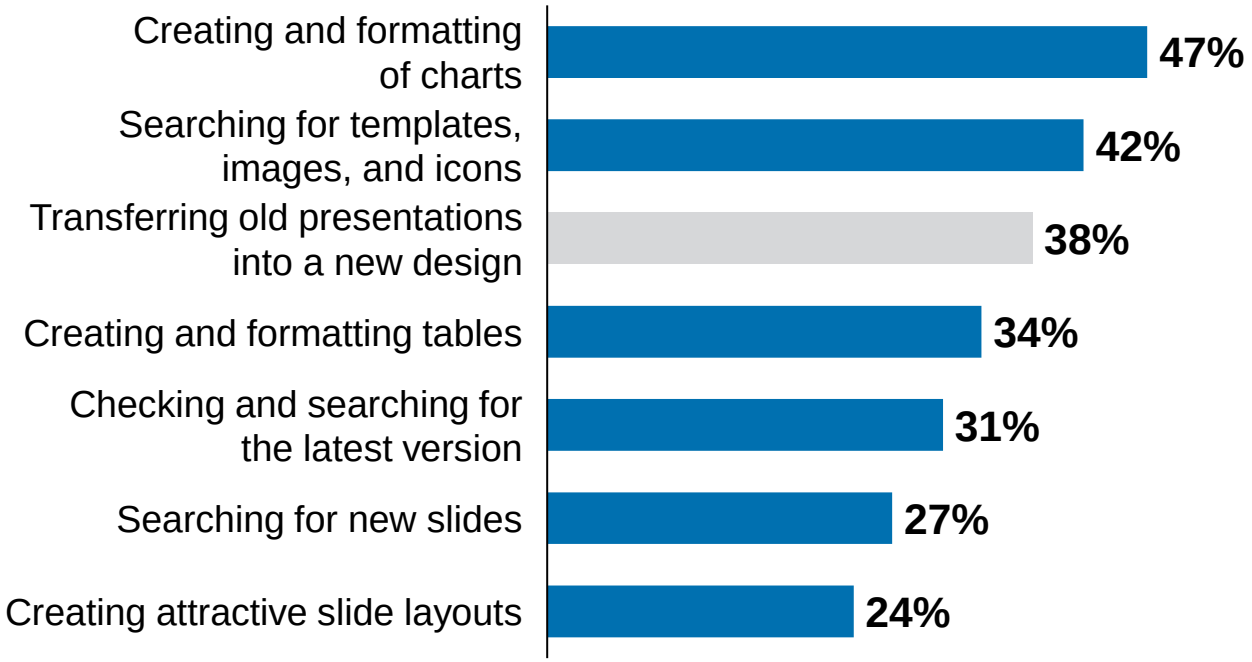
Time is wasted and PowerPoint is a source of frustration



The biggest time wasters
in PowerPoint are some of the most common functions

2,4 hours per week

Hours saved
by creating presentations with think-cell

Source: The Big PowerPoint Study, Where is time wasted – and how we can prevent it. think-cell client experience study, 2022

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think-cell is the gold standard in creating professional slides

Saves time with every click

- Saves up to 70% of working time on charts
- Offers unparalleled ease of use for many more features

Creates beautiful output without tweaking

- Optimizes for clean and appealing layouts automatically
- Creates all output CI/CD compliant by default

Reduces errors from manual tasks

- Replaces all manual calculations of any chart annotations
- Provides most reliable linking to Excel and Tableau

Integrates natively into Microsoft Office

- Uses only native PowerPoint shapes for its output
- Charts shared with others remain data-driven and changeable

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Key takeaways

To convey a story, we cannot separate the narrative from the data and visualizations

PowerPoint is not the problem, it’s how we use it

Many “time wasters” in PowerPoint can be addressed with the right tools like think-cell

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Convince your audience with think-cell

Get your free 30-day trial at
www.think-cell.com

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Thank you

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