

Talking data

Ariel, the Zuck, Dinosaurs & marlin









This is boring

2578

89%

€ 56.291

3.17%

€ 893.234

13.568

45

€24.45

9.6

289

394%

85.704

6ppv

78?

16.875

#1

56%

14.756

5X

40-45%

**As long as we
do good work**

**IT will speak for
itself**

5	Saves	4
12	Shots	11
3	Corner kicks	6
4	Yellow cards	2
41%	Possession	59%

France 4 - 0 Netherlands

5	Saves	4
12	Shots	11
3	Corner kicks	6
4	Yellow cards	2
41%	Possession	59%

**When data is left to
speak for itself
we get**



**What about
you?**



Work ✓

Results ✓

~~Renewal x~~

Report ✓

Happy ✓

~~**Action** ✗~~

Warned ✓

Followed x

Result x

**We don't have a
knowledge problem.
We have an insight
problem**

Data does not
automatically lead to
'ta-da!'

The Insight Book
Anthony Tasgal



**THE
INSIGHT
BOOK**



WHY

Is this important?

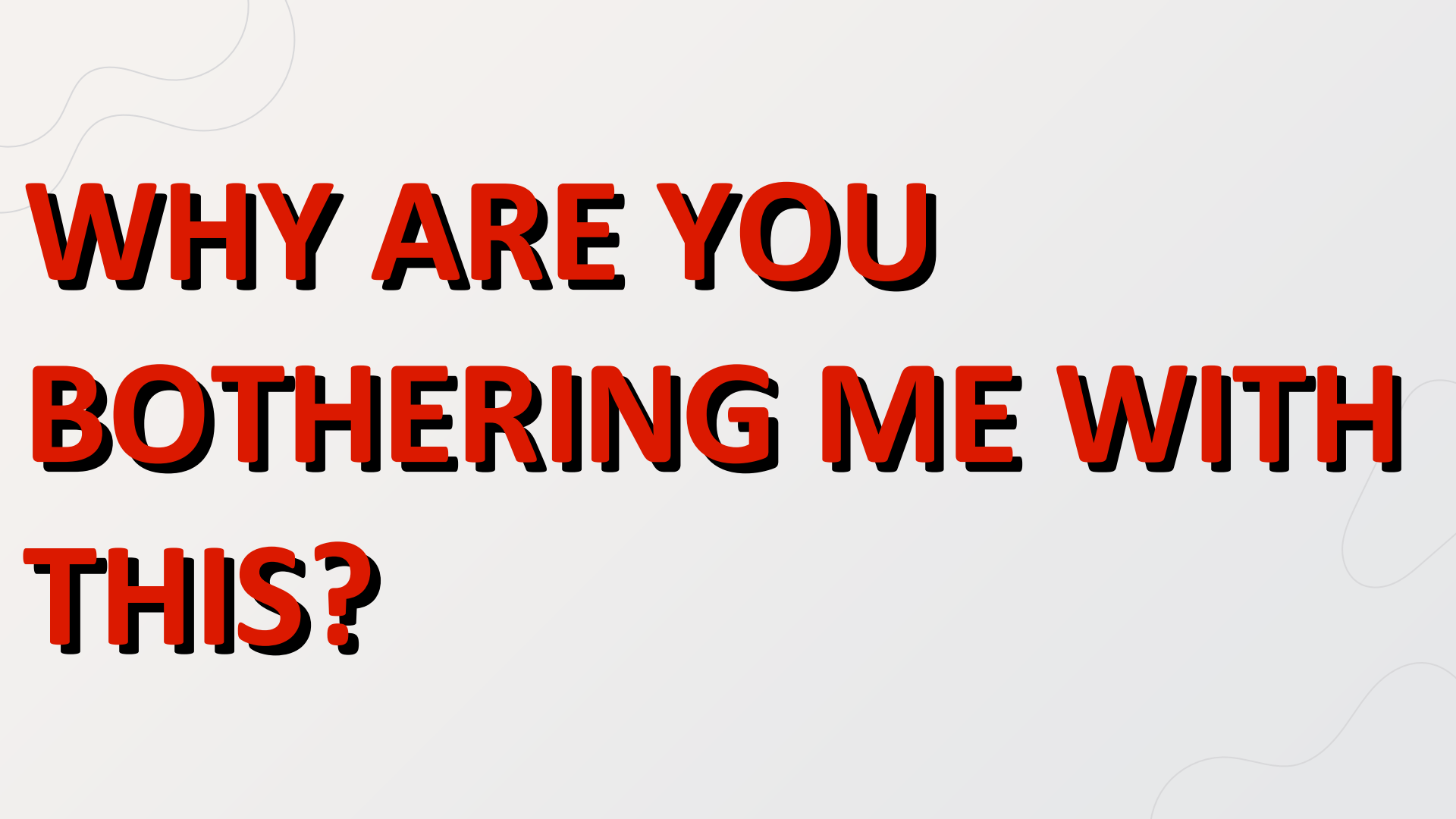
WHAT

Is important?

WHO

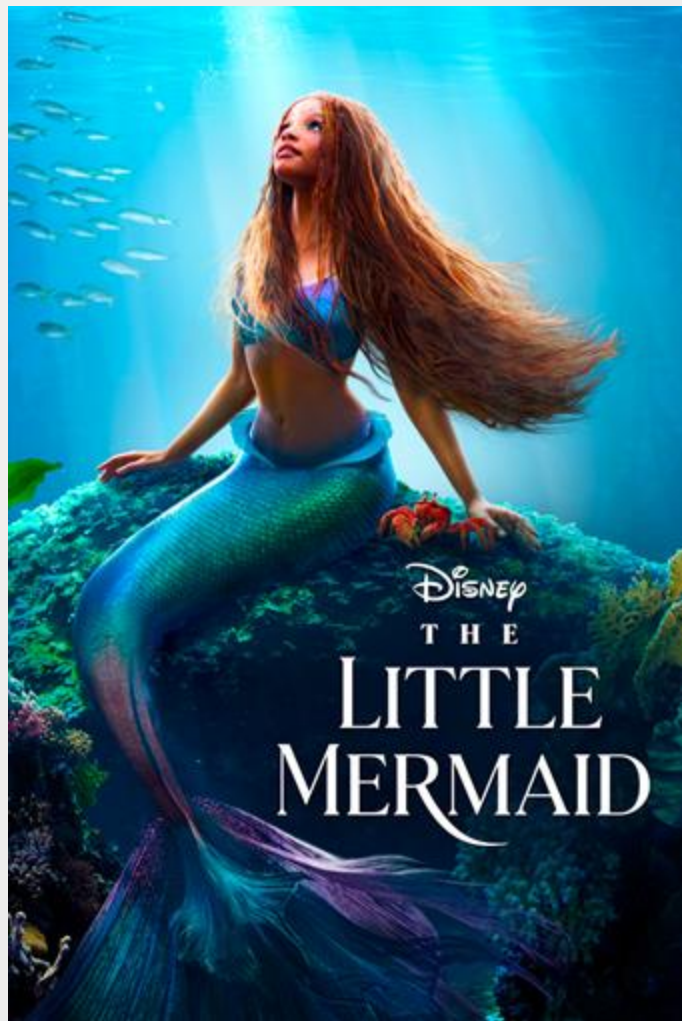
Is our audience





**WHY ARE YOU
BOTHERING ME WITH
THIS?**

















What

Is important?

Who

Is our audience

WHY

Is this important?



**Ask what's
important**

What's important?

What outcomes
indicate success?

What outcomes
indicate failure?

REVENUE:
+30%

USERS:
+40%

Overcoming confirmation bias

What would we
see if this is true?

What would we
see if it isn't true?



10,724

3.14%



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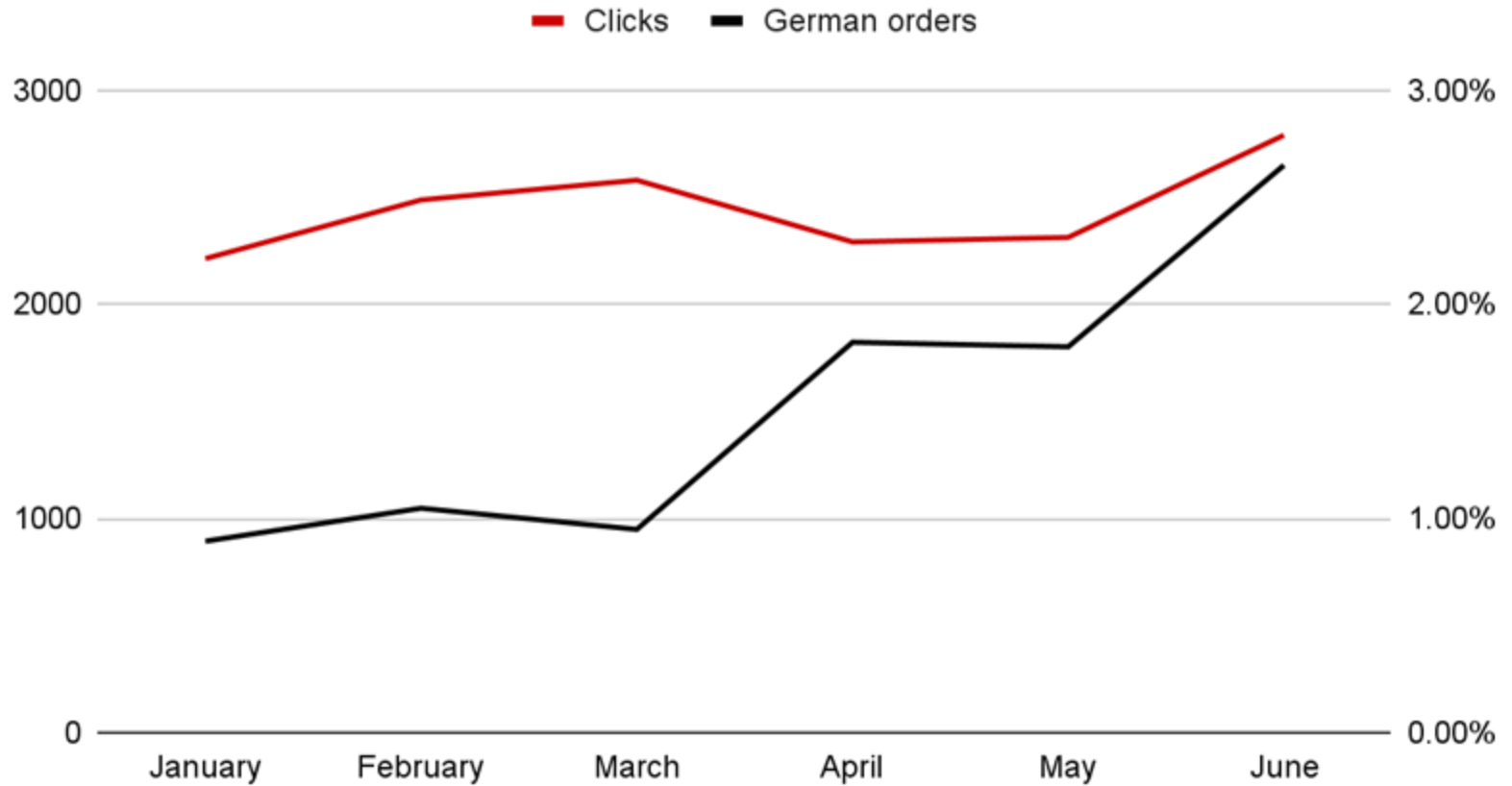
56%

14.756

5X

40-45%

Introduction





EURO

1.200.000.000



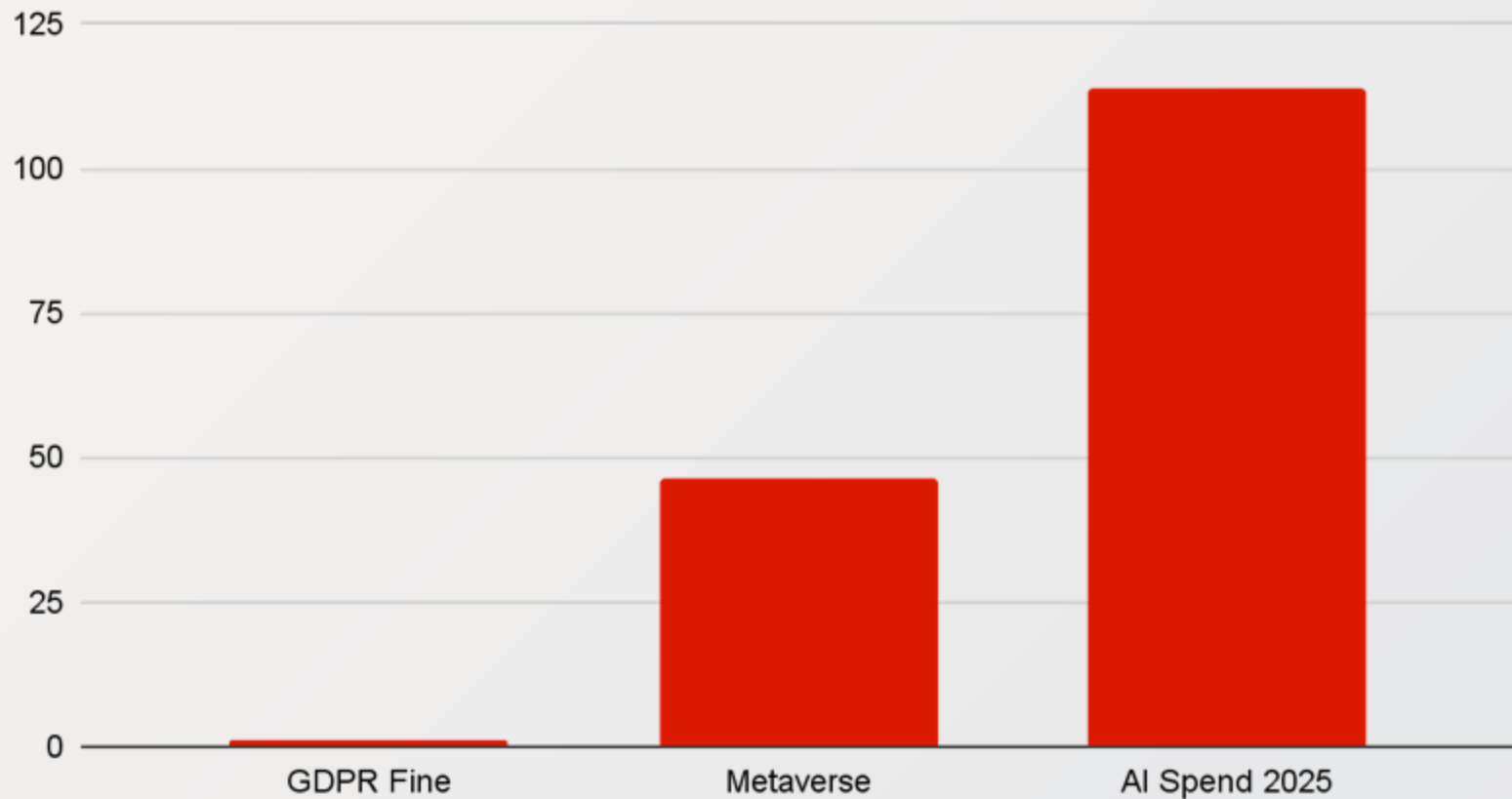
46.230.000.000



It's not about money...

114.000.000.000

Meta cost centers in Billion



Meta cost centers in Billion

125

100

75
Biggest
GDPR
victory

50

25

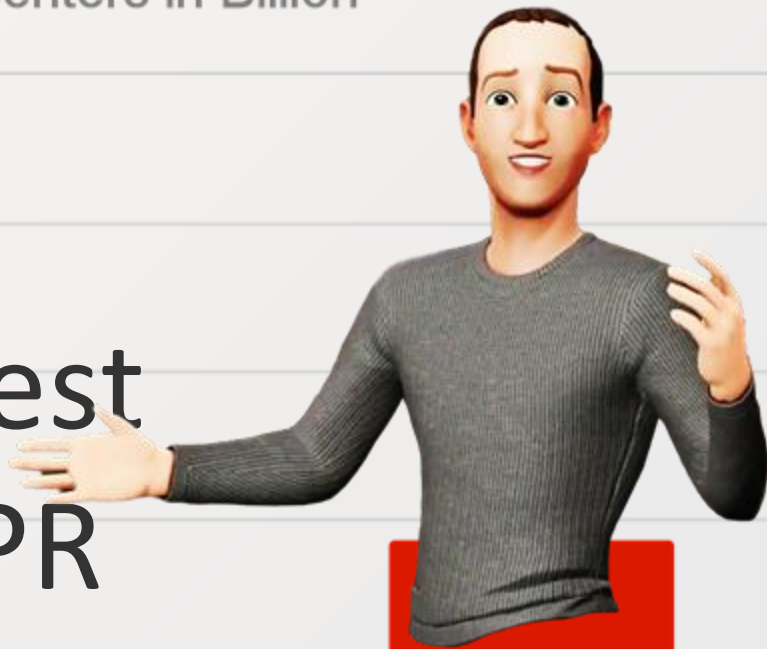
0

GDPR Fine

Metaverse

AI Spend 2025

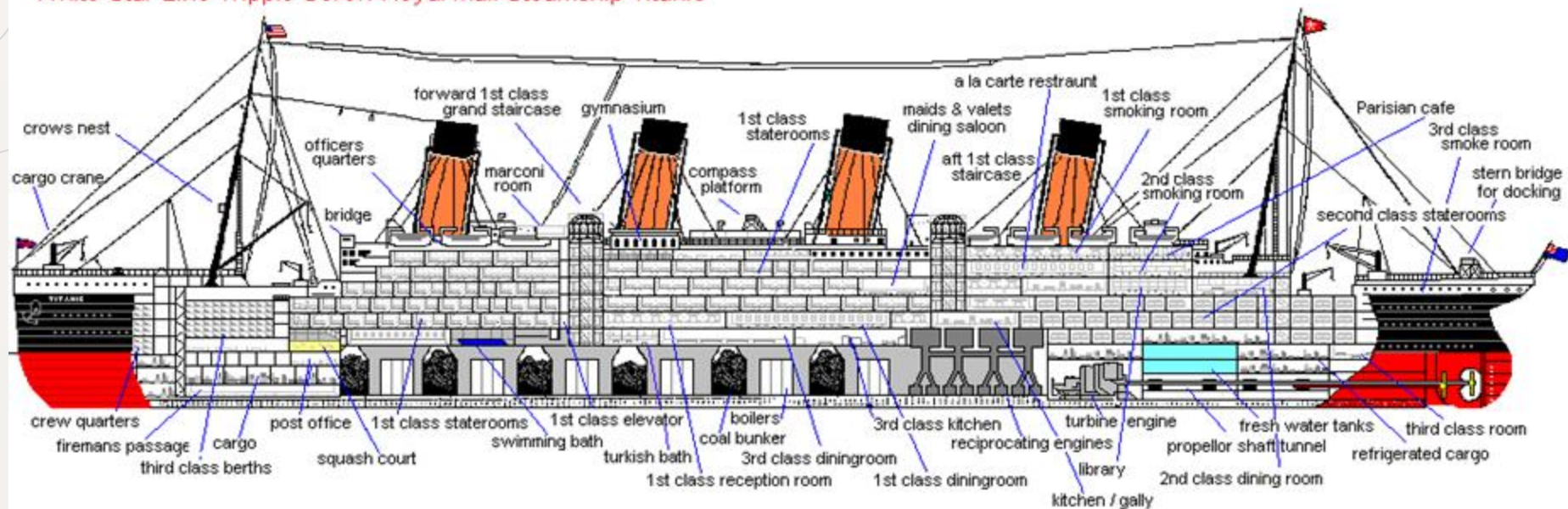
#11



DON'T SAY:
SHOW



White Star Line Tripple Screw Royal Mail Steamship Titanic



53M tall

269M long

28M wide









WHO

Is our audience

WHAT

Is important?

WHY

Is this important?



Humans

**Data needs a
storyteller**



INGREDIENTS OF A GOOD STORY

A black and white photograph of a car being crushed by a dinosaur's head. The car is on the left, and the dinosaur's head is on the right, with its mouth open, showing sharp teeth. The scene is set on a road with other vehicles in the background. Red lines connect the text overlays to specific elements in the image: a horizontal line from 'CLEAR VILLAIN' to the dinosaur's head, a horizontal line from 'Compelling hero' to the car, a curved line from 'LIFE OR DEATH' to the car's front end, and a curved line from 'TAKES YOU ON A RIDE' to the car's front end. There are also small red squares at the end of these lines.

CLEAR VILLAIN

Compelling hero

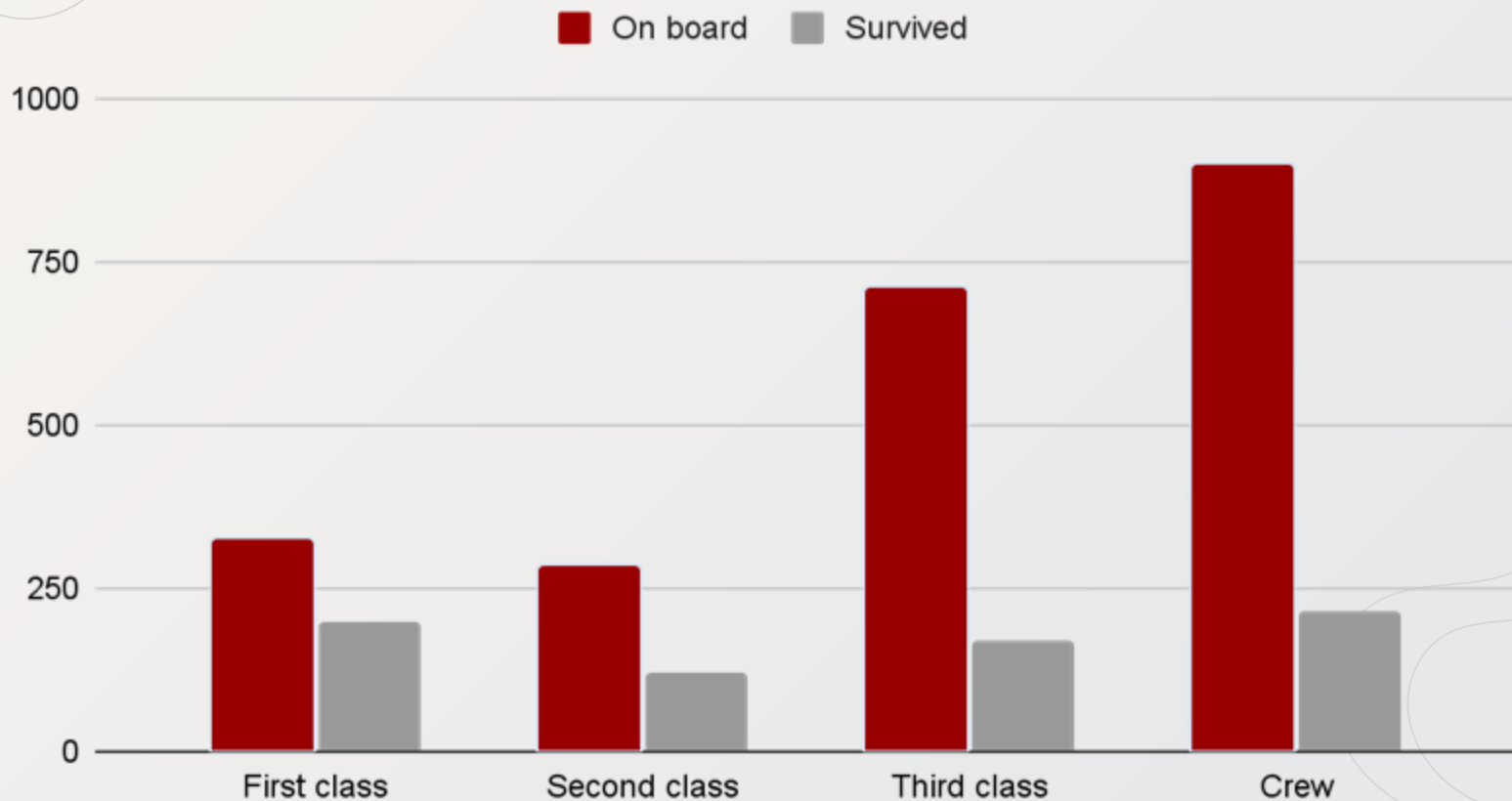
LIFE OR DEATH

TAKES YOU ON A RIDE

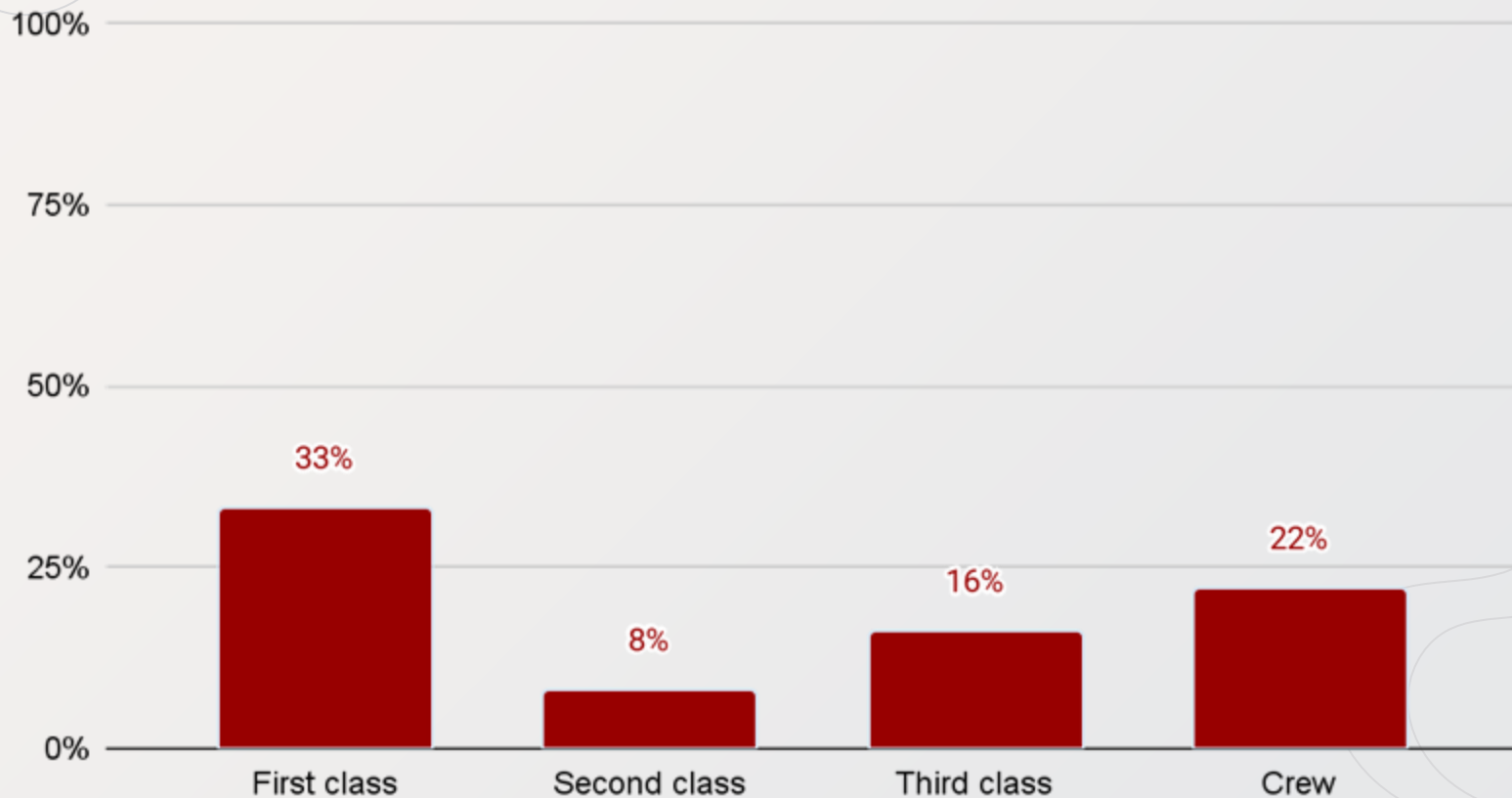
DON'T SHOW:
EXPERIENCE



Titanic passengers & crew



Survival rate for male passengers



















Back to telling

A story



Beginning

Middle

End

McKinsey & Company

Situation. → Beginning
Complication. → Middle
Resolution. → End



STRUCTURE OF A GOOD STORY

ONCE UPON A TIME This story takes place in

EVERY DAY Where x always happens

UNTIL ONE DAY Something changes

BECAUSE OF THAT First order effect

BECAUSE OF THAT Second order effect

UNTIL FINALLY... Lessons learned

STRUCTURE OF A GOOD STORY

ONCE UPON A TIME A fish is scared and overprotective.

EVERY DAY He's all about safety first.

UNTIL ONE DAY His son gets abducted.

BECAUSE OF THAT He has to work with and trust others.

BECAUSE OF THAT He finds and frees his son.

UNTIL FINALLY... He lets go of his overprotective side.

STRUCTURE OF A GOOD STORY



ONCE UPON A TIME We had a 50% form dropout rate

EVERY DAY We would lose 10 leads

UNTIL ONE DAY We ran Hotjar movies on our forms

BECAUSE OF THAT We discovered a validation issue

BECAUSE OF THAT People weren't able to use autocompletes

UNTIL FINALLY... We fixed it and we gained 4 more leads per day.

**Good reporting creates
unique value**

**Doing the boring stuff
makes you successful**



Hero? Villain?

What do you want?

Stakes clear?

Experience?

**This wasn't boring,
right?**

An underwater scene with a shipwreck in the background, coral and seaweed in the foreground, and bubbles rising from the bottom. The text "Part of your work" is centered in the middle of the image.

Part of your work

An underwater scene with a blue background, featuring various colorful coral reefs and bubbles. The text is overlaid on the right side of the image.

rapturous
Applause

Part of your work