“To Hell With Facts! We Need Stories”

The Power Of Storytelling In Research

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Our mission is to create ideas that are humanly relevant

Christoph Becker
Global CEO + COO

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1994	**$2,500** Credit card loan	**$1.5 million** Funding
5% with internet access	**$450 million** 2018 Q3 revenue	**8 million** subscribers

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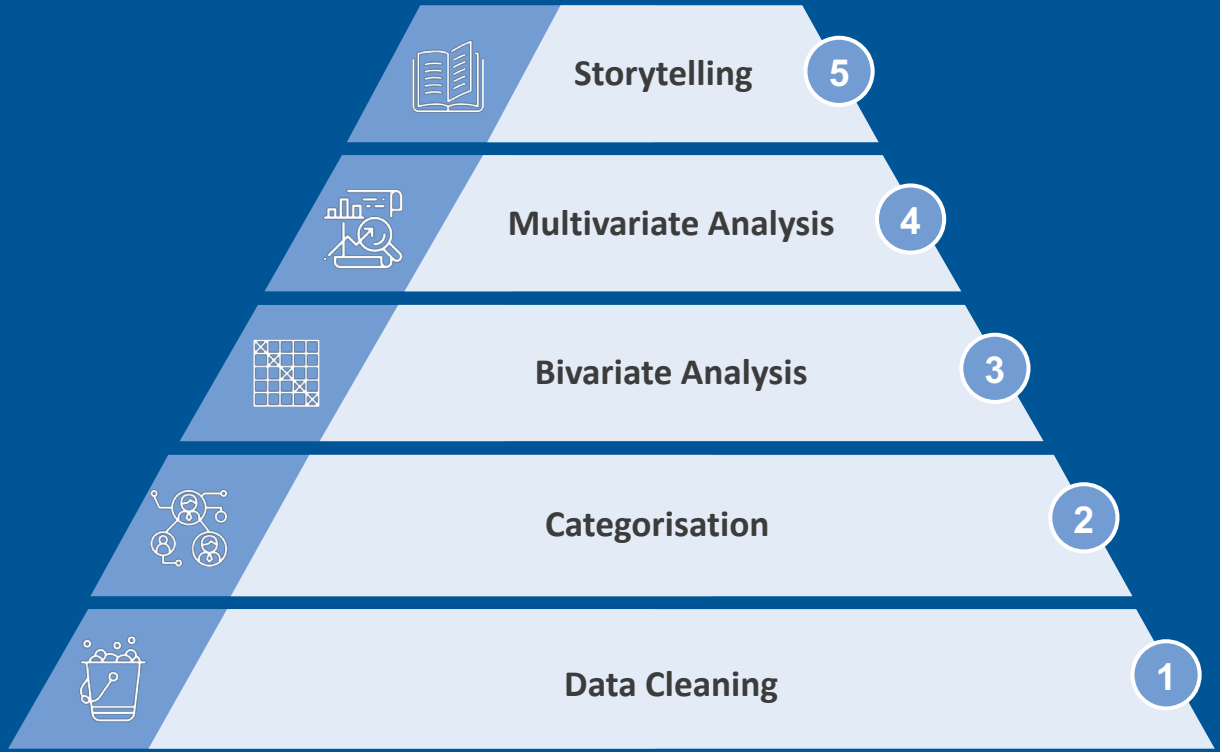
Oral stories predate the written word, and continue to be committed to memory and passed from generation to generation

The brain is trained to find the easiest connection between cause and effect, which is what stories enable us to do

We are more likely to remember stories if they are personal or emotional than statements of facts

Five Levels Of Data Analysis



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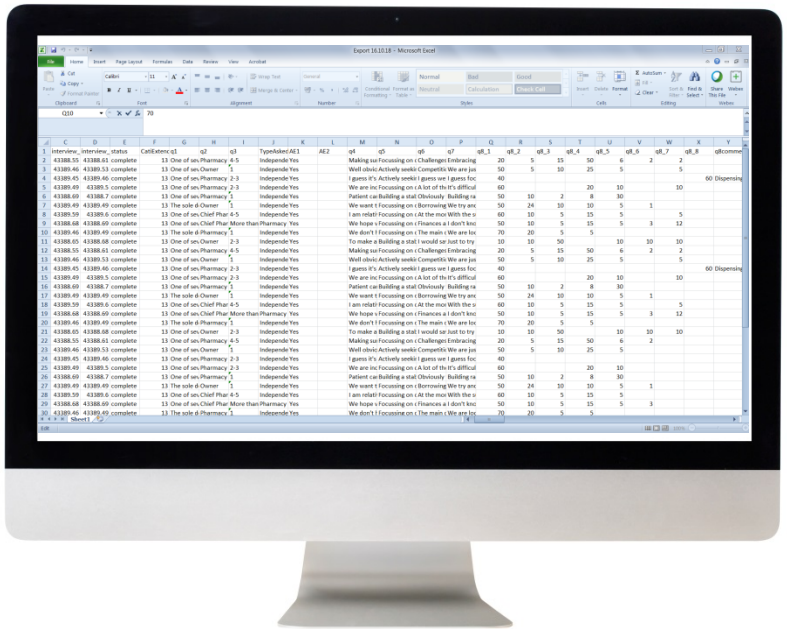
1. Data Cleaning

Insight generated: None



- More accessible
- Ordered
- Easier to work with

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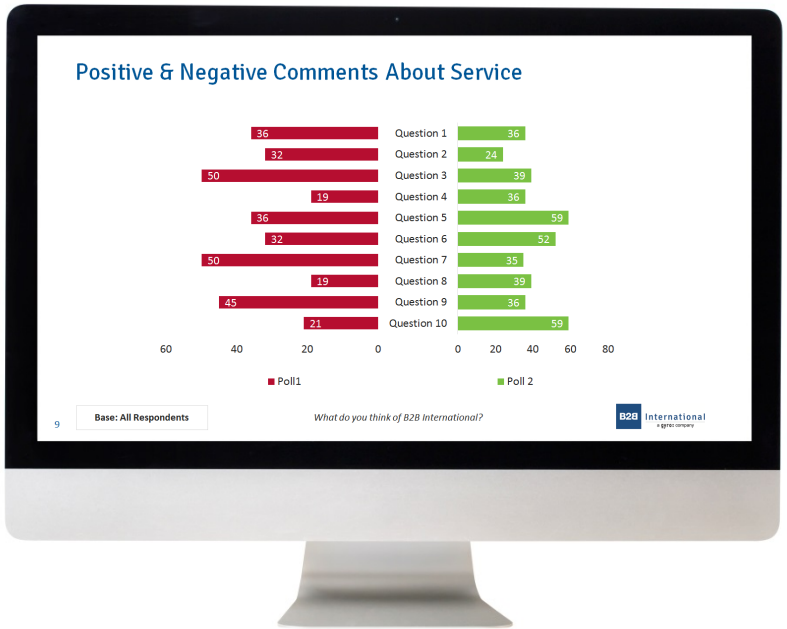
2. Categorisation

Insight generated: Overall 55% leave negative views, 25% mention service



- Coding
- Grouping
- Allocation

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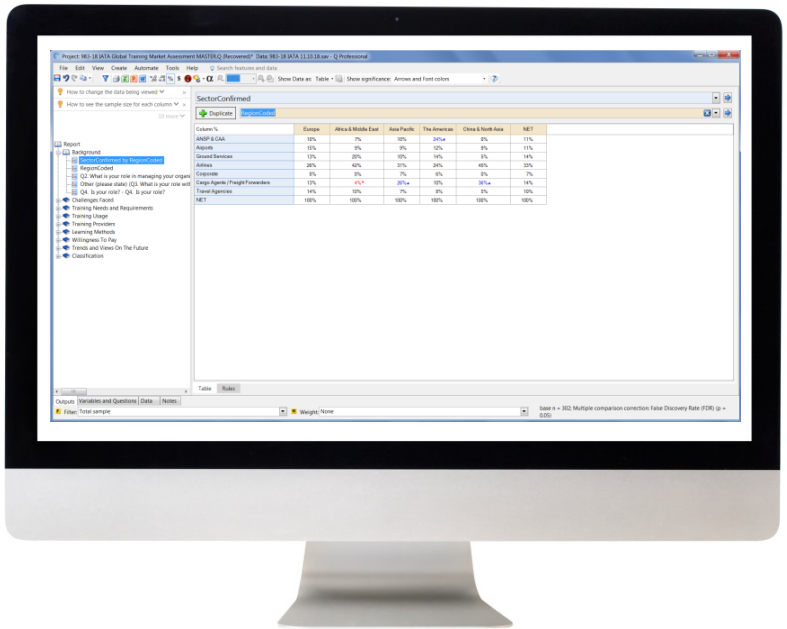
3. Bivariate Analysis

Insight generated: Satisfaction score & tips are related, smaller parties are more satisfied and negative reviews are more likely to mention service



- Cross-tabulation

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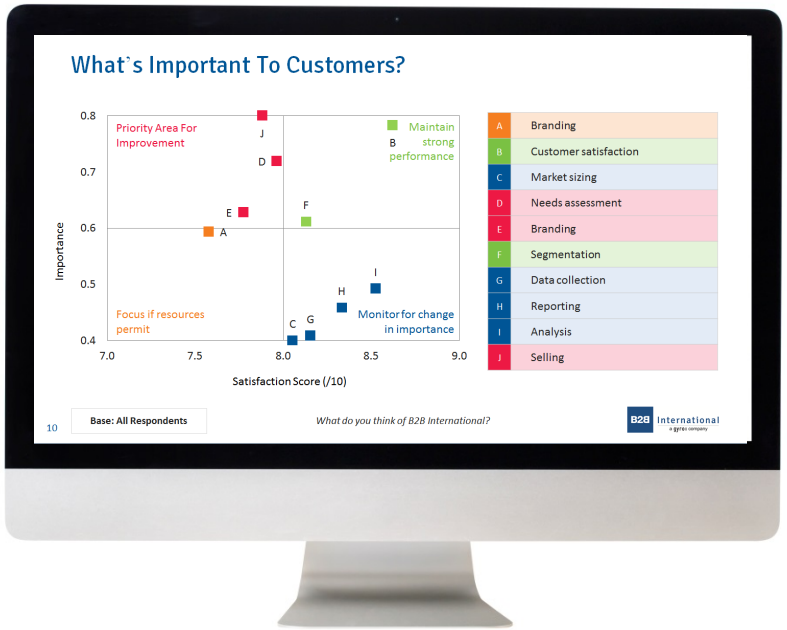
4. Multivariate Analysis

Insight generated: Confirmation that tips & satisfaction are related. The most satisfied group is small parties who arrive before 5pm.



- Drivers analysis
- Factor analysis
- Cluster analysis
- Correspondence analysis

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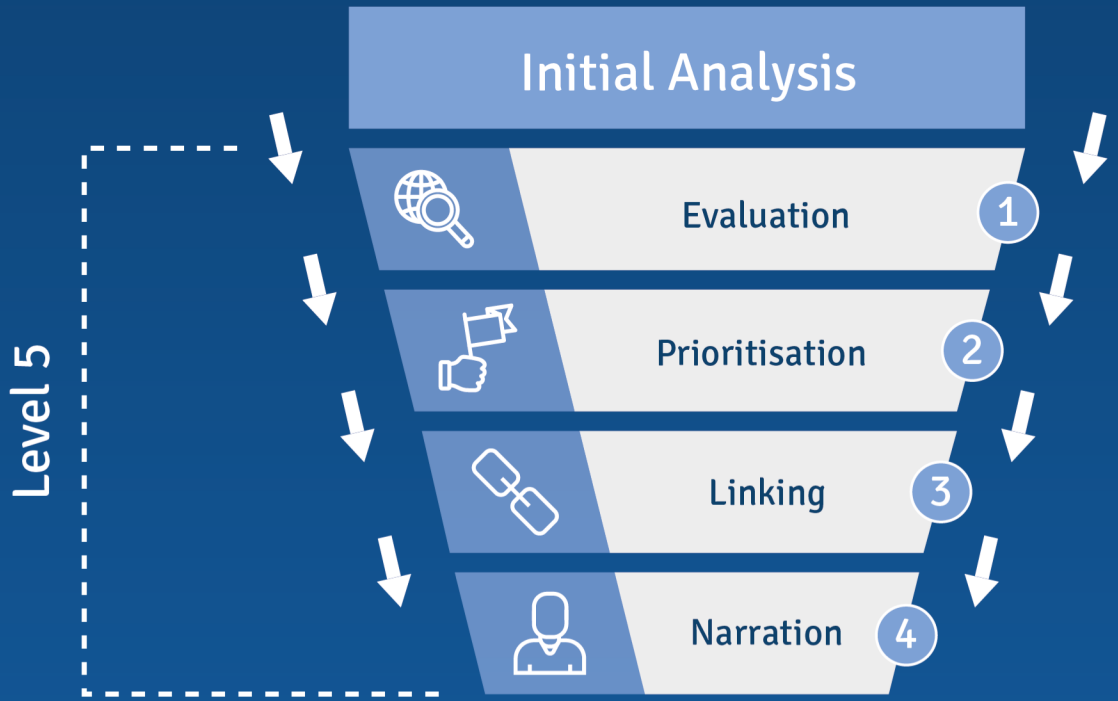
5. Storytelling

Insight generated: Negative feedback is high due to concerns about service, which has led to a lower satisfaction score and a reduction in tips. This is driven by large parties or peak time visitors.



Five Important Qualities Of A Storytelling Analyst

1

Broad research skills

2

Understanding the context

3

Time and effort

4

Trust and knowledge

5

A good storyteller

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The 10 S's Of Market Research Storytelling

1. Scene
2. Star
3. Suspense
4. Struggle
5. Sequence
6. Synonyms
7. Summarise
8. Surprise
9. Speed
10. Sticky

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The Power Of Storytelling

Storytelling has the potential to turn market insights into action by making market research findings…

Easy to remember

Easy to understand

Easy to communicate

Easy to action

…but it must be as a **complement** to the data, **not a replacement** for it

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