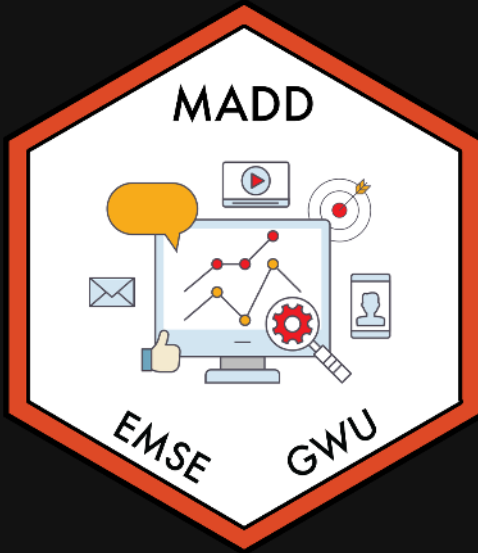




Week 14: *Story Telling*

 EMSE 6035: Marketing Analytics for Design Decisions

 John Paul Helveston

 December 03, 2025

Week 14: *Story Telling*

1. Exam solutions
2. Telling a story
3. Designing slides
4. Giving a talk
5. "Final" thoughts

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Final Presentation

- In class, 12/10 (3:30pm - 5:30pm)
- 10 minutes (strict)
- Slides due in Blackboard by midnight on 12/09 (one team member submit)

Download [this cheatsheet](#) for today's content

Week 14: *Story Telling*

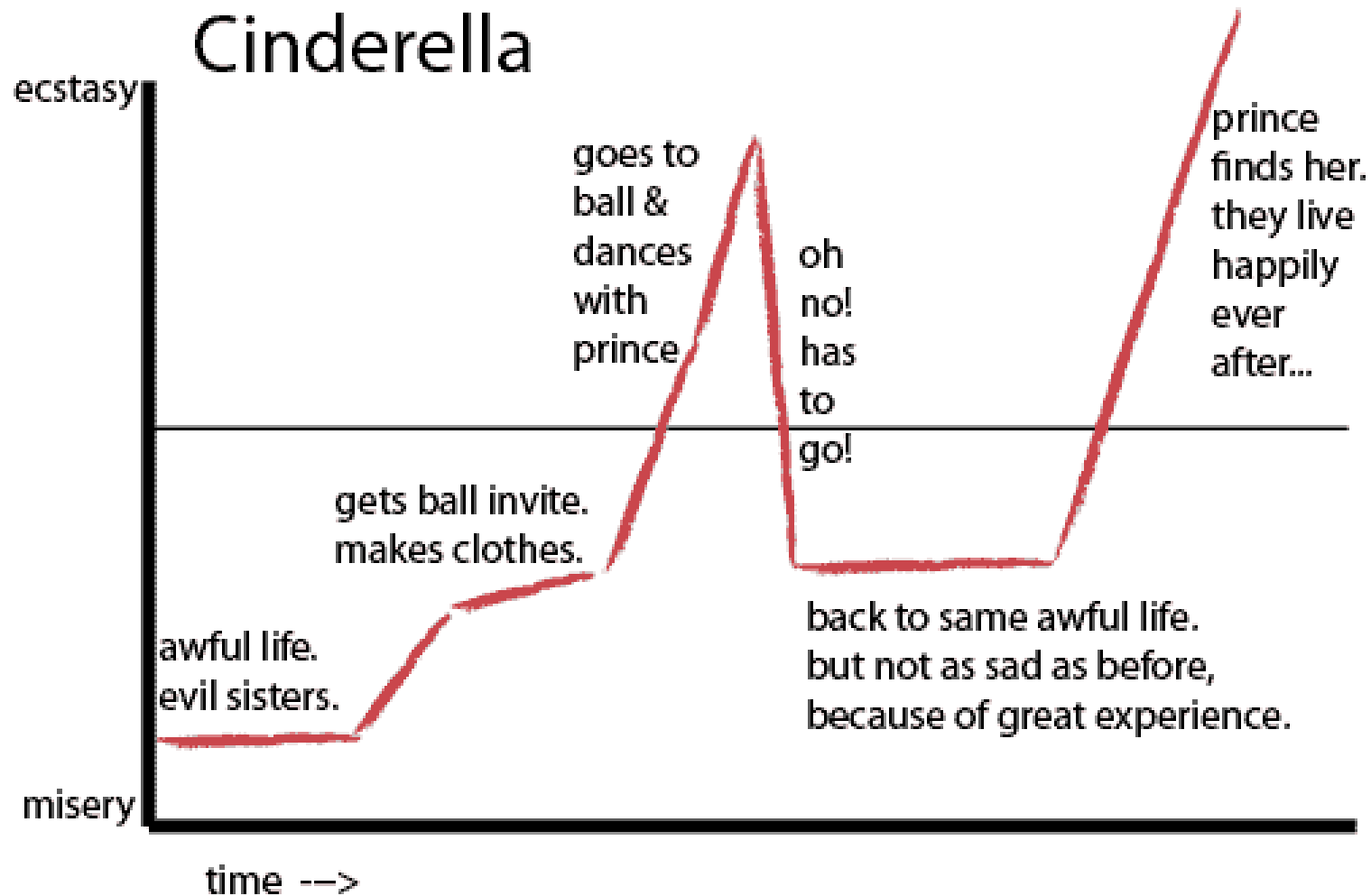
1. Exam solutions
2. **Telling a story**
3. Designing slides
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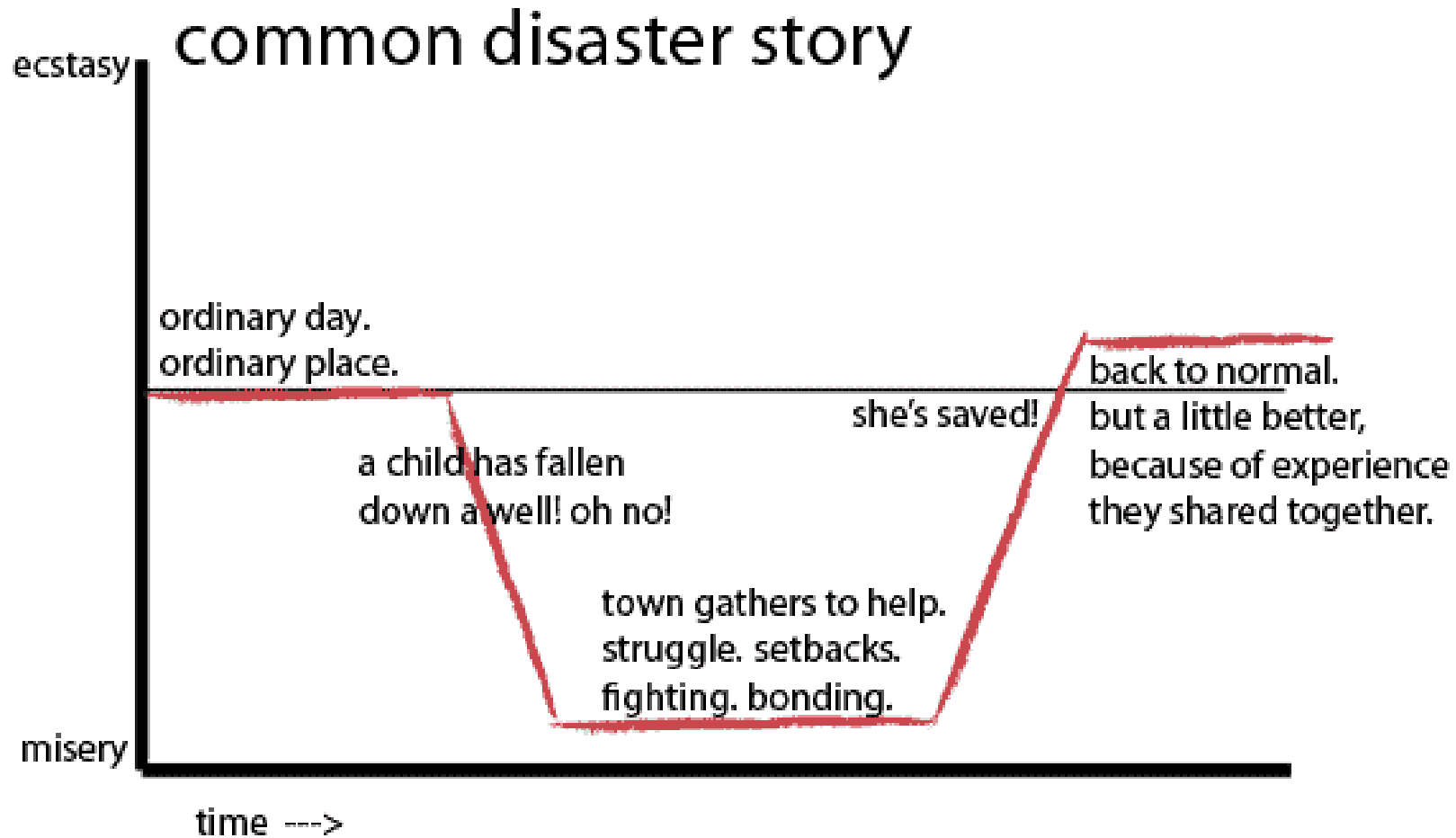
What is a story?

A story is a set of observations, facts, or events...that are presented in a specific order such that they create an **emotional reaction** in the audience.

- Clause O. Wilke (2019), Chp. 29

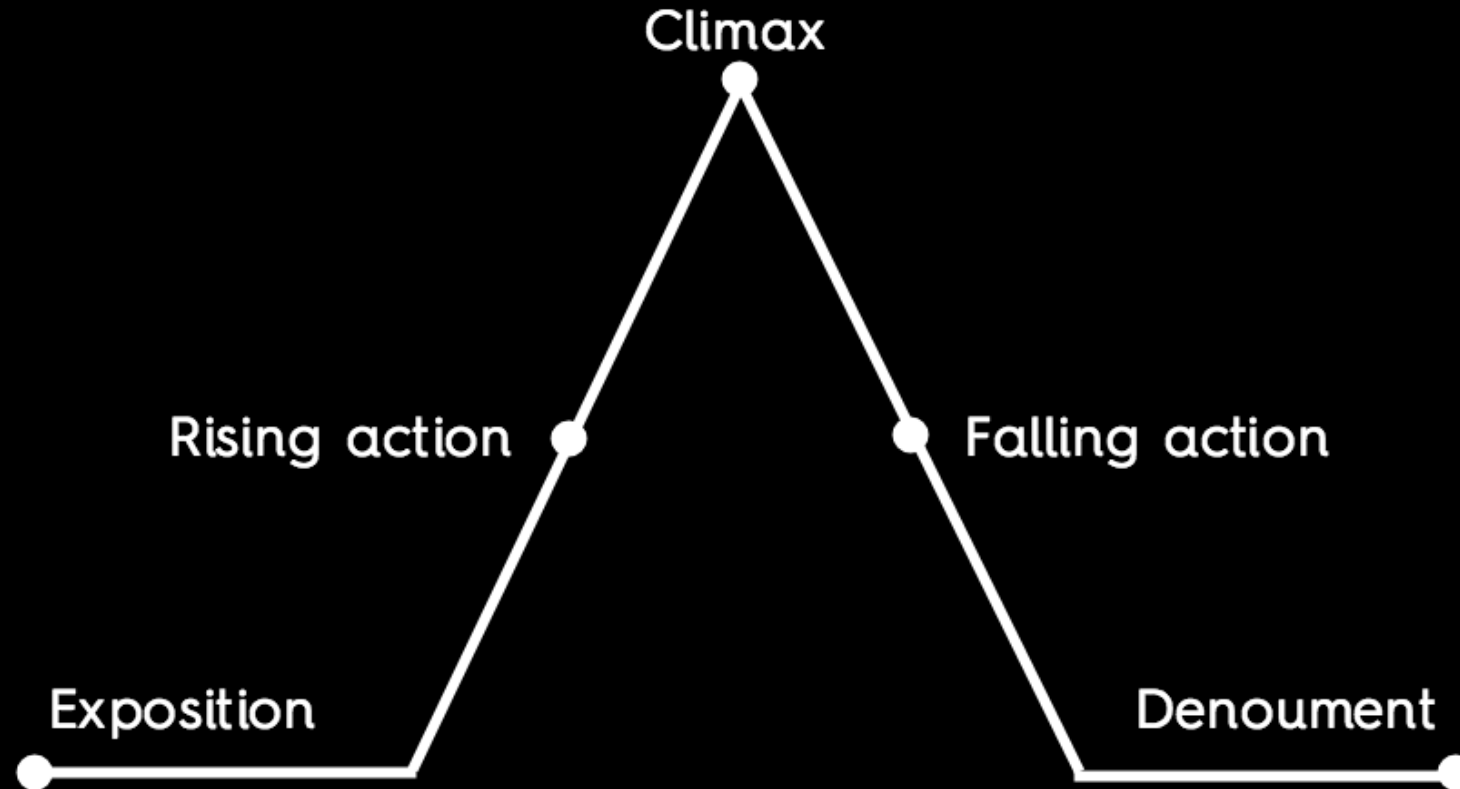




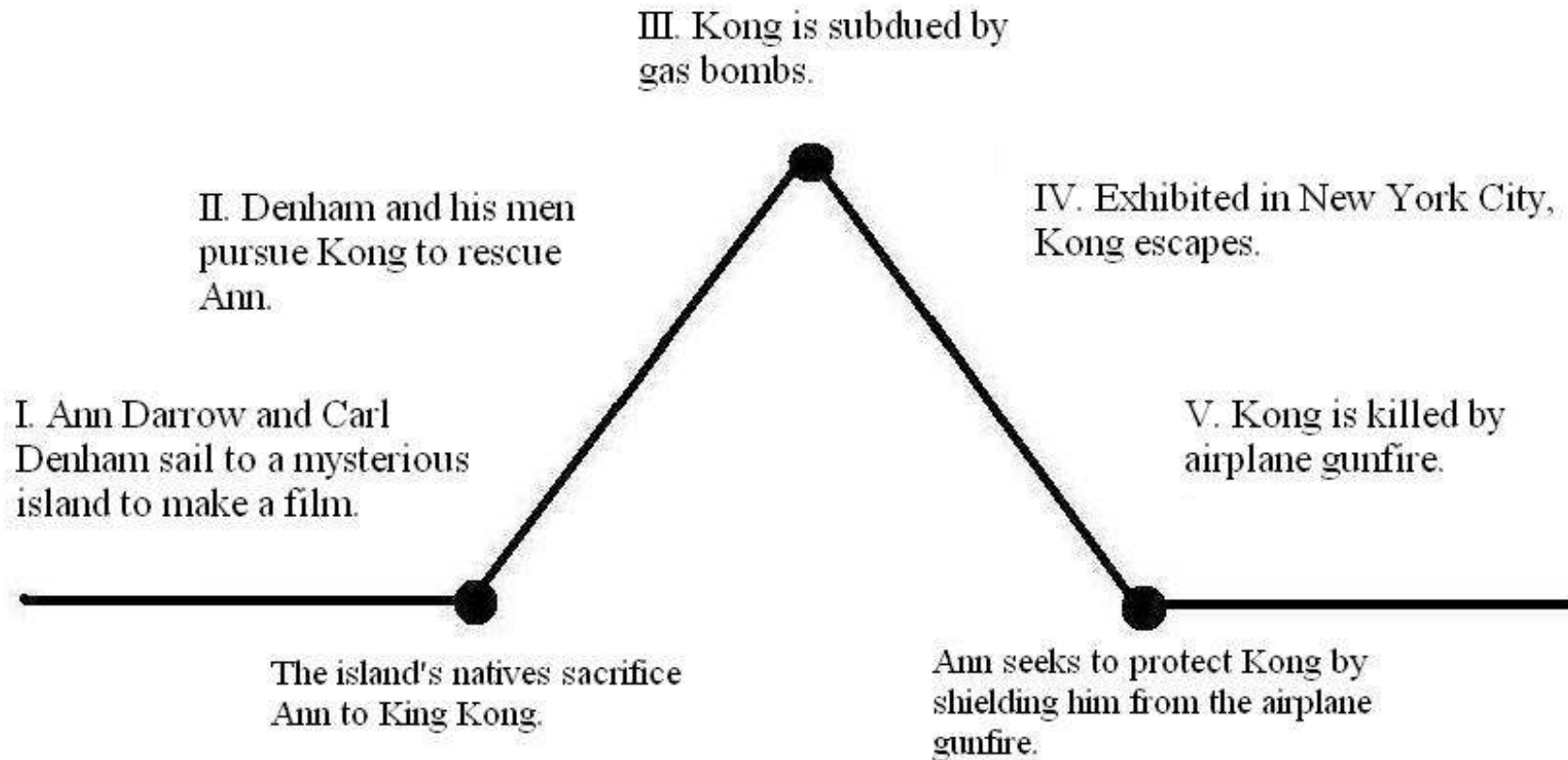


source

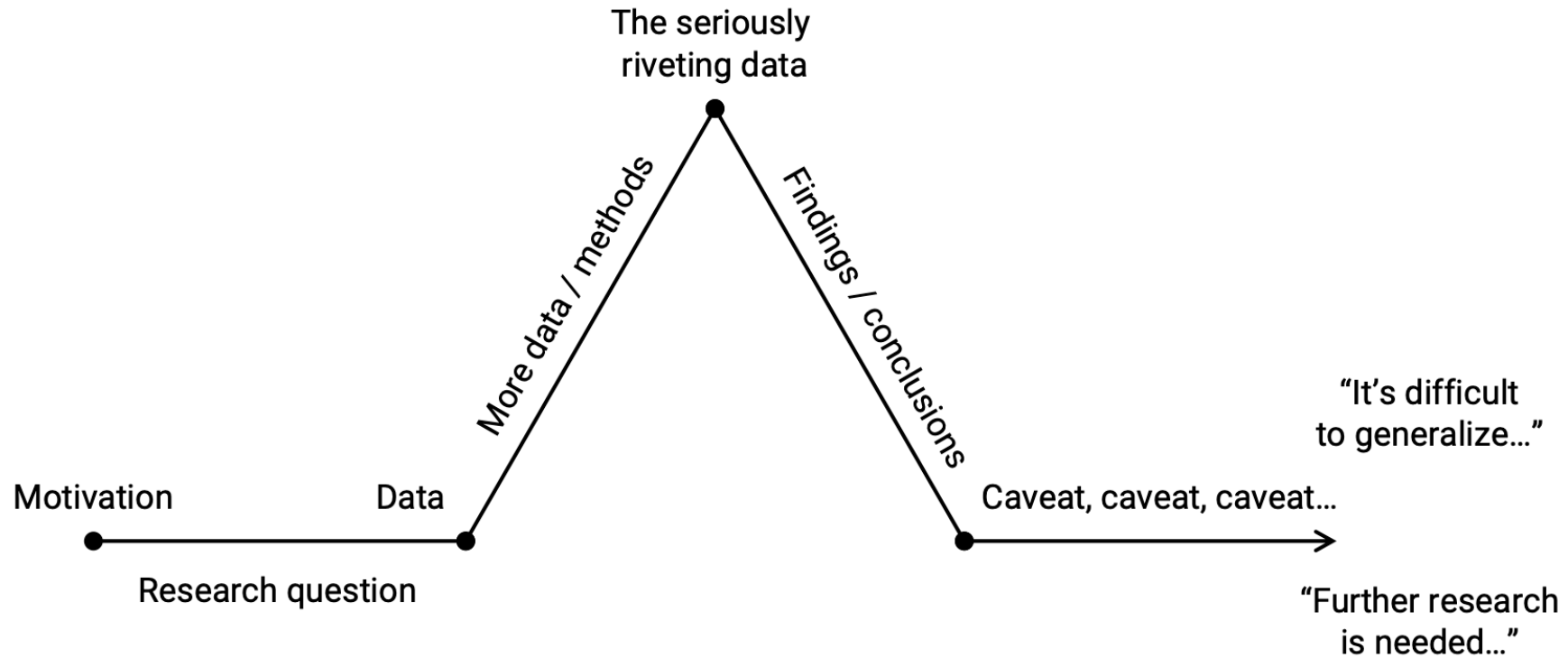
Freytag's Pyramid



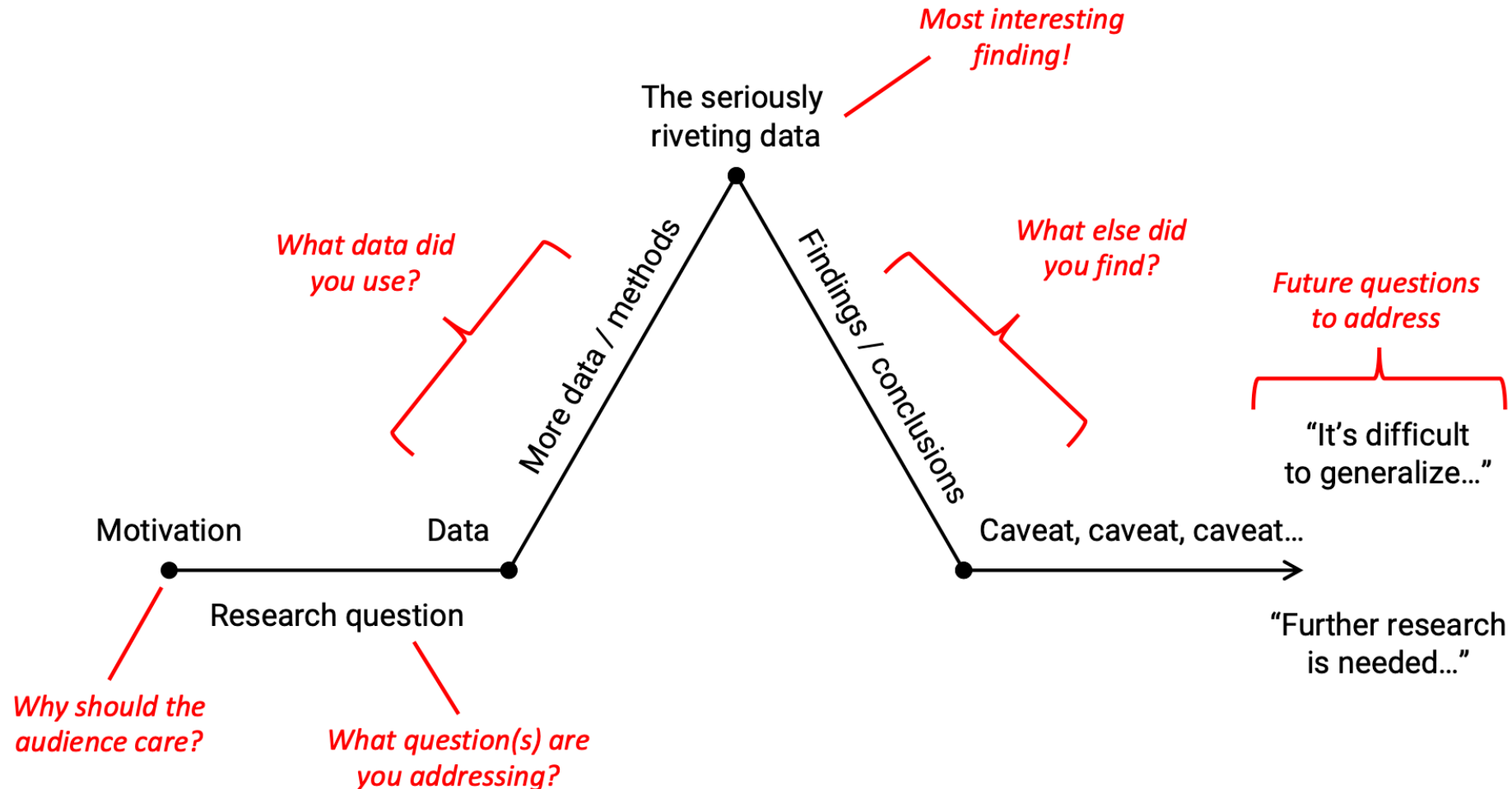
Freytag's Pyramid: **King Kong**



Freytag's Pyramid: **Research Project**



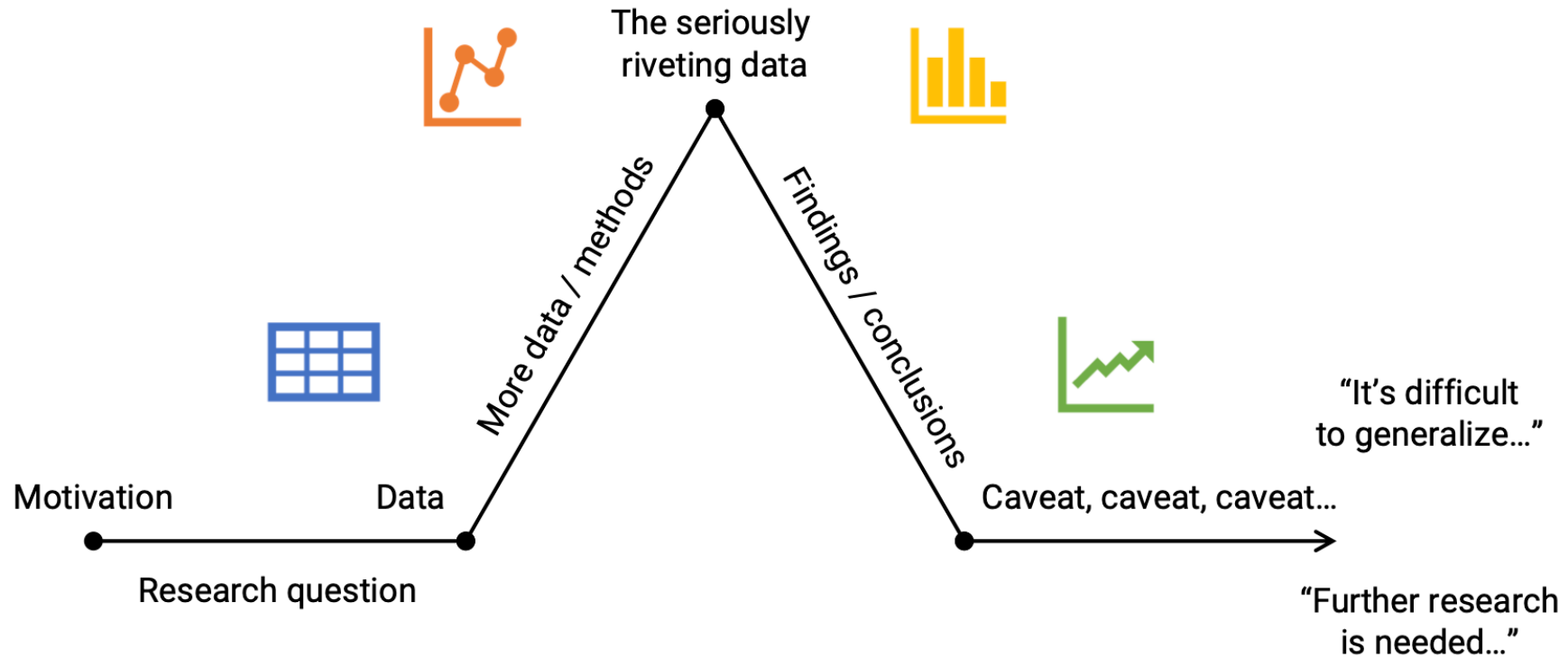
Freytag's Pyramid: **Research Project**



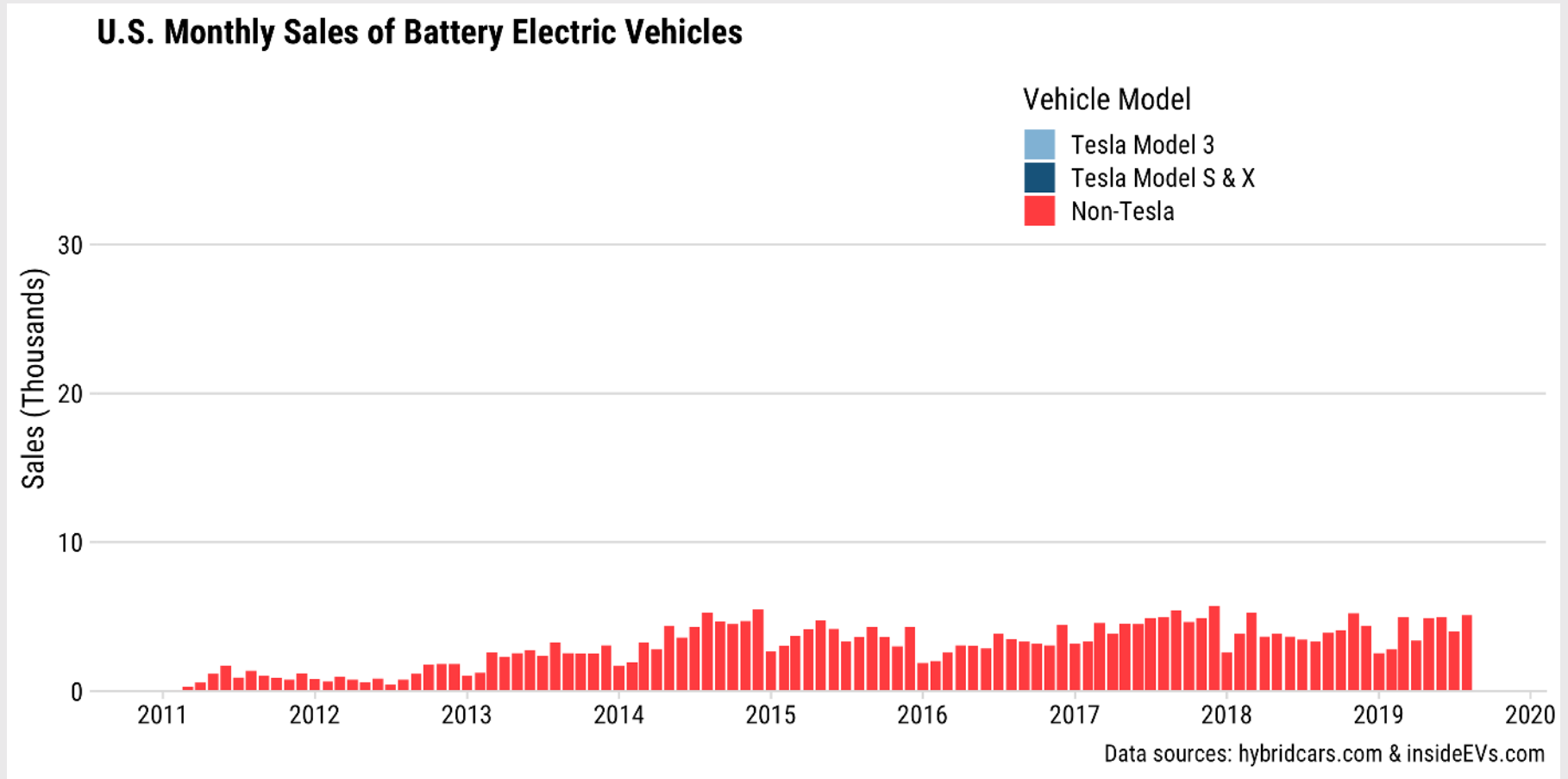
"A single (static) visualization will rarely tell an entire story"

- Clause O. Wilke (2019), Chp. 29

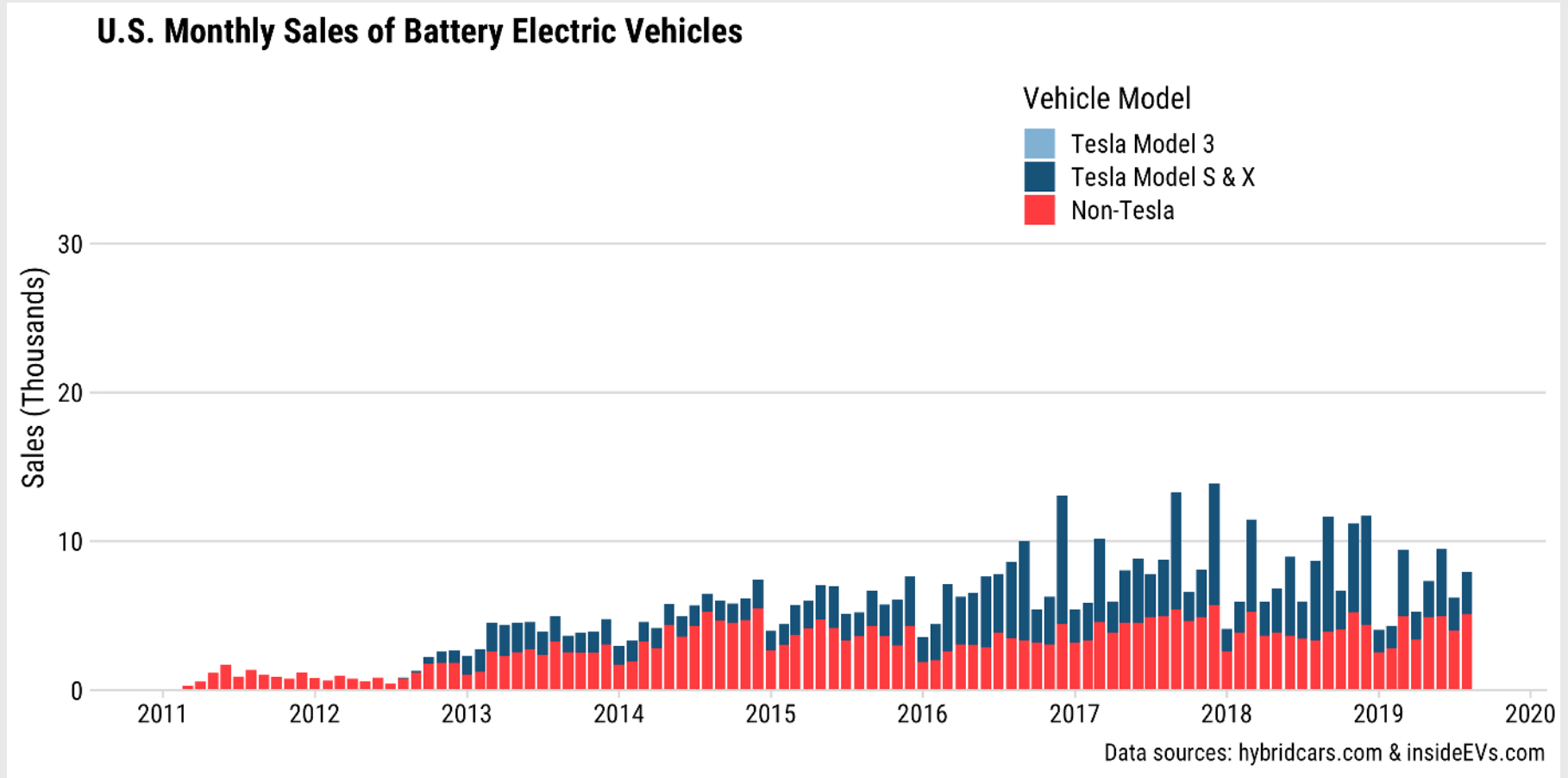
Freytag's Pyramid: **Research Project**



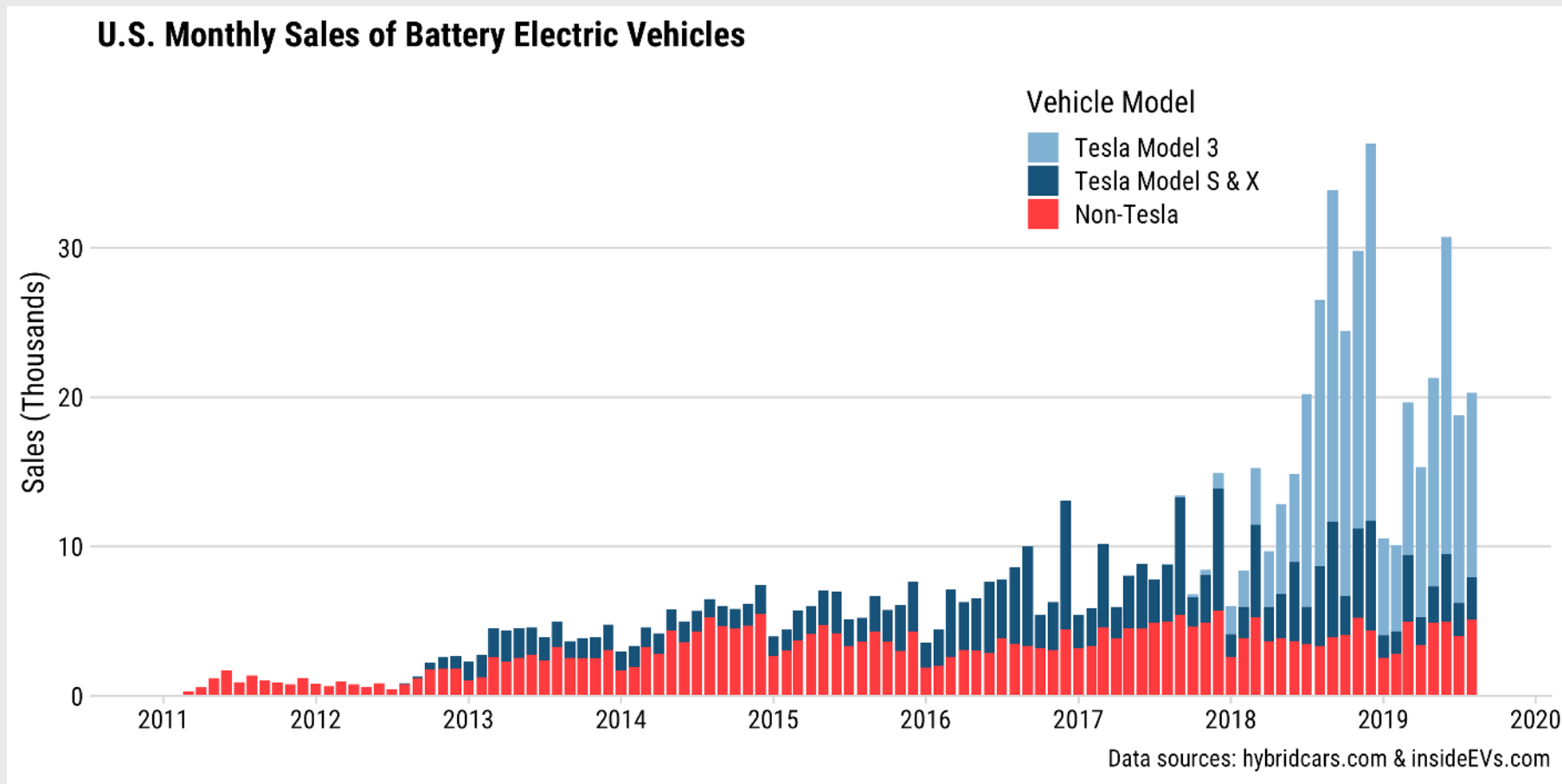
Use **layers** to build tension / provide context



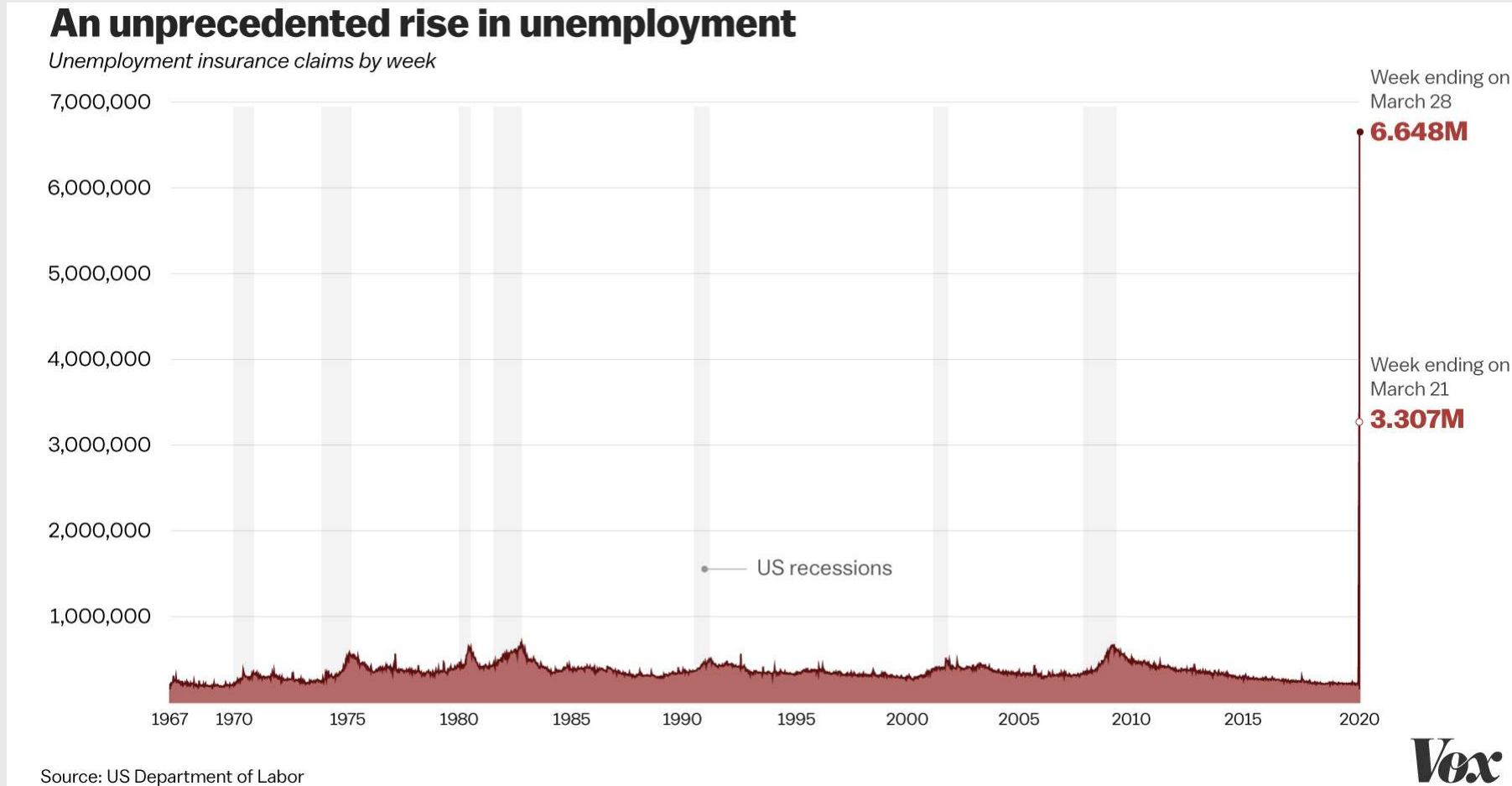
Use **layers** to build tension / provide context



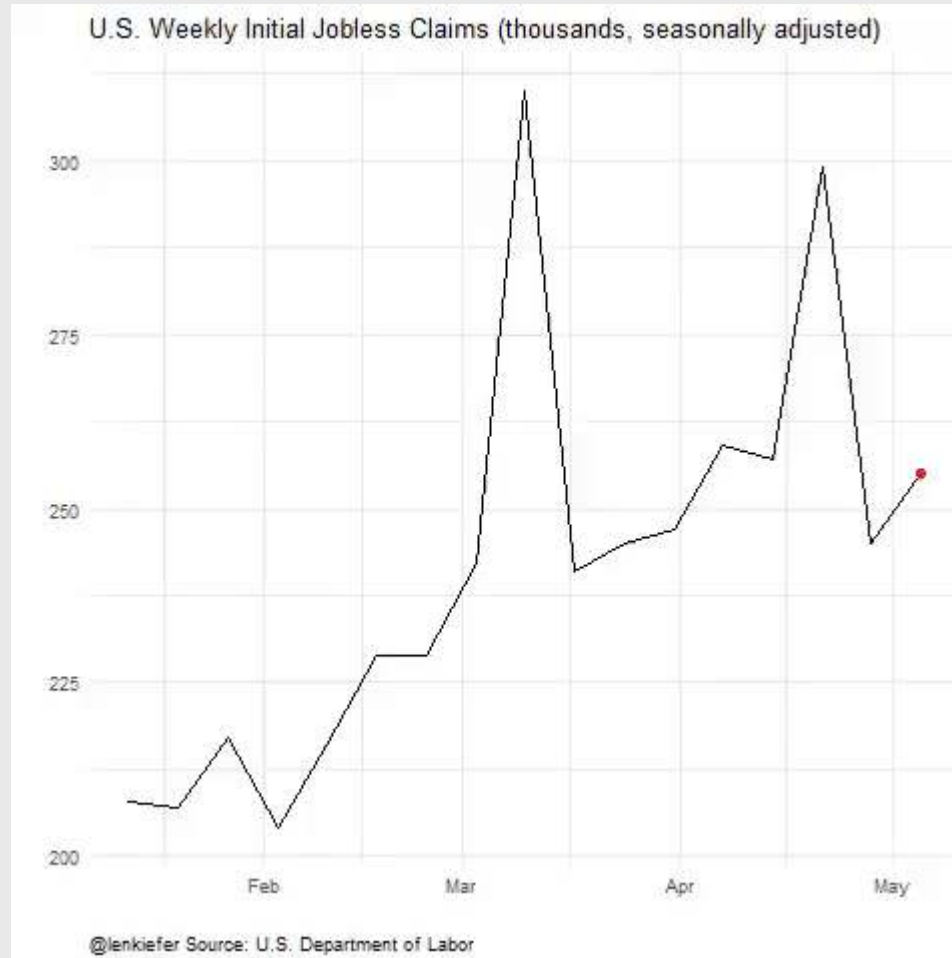
Use **layers** to build tension / provide context



Use **animation** to build tension / provide context

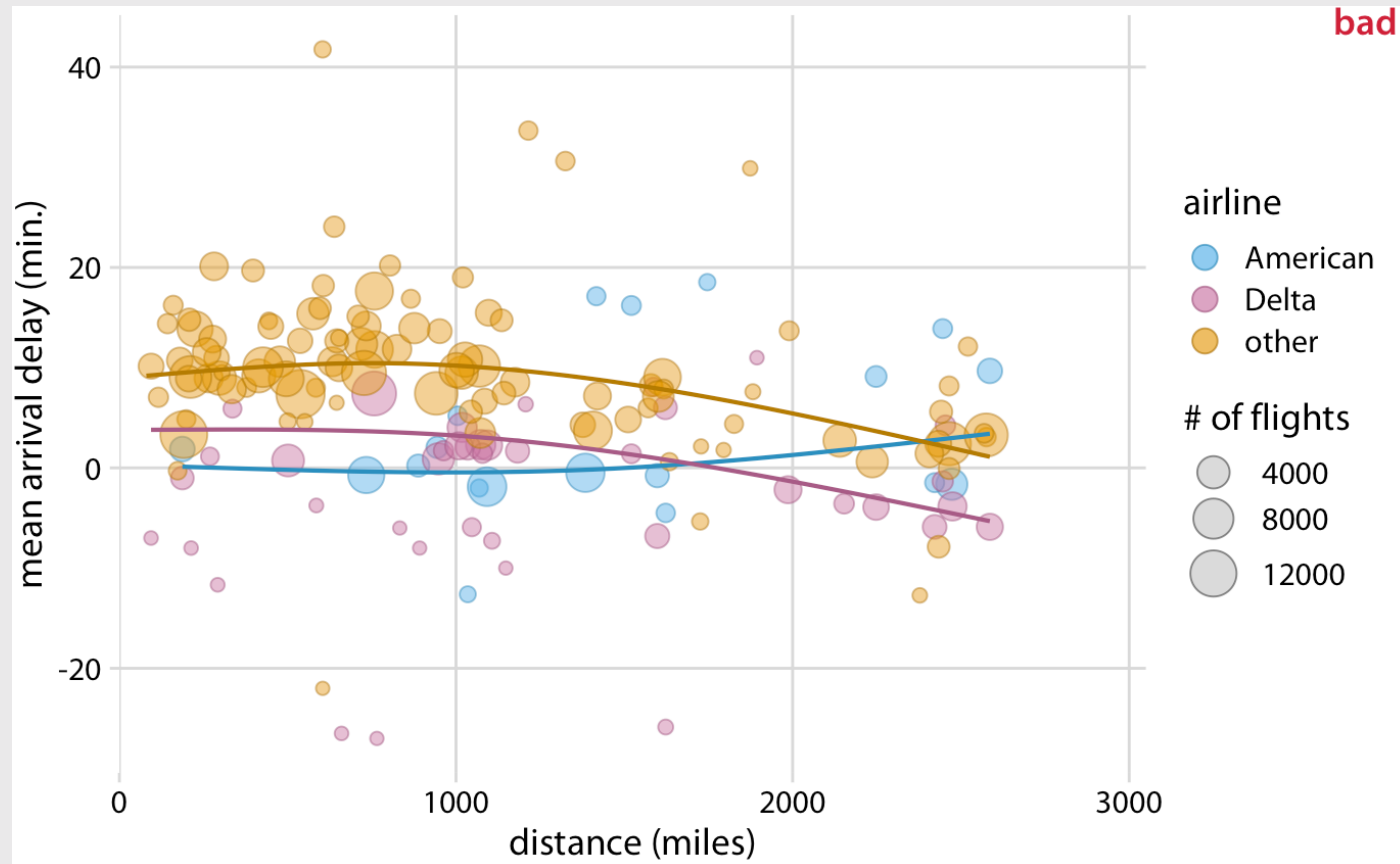


Use **animation** to build tension / provide context



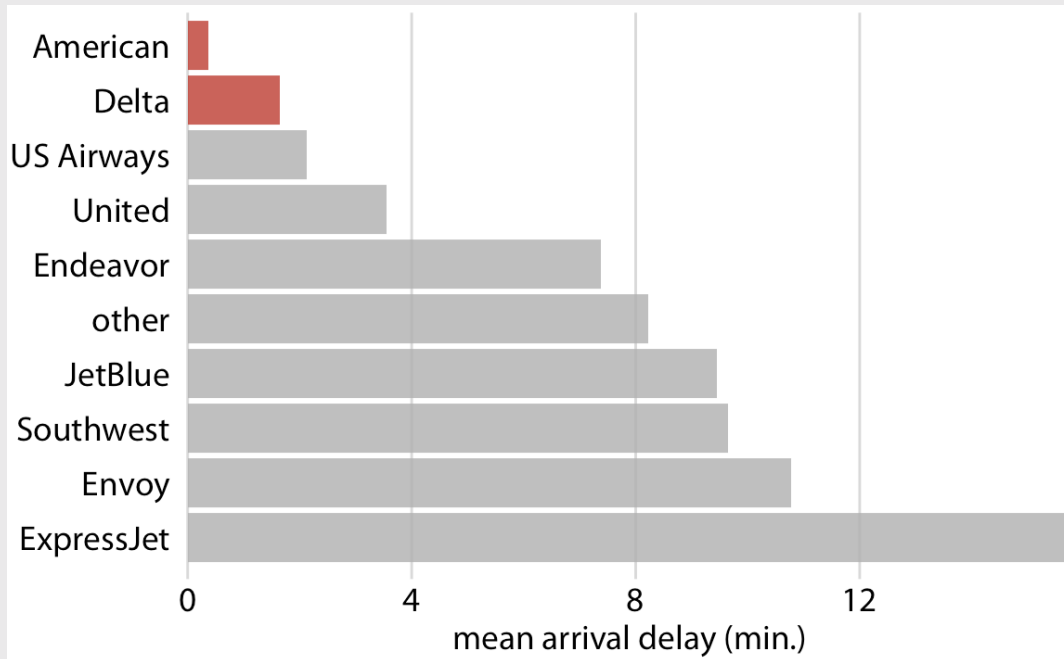
Make charts for the generals

(i.e. keep it simple)

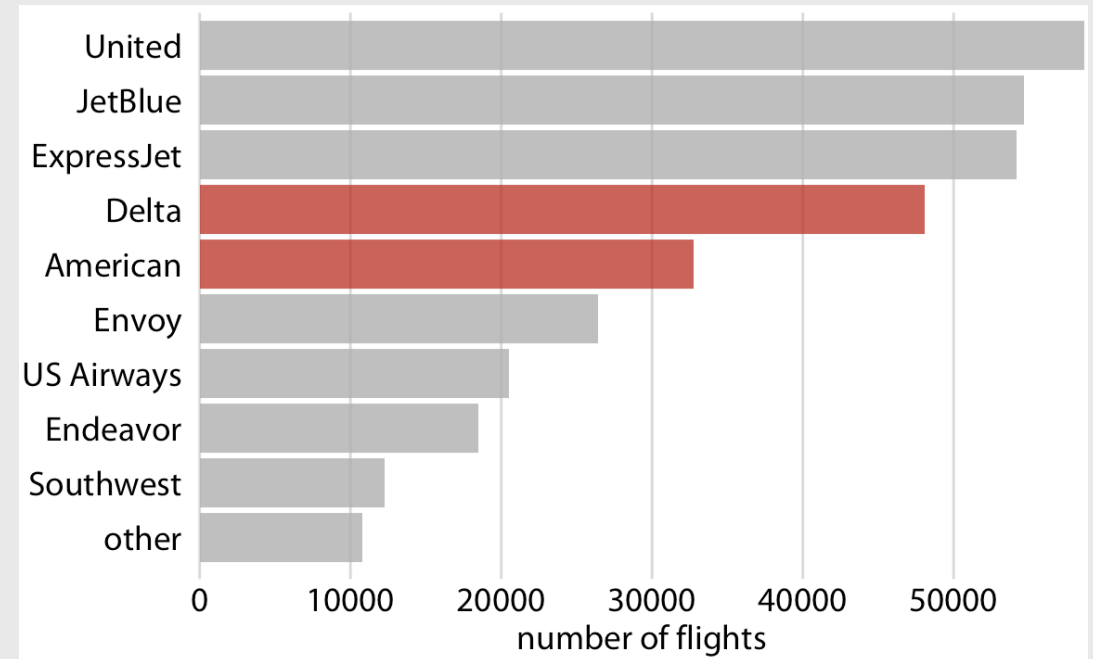


Make charts for the generals

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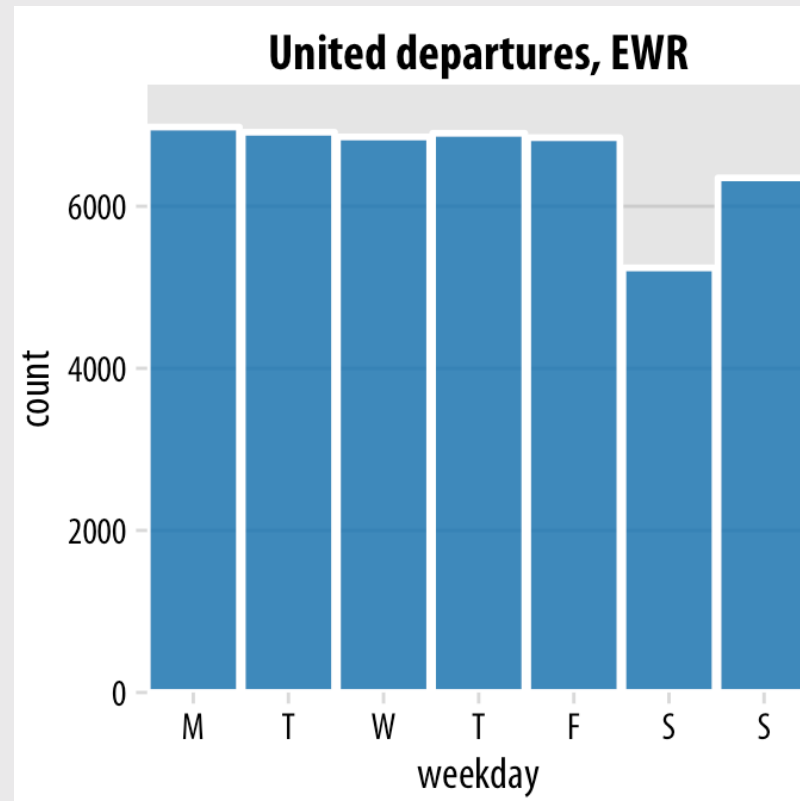


[source](#)



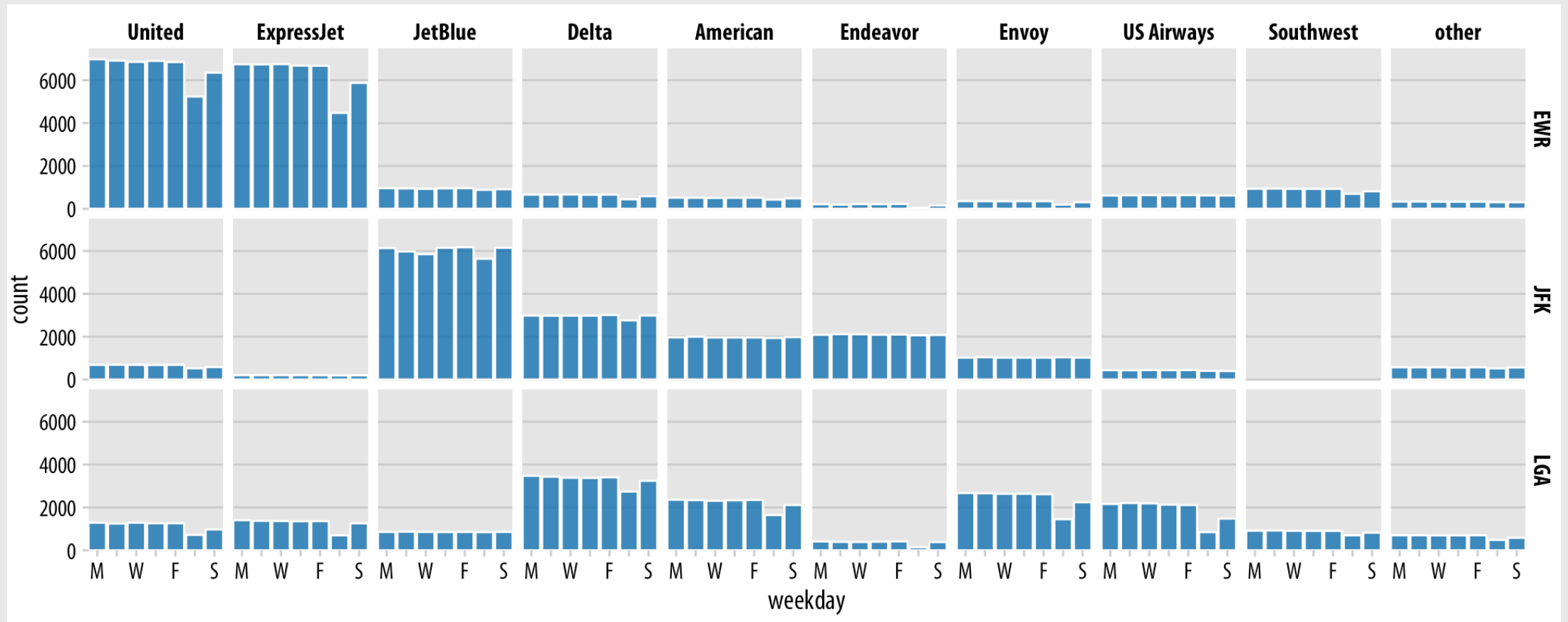
[source](#)

Build up towards complex figures



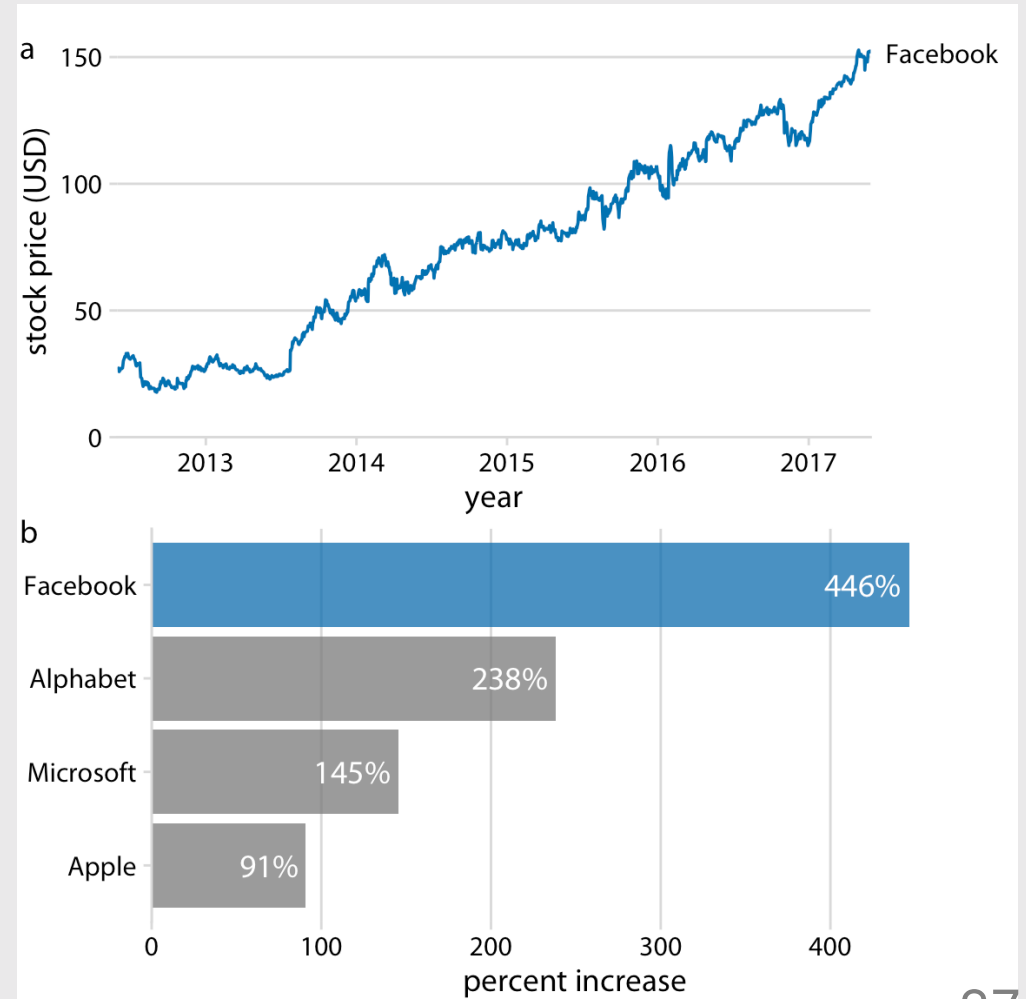
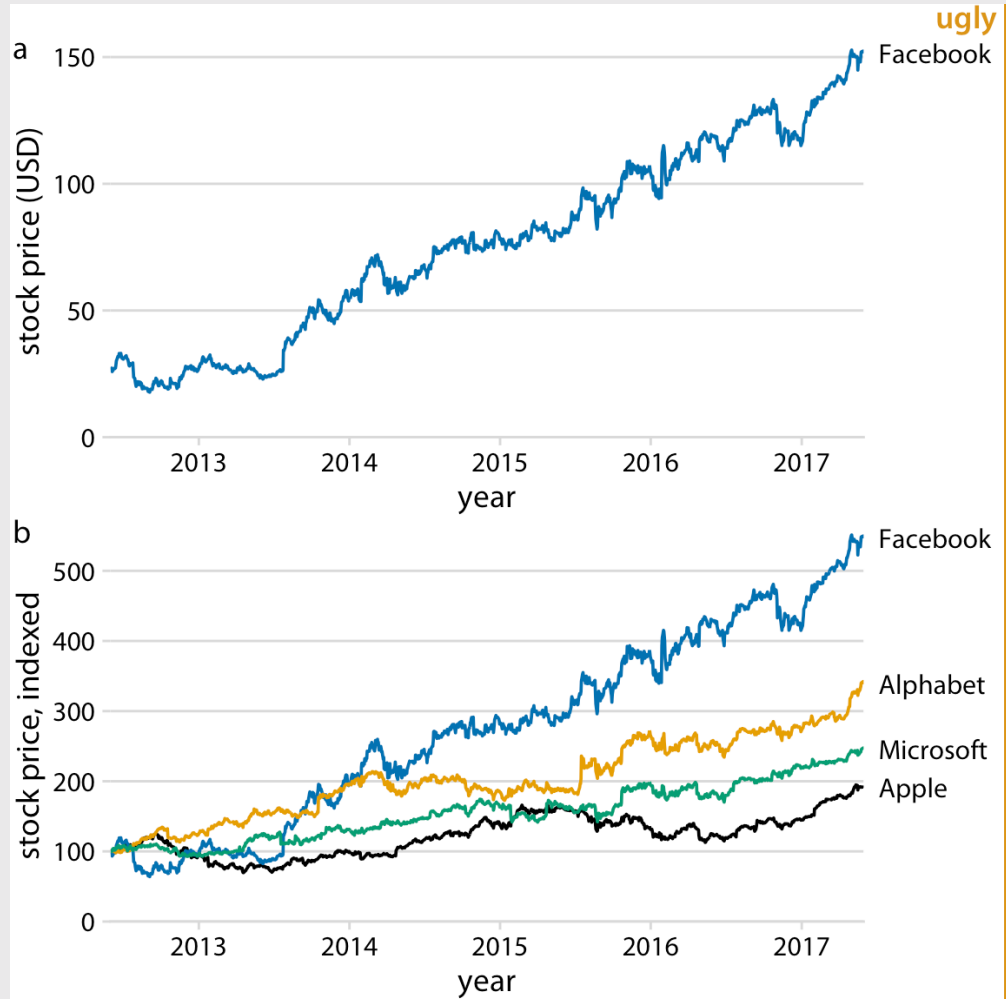
source

Build up towards complex figures



source

Be consistent, but don't be repetitive



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Hitchcock's rule



Hitchcock's rule

The size of any object in your frame should be proportional to its importance to the story at that moment

[Watch this example](#)

Hitchcock's rule

The size of any object in your ~~frame~~ **slide** should be proportional to its importance to the story at that moment

...and finally you will read this

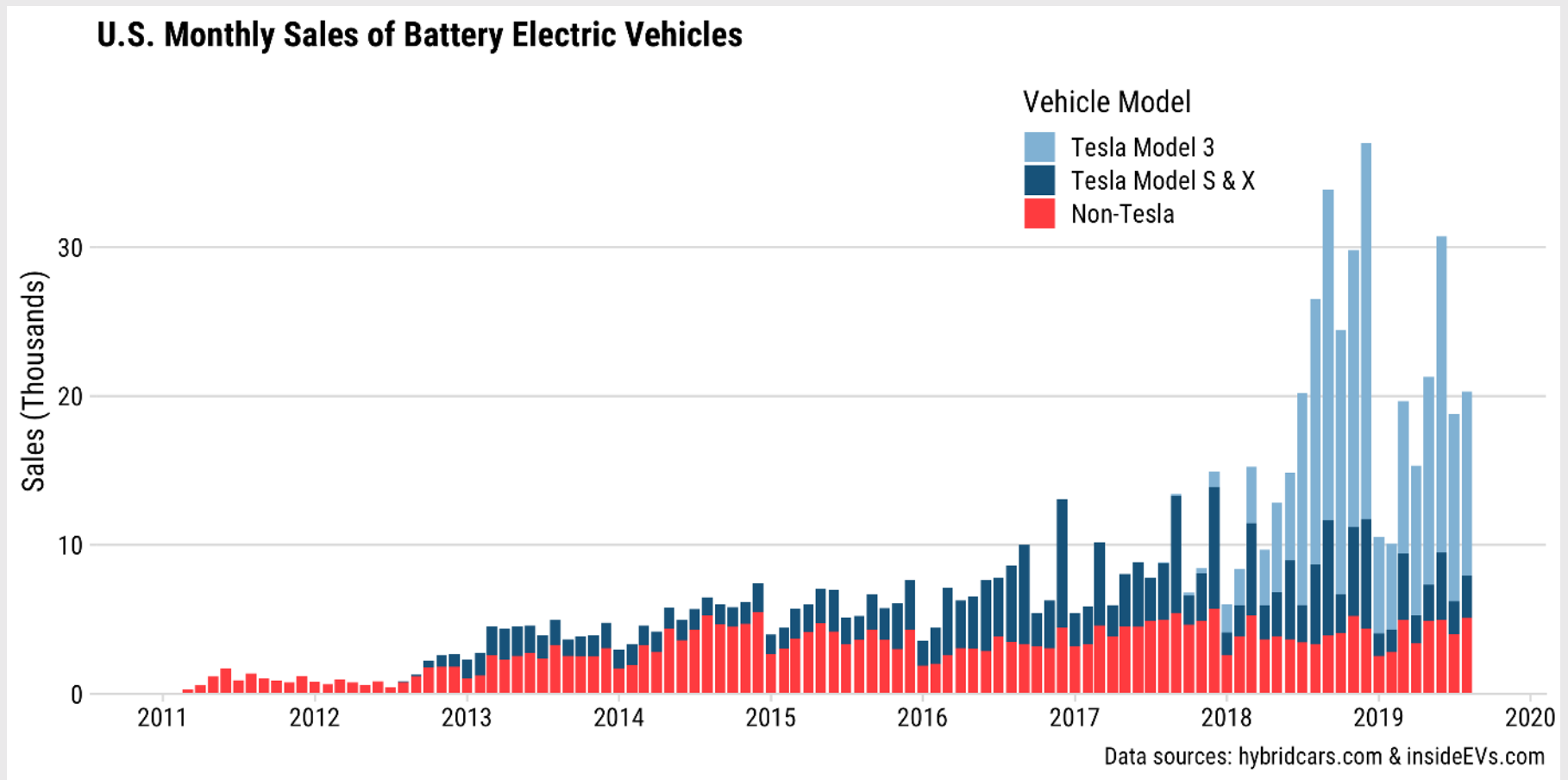
You will read this first

and then you will read this

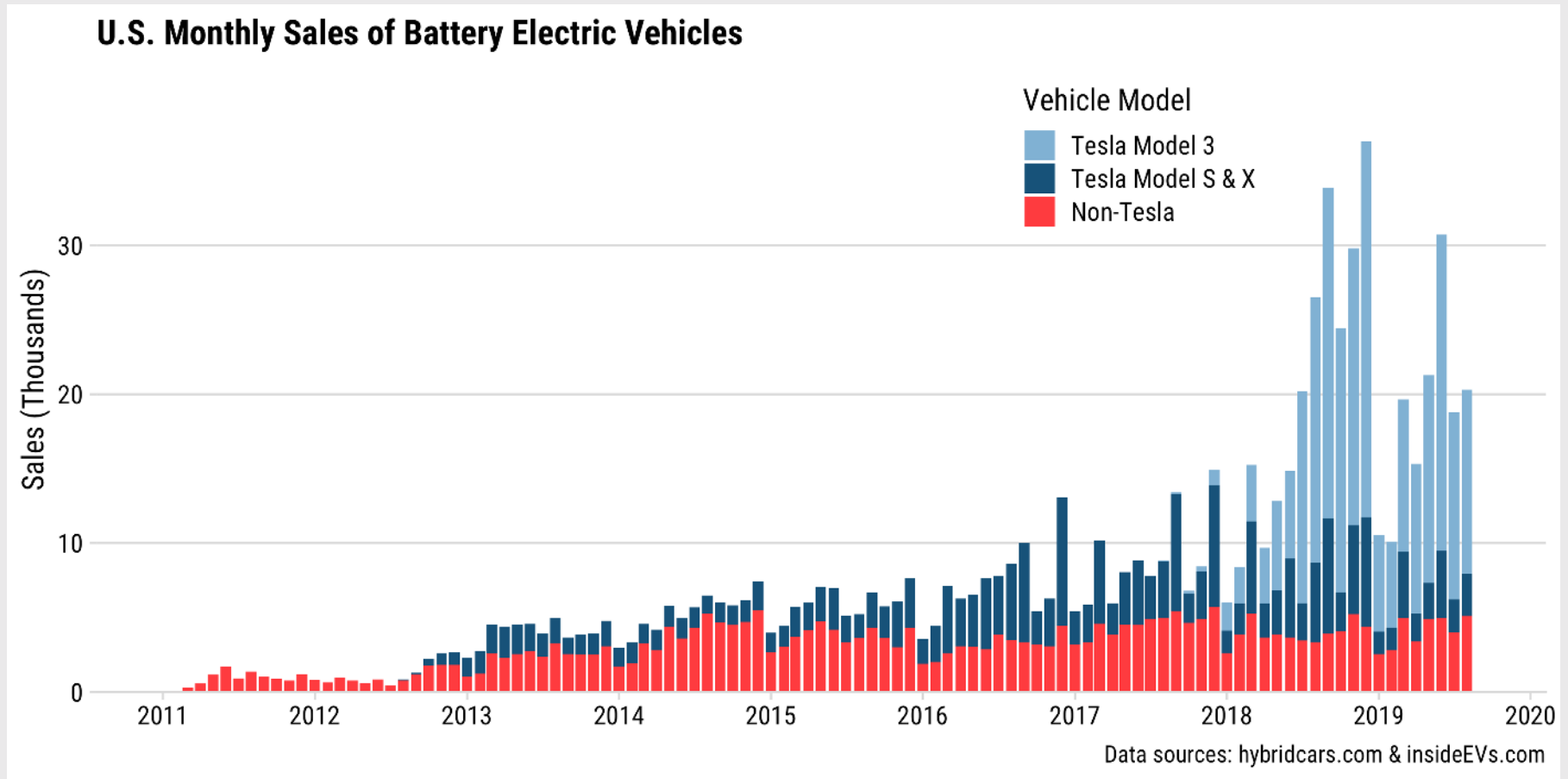
Put main point at top and use big font size!

(see Stephanie Evergreen's blog post ["So What?"](#))

Except for Tesla, EV adoption in the U.S. is **flat**



Tesla's Model 3 is a Game Changer for EVs



> 40pt font for titles

> 24pt font for all other text

(Exception: footer text can be small)

Fonts matter



"Fast Taco"



"Mega Flicks"

FONTS MATTER

You'll Always
Be Mine

YOU'LL
BE ALWAYS
MINE

Fonts Matter

San-serif fonts for most text

"Italic, serif fonts for quotes"

- Prof. Helveston

Consider using a light-colored background
(tan / gray)

Use high contrast between font and background color

Dark text on a
light background
works well

Light text on a
dark
background also
works well

Use high contrast between font and background color

Yellow text on a
white background
is horrible

Blue text on a black
background is
horrible

Avoid fonts like

Comic Sans

Papyrus

They make your work look amateurish

1 slide, 1 idea

Break up main points into multiple slides

Number your slides!

Remove “chart junk” from your slides

Exceptions in slider footer:

- References / data sources
- © Symbol

Example of an acceptable slide footer



If you are in person, consider using handouts
(1-2 pages)

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What are the first words
you should say in a speech?

Watch [this video](#) to find out

How to start a speech

3. With a question that matters to the audience ("Have you ever...?")
2. With a shocking factoid ("There are more people alive today than have ever lived...").
1. Tell a story, talk about **people** ("Imagine...")

Development and Adoption of Plug-in Electric Vehicles in China

Presented by:

John Paul Helveston, Ph.D.

Postdoctoral Fellow

Institute for Sustainable Energy

Boston University

January 26, 2018





3) With a question that matters to the audience:

"What's the current federal subsidy for buying an electric car in the US?"

2) With a shocking factoid

"50% of the world's EVs are made by Chinese automakers"

1) Tell a story, talk about **people**

"Whenever I talk with people about electric cars, they usually ask about Tesla..."

Your turn

05:00

Brainstorm different strategies for how to start your presentation for your projects:

1. Tell a story, talk about **people** ("Imagine...").
2. With a shocking factoid.
3. With a question that matters to the audience.

Afterwards, we will go around the room and one person from each team will practice giving their start to their presentation.

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Final Analysis Reports due 12/07 (you have 4 days left!)

- Read prompt carefully
- Be sure to include a copy of the data you're using
- Use a theme ✨
- Check for spelling errors:

```
spelling::spell_check_files("report.qmd")
```

Final Presentations due 12/09

- We'll watch these during class period on Dec 11
- 6 projects x 10 mins each