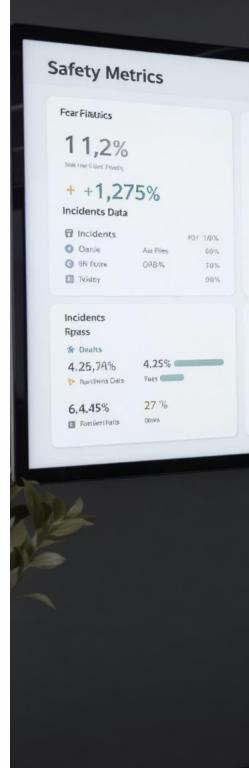
# Data Storytelling: The Art of Insight

Data storytelling transforms raw incident reports into actionable stories that protect employees and save lives.

It's not just about showing safety data — it's about making safety decisions matter.





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### Keys to Effective Data Storytelling

### Define the purpose

Know your audience and their safety goals.

Choose the right metrics Focus on risks and trends that demand action.

Present data clearly

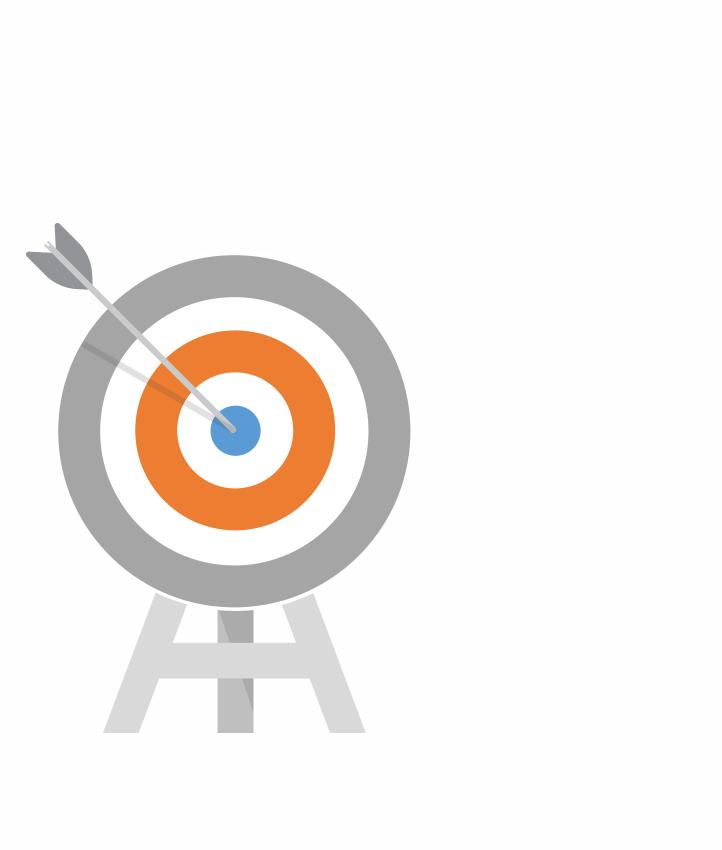
Use visuals that highlight key safety threats.

Eliminate clutter

Simplicity saves time and sharpens focus.

Use layout to guide focus Direct attention with intentional design.

Tell the story well Make it stick. Drive safer workplaces.



# Case Study: Occupational Safety

The Situation

You've been hired as a Safety Analyst for a large organization focused on employee well-being.

The Assignment

Design an Occupational Therapy & Safety Dashboard that enables managers to monitor incidents and improve workplace safety.

### Step 1: Define the Purpose

Question	Answer
Who is your audience?	Safety Managers, Department Heads
What are their goals?	Reduce workplace incidents and critical in
Key questions?	Where are incidents most frequent? Which highest risks?
How often reviewed?	Monthly

#### injuries

#### ich departments face

### Step 2: Choose the Right Metrics



**Incident Metrics** 

Track total incidents by department, month, and type. Monitor critical incidents by severity.



### **Training Metrics**

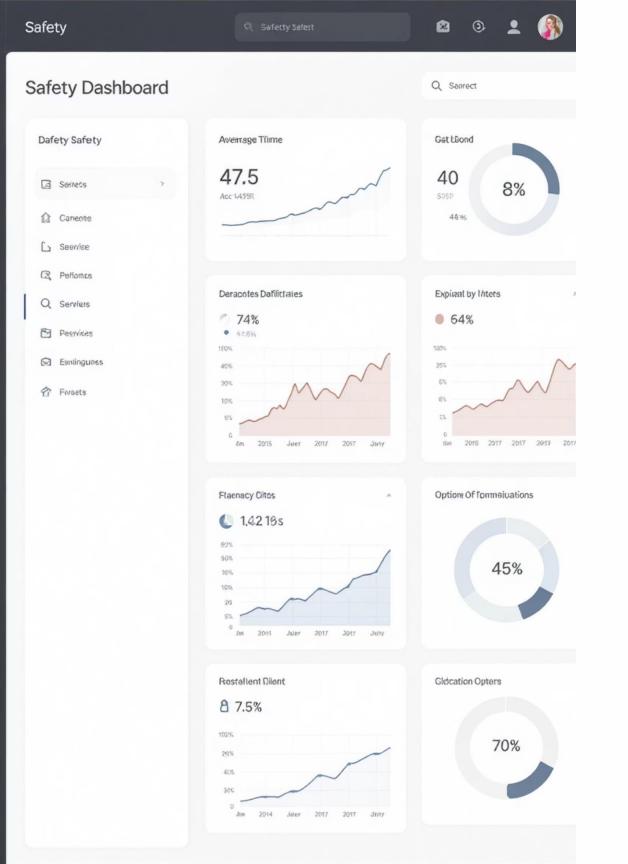
Measure total training hours by department and month to target efforts effectively.

Risk Type	Description
Туре	Description
Risk	Divellum ent
Low	
Medium	High
High	Medium Lon
Hich	

#### **Risk Metrics**



#### Analyze top incident types and severity distribution to prioritize high-risk areas.



# Step 3: Present Data Effectively

## 000

#### Use the right visuals

Donut charts for distributions. KPI cards for key metrics. Pie charts for comparisons.



departments.

Be visual, not verbose Use minimal text. Create clear labels. Arrange logically.



### Highlight what matters Use red accents for critical incidents. Emphasize highest-risk

## Steps 4-5: Eliminate Clutter & Guide Focus

#### Eliminate Clutter

- Focus only on actionable KPIs •
- Remove redundant visuals •
- Use white space effectively
- Prioritize clarity over complexity •

F-Layout for Focus

Top row: Key safety KPIs

Left side: Incident types

Center: Severity levels

Right side: Department breakdown

Bottom: Employee-level details

### **KPLACE SAFETY METRICS**

## Step 6: Tell the Story Well

60%

Incident Reduction

Effective data storytelling can dramatically reduce workplace incidents.

### Faster Response

3X

Well-designed dashboards enable quicker identification of safety issues. 100%

#### Lives Saved

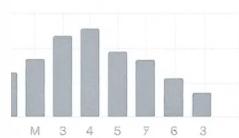
The ultimate goal: protecting every employee through better data insights.

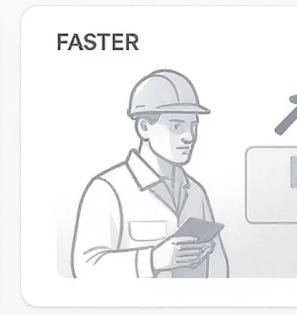


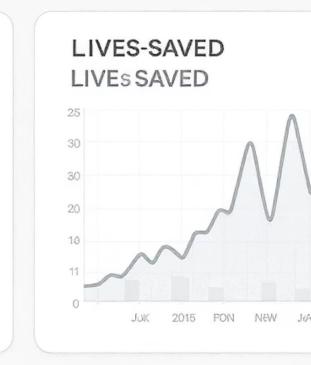
ENT REDUCTION

R RESPONSE HITS ,455% [(((-3)

Senres 2025







### Overview

OCCUPATIONAL THERAPY & SAFETY											
Total II	nciden	its	То	tal Critical	Incidents	Average Employee Age			Total Training Hours		
10	00			11		40.80			2242		
Chemical Exposure 15% Equipment Failur	Incident Type <sup>III 15%</sup> Slip 24% <sup>III 15%</sup> Medium 25% <sup>III 19</sup> <sup>III 15%</sup> Low 31%										
Employee_Name	Gender	Department	Position	Location	Sum of Safety_Inspec	ction_Score	Severity_Level	Health_Incident_Report	rted Incident_Type	Sum of Age	
Aba Asiedu	Female	Engineering	Manager	Kumasi Office		89.83	Medium	No	Slip	28	
Abena Ameyaw	Male	Operations	Manager	Takoradi Factory		98.97	Medium	No	Slip	36	
Abena Nkansah	Male	HR	Technician	Kumasi Office		99.06	Medium	No	Trip	41	
Abena Ntim	Male	Operations	Assistant	Takoradi Factory		89.08	Critical	Yes	Fall	27	
Abena Osei	Female	Finance	Supervisor	Takoradi Factory		69.08	Critical	Yes	Equipment Failure	36	
Abenaa Kumi	Female	Operations	Assistant	Kumasi Office		51.09	Medium	Νο	Fall	33	
Total						7,787.46				4080	



### Details

١												
ſ	Employee Name		Total Incidents			Severity Level				Employee Department		
				24 24 22				22				
	<b>100</b>			Sli	Slip Trip Equipme Chemical Fall Failure Exposure				Engineering			
	Month	Employee_ID	Employee_Name	Gender	Health_Incident _Reported	Location	Position	Sum of Safety_Inspectio n_Score	Total Training Hours	Severity_Le		
	August	EMP0001	Kwabena Mensah	Female	No	Accra Factory	Manager	84.68	10	Low		
	December	EMP0002	Akua Boateng	Male	No	Kumasi Office	Technician	80.29	6	Medium		
	February	EMP0003	Kofi Asante	Female	Yes	 Tema Warehouse	Assistant	67.62	16	High		
	🗌 January	EMP0004	Abena Osei	Female	Yes	Takoradi Factory	Supervisor	69.08	21	Critical		
	🗌 July	EMP0005	Yaw Amankwah	Female	No	Accra Factory	Operator	57.33	38	Critical		
		EMP0006	Adwoa Sarpong	Male	No	Kumasi Office	Manager	87.80	35	Critical		
		EMP0007	Kojo Boadu	Female	No	Tema Warehouse	Technician	99.75	16	High		
		EMP0008	Afia Nyamekye	Male	No	Takoradi Factory	Assistant	54.92	36	Critical		
	May	EMP0009	Kwame Owusu	Female	No	Accra Factory	Supervisor	93.74	26	High		
	November	EMP0010	Ama Konadu	Male	Yes	Kumasi Office	Operator	80.45	15	High		
	October	EMP0011	Fiifi Ofori	Female	Yes	Tema Warehouse	Manager	57.34	17	High		
	September	EMP0012	Esi Appiah	Female	No	Takoradi Factory	Technician	81.27	25	High		
		EMP0013	Nana Agyeman	Male	No	Accra Factory	Assistant	89.63	12	High		
		EMP0014	Efua Ankomah	Female	Yes	Kumasi Office	Supervisor	78.60	28	Medium		
		EMP0015	Kobina Tetteh	Male	Yes	Tema Warehouse	Operator	99.02	24	High		
		Total						7,787.46	2242			

