

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.



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 injuries
Key questions?	Where are incidents most frequent? Which departments face highest risks?
How often reviewed?	Monthly

Step 2: Choose the Right Metrics



Incident Metrics

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



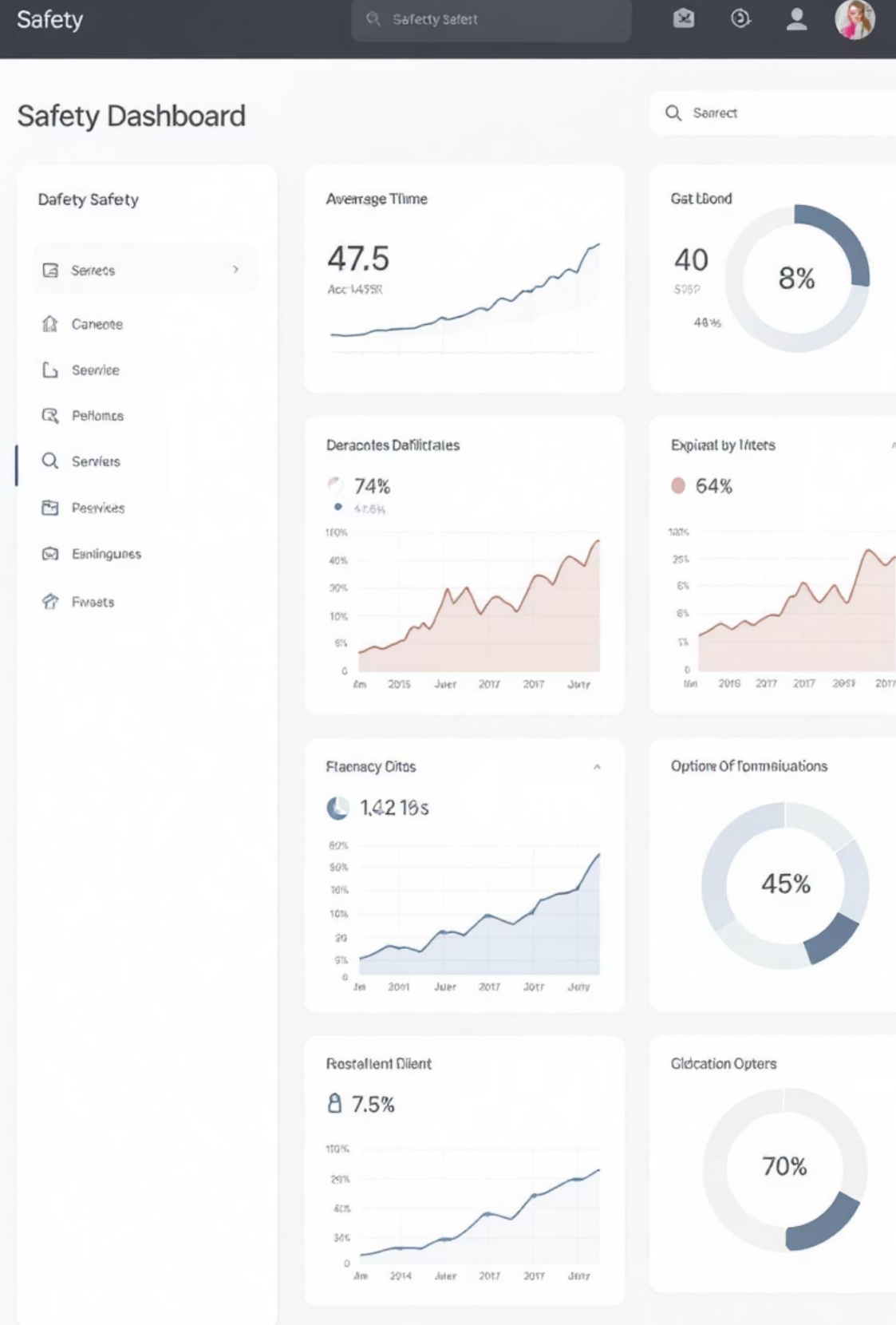
Training Metrics

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

Risk Assessment				
Risk Type	Description	Likeliifully	Impact	Priority
Type	Description	Low	High	↑
Risk	Divellum ent	✓	☐	↑
Low		☐	☐	↑
Medium	High	☐	☐	↑
High	Medium Lon	☐	High	↑
Hich				↑

Risk Metrics

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



Step 3: Present Data Effectively



Use the right visuals

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



Be visual, not verbose

Use minimal text. Create clear labels. Arrange logically.



Highlight what matters

Use red accents for critical incidents. Emphasize highest-risk departments.

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

Step 6: Tell the Story Well

60%

Incident Reduction
Effective data storytelling can dramatically reduce workplace incidents.

3X

Faster Response
Well-designed dashboards enable quicker identification of safety issues.

100%

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

KPLACE SAFETY METRICS

INCIDENT REDUCTION



FASTER



FASTER RESPONSE SHITS



LIVES-MAVED LIVES SAVED



Overview



Details

