

**UAI Training Course:  
Finding Meaning in Utilities' Data – Visualization and Storytelling**

***Preparation for Attending the Course***

The Utility Industry continues to face many challenges driven by regulatory change, shifting public sentiment, impact of energy transition, new market opportunities, cyber-security threats and advances in all forms of technology. To develop effective solutions, utility professionals must be fluent with analysis and communication techniques to foster collaboration with colleagues and stakeholders. Data visualization techniques provide a foundation for creating, sharing and consuming information and insights.

Analysts working at the top of their game go beyond visualizations. They add narratives to interpret and explain insights and recommendations. In short, they tell stories. Stories are powerful. We've used them throughout history to capture attention, convey ideas, fire the imagination, and stir the soul. Data can be persuasive, but stories are much more. A well-told story is inspirational and motivational. Difficult problems can be framed, analyzed and solved using data stories as a key enabler.

**Think about the following items before and during class to help provide context about current data visualization capabilities and opportunities within your organization:**

1. What is the current usage level in your organization for data visualization as a general, core communication technique? Rate it as (high, medium or low)
2. Is there a process in place that encourages and facilitates data visualization usage?
3. Is the use of data visualizations effective across the organization? Why or why not?
4. Is data storytelling understood, embraced and practiced within your organization? How effective is it?
5. Provide examples where this data storytelling is successful and where it can be improved?