Workers' Comp

In a Data-filled World, Stories That Rely Solely on Numbers Don’t Add Up

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Storytelling sometimes seems to be a lost art. Every day we are inundated with articles that exalt big data, analytics, predictive modeling, data science, and statistics as the most compelling means of persuasion and communication. Somewhere in the fascination with all things data, we are led to conclude that data in and of itself is the end, the goal, the Shangri-La of enlightenment and understanding. That’s not the case. The numbers should provide the color to our story, not the conclusion.

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