

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**The Art of Story-Telling through Data Visualization – Perspective  
from Personal Wellbeing**

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## **The Art of Story-Telling through Data Visualization – Perspective from Personal Wellbeing**

### **Abstract:**

Ravi is a working professional trying to maintain a balance between the personal and professional life. However, the work pressure and lifestyle habits took a toll on his personal health. Like many amongst us, he wears smart watch but ignores the nudges and the trends shown by the watch. The turning point happened on 3rd August 2020 when he felt a sense of uneasiness while on the way to his office. The heart vitals and lab reports showed the extent of negligence towards his health. He decided to change his lifestyle and talked to Neeraj about analysing his health trends reported by smart watch. The tagging of health trends with Ravi's life events/interventions led to startling revelations. It helped him understand how every decision about eating, drinking, exercising reflects in the health parameters. The analysis helped him understand the outcome of every decision he had taken as a part of his lifestyle. At the same time, it made him conscious about the choices and the repercussions of bad choices. Fortunately, we do not ignore business KPIs and its trends while decision making in business affairs. But off late, we have started focusing more on the usage of tools to plot fancy graphs rather than contemplating on "Why the data shows, what it shows?" We have started giving more importance to data visualization and less to the story behind the data.

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