

## Dionna McPhatter Innovates Data Analysis With Storytelling



**New York City, Aug 3, 2020 ([IssueWire.com](https://www.issuewire.com))** - “The ability to take data- to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it – that’s going to be a hugely important skill in the next decades.” These are the words said by Dr. Hal R. Varian, Google’s Chief Economist, in an interview back in 2009. As he predicted, many business owners and economists have found data analysis and storytelling very crucial to a business’s success.

As data becomes increasingly ubiquitous, a lot of companies are desperately looking for talent with these data skills. One of the most accomplished behavioral scientists is Dionna McPhatter, who is also a huge name in the data entrepreneur field. Growing up in the suburbs of Ohio, she was quite popular as an African-American basketball star. However, she began to pave her way at West Point, graduating as part of the top 15% in her batch. After an honorable discharge due to some basketball-related injuries, Dionna turned down an opportunity to break codes for the CIA and landed a corporate job at Procter & Gamble on the Walmart customer team. After years of fine tuning her approach to getting value out of data in a way that tangibly impacted the bottom line, she ended her corporate career as the VP of Insights & Analytics for Reckitt Benckiser, helping brands like Lysol, Durex, French” s & Mucinex grow.

It was not until 2014 when she first co-founded her very own company called BLKBOX, which served as a tech-driven marketing agency with over 30 Fortune 500 clients. The entrepreneurial bug didn’t stop there, and in 2018, she co-founded a next-generation company called Nacci, where she also serves as

its CEO. Nacci specializes in using patented data storytelling to bring forth transformational, exponentially generative growth for brands looking to operate with a people over profits mentality

This innovative data storytelling approach uses composite metrics and innovative visualization to help people prioritize the type of data that is useful for the business' growth and long-term success while also operating with social responsibility. It employs a distinctive approach that motivates people to use data and trends gathered in a friendlier manner. With the knowledge that stories are proven to be 22 times more persuasive than charts and statistics alone, Dionna and her team do not want the clients to feel overwhelmed by all of the numbers and algorithms involved. Instead, their approach inspires people to explore and expand their options through data storytelling and new insights into what is possible.

A true giant in the economics world, Dionna was hailed as one of the 70 Women of Color who should be speaking at marketing conferences in the Drum, bagging the 26th place. She was also invited to be a lecturer on entrepreneurship at the forward-thinking Cornell Tech. On top of a print article in Entrepreneur, she has been highlighted in magazines like Fast Company and Forbes in the articles "I Felt Like I was Representing Every Black and Young Person" and "Why a Visionary West Point Graduate Wants to Save your Brand."

As a marketing specialist and behavioral scientist, Dionna wants to apply data storytelling and bring humanity back into the data narrative for every industry that has a significant role in defining our way of life, be it entertainment, transportation, government, technology, or consumer products. Glimpses of her work and daily life are readily available on her [Instagram](#) account or reach out to her on [LinkedIn](#).

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