

Would You Eat Bug Nachos?

AI-Assisted Data Storytelling

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The dataset: nacho flour comparison taste test

From [Pohlmann, A \(2026\)](#). Data in Brief.

112 Ecuadorian undergraduate students tasted corn-flour nachos, and another 102 tasted cricket-flour nachos.

They were asked questions about the nachos and themselves.

What was measured

Category	What it captures
Taste Dimensions	Sweet, sour, salty, bitter, umami (0–100)
Sensory Evaluation	Smell, sound, touch, taste (0–100)
Sensory Profiling	17 “check all that apply” attributes (crunchy, greasy, dark color...)
Food Consumption Orientation	21 items on why people eat what they eat
Dietary Exclusions	Food groups someone generally avoids
Age & Gender	Basic demographics



Today's flow

1. Exploratory data analysis

How do corn and cricket nachos actually compare?

2. Machine learning

Who prefers which sort of nachos?

3. Report generation

Turn the findings into a story for three different audiences

Tooling

- 1 Steps 1–2 (EDA + modeling) happen in DataCamp DataLab — you describe what you want in plain English; the AI writes the Python
- 2 Step 3 (report generation) happens in a chatbot — you hand it a persona, some trigger questions, and your notebook, and it writes the report

Two different AI surfaces, doing two different jobs.



Let's get hands-on with EDA!

The report changes depending on who's reading it

“Understand the context: who is your audience, and what do you need them to know or do?”

— Cole Nussbaumer Knafl, *Storytelling with Data*

“The two primary goals of presenting data are to maintain the audience's attention and be memorable enough to inspire them to take action afterward.”

— Lea Pica, *Present Beyond Measure*

Two files, one for each audience

Persona file — who are they?

Role, goals, what's at stake for them

- How technical are they — what can you assume they already know?
- What they like / dislike seeing in a report

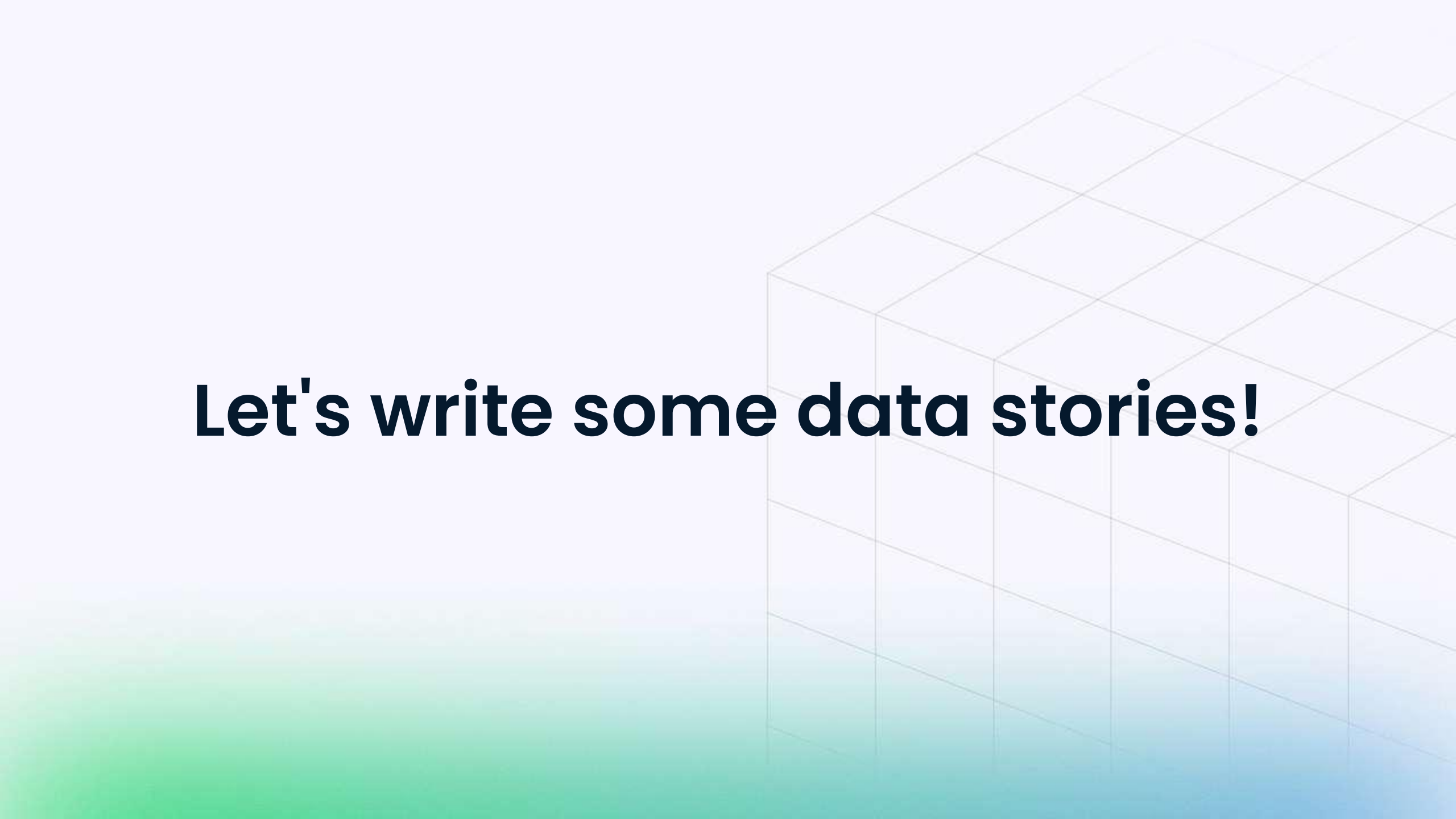
Trigger file — what do they need from this report?

3–4 trigger questions they actually want answered

- Preferred format & channel (a memo? a one-pager? bullet points or prose?)
- Trust breakers — the thing that makes them stop reading and stop believing you

Today's three personas

Persona	Cares about	Technical level
Director of Analytics	Is this analysis defensible?	High
Food Scientist	Which attributes to change in the recipe	Domain expert, ML novice
CMO	Who to target, what to say	Low — wants the headline

A 3D wireframe grid structure, resembling a cube or a series of stacked planes, is positioned on the right side of the image. The grid is composed of thin, light gray lines. The background features a smooth gradient from a light green on the left to a light blue on the right. The text "Let's write some data stories!" is centered in the middle of the image, overlaid on the grid and background.

Let's write some data stories!