



**Inspiring Insights**   
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Inspiring Insights brings you monthly curated resources to help you become a better storyteller and communicator of consumer insights. This month, read why data teams need storytelling and empathy to demonstrate the value of their work, and catch up with the latest trends and tools in data insights—both AI and not.

You can also check out the most recent episode of the **Inspiring Insights podcast**, where Kory and Samrat talk to Alex Genov, former Head of Insights at Zappos, about applying audience insights to customer service. [Listen now.](#)



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## Storytelling



Why data-driven teams need storytelling to succeed - [MIT](#)

Using empathy to understand consumer behavior - [Greenbook](#)

How Zappos made audience insights actionable - [Inspiring Insights podcast](#)

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## Interesting Stuff



Insights leaders identify the most impactful current trends (that aren't AI) - [Insights Association](#)

The best big data analytics platforms in 2024 - [PixelPlex](#)

How AI is revolutionizing market research - [Fast Company](#)

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