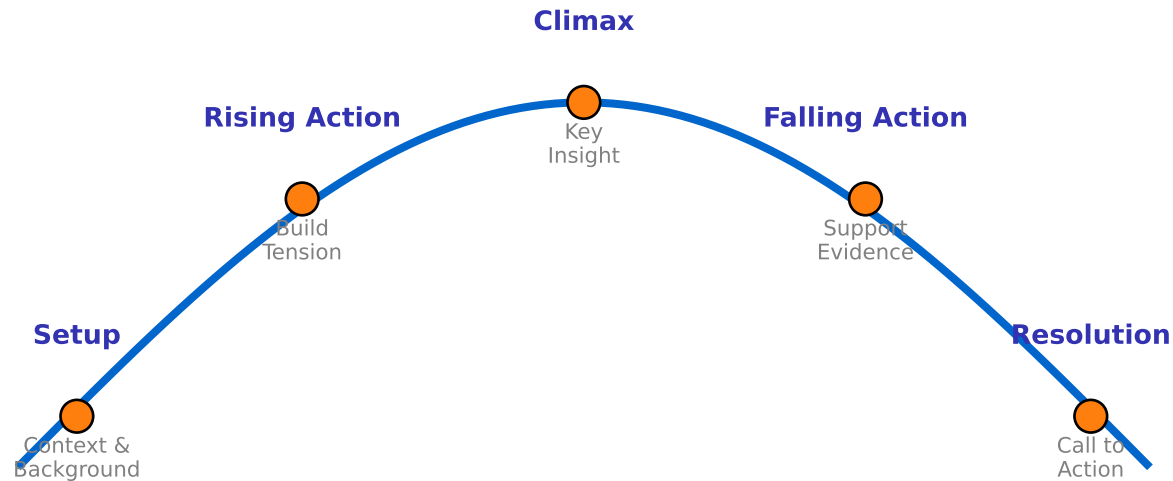
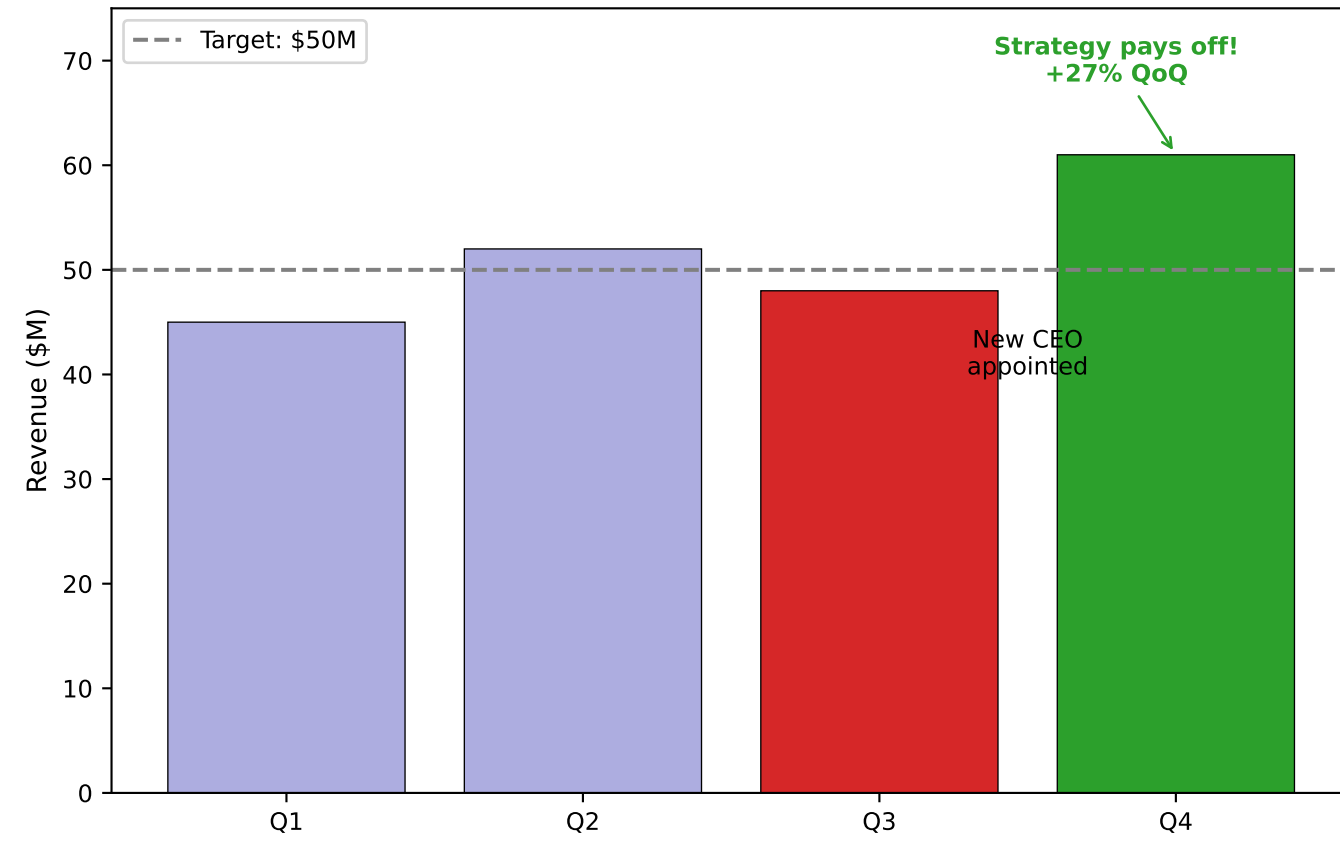


# Data Storytelling: Narrative Structure

## The Data Story Arc



## With Story: Context + Insight



## 5 Principles of Data Storytelling

- 1. Lead with the Insight**  
Start with your key finding, not the methodology
- 2. Provide Context**  
Show why the data matters to the audience
- 3. Build Progressively**  
Layer information, don't overwhelm
- 4. Use Contrast**  
Highlight what changed or differs
- 5. End with Action**  
Tell the audience what to do next

## Sequential Data Revelation

