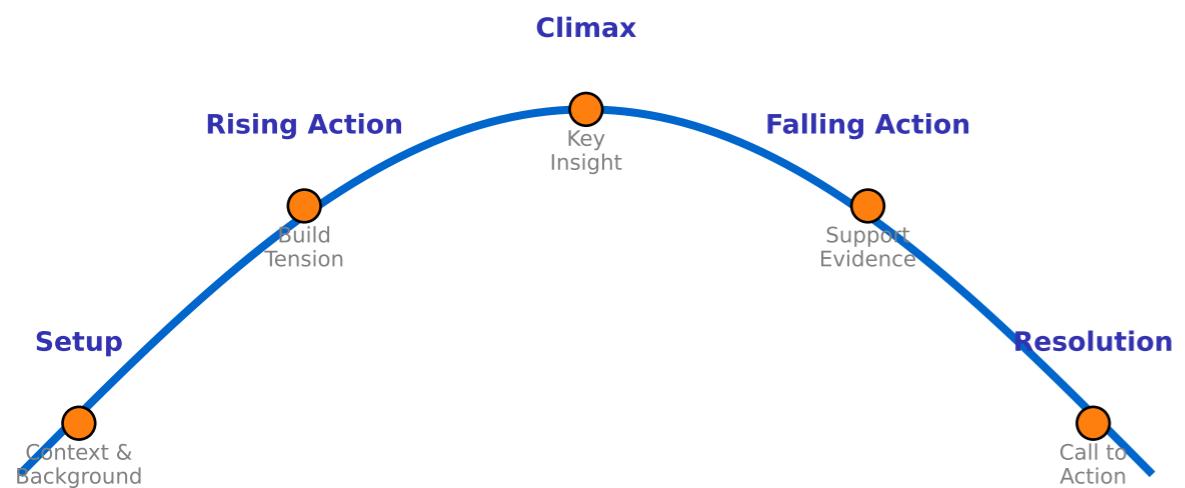
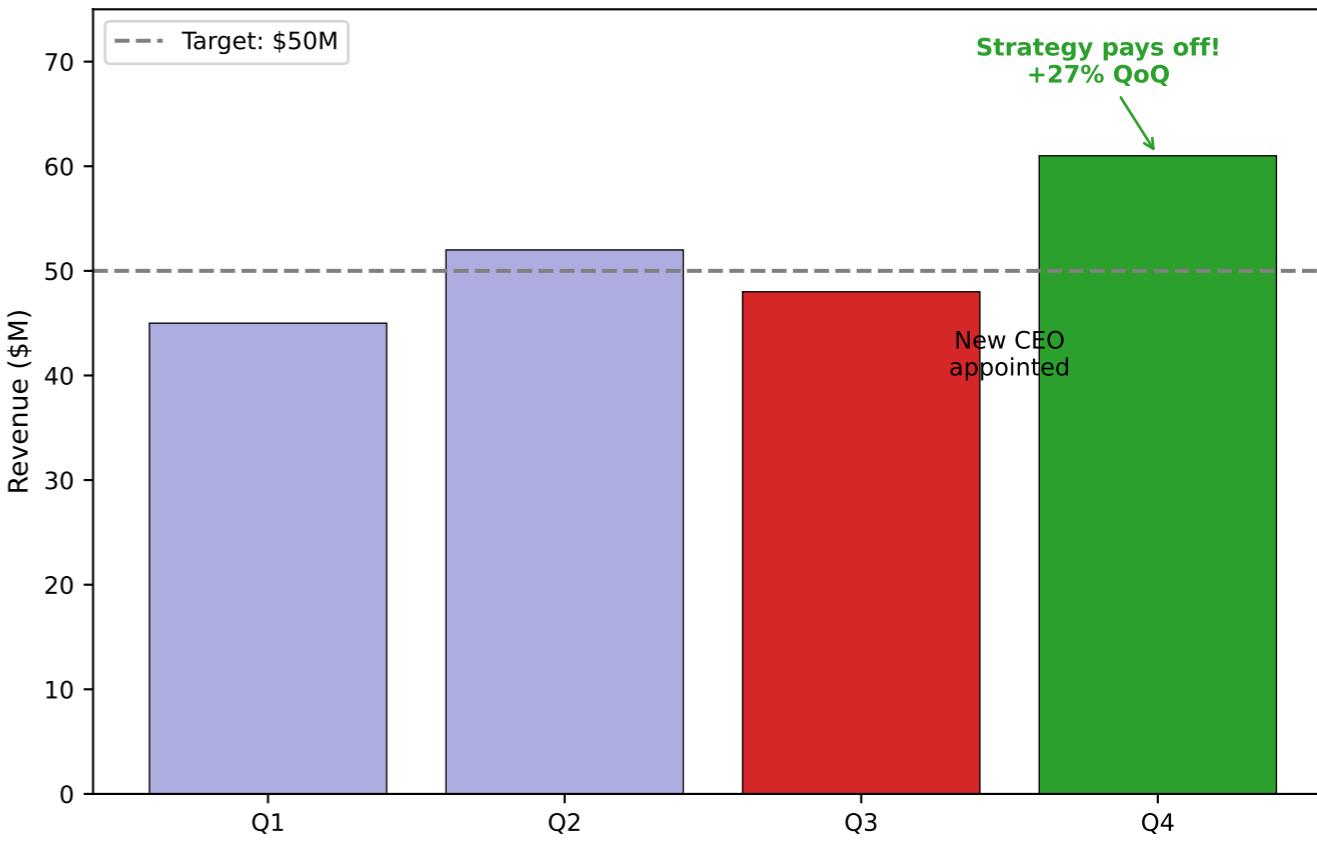


# Data Storytelling: Narrative Structure

## 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

