

Why it is important to have a clear central insight

- Gives story a direction
- Helps the writing process because you know where the end goal is
 - Maintains focus for the reader
- Helps the reader know/define the call to action of the story and convince them to do it
- Without it no point in writing a data story
- Without it reader might conclude something you don't want them to

What are the characteristics of a great/strong central insight

- It is clear and comprehensible sentence or two
 - Good grammar, uses engagement techniques
- Actionable, clearly outlines a specific next step
 - Important to make it relevant to the audience.

What should you avoid when adding a central insight to your data story

- Not clear
 - Grammar is incorrect
 - Don't include a raw analysis, use easily understandable terms
- Too long, not engaging
- Too many central insights
- Make sure to relate to the topic
- Don't show bias or lie
- Too general, if it's not specific people won't take action
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