

## Data Stories

- Introduction
  - Purpose
    - Allows the audience to know what the question your asking is
    - Provides context for the question
    - Hooks the reader
    - Outlines how your going to answer a question
    - Provides important background information
      - Defines important terms
    - Sets the tone
  - Characteristics
    - One piece of background information
    - A hook
    - Simple structure
    - Has a question that is able to be answered
    - Stays on topic
    - Builds credibility
    - On topic