

MEDIUM



FOCUS



VISUALS



**MARKETED
CORRECTLY**



**AUDIENCE
INTERPRETS
CORRECTLY**



COMPLEXITY



**MATHEMATICALLY
CORRECT**



PROMOTED



The
journey to
interesting
and true



thank you

Lucy D'Agostino McGowan

 lucymcgowan.com

 [@LucyStats](https://twitter.com/LucyStats)

 mcgowald@wfu.edu