Crafting our own data stories | Rubric

Make a copy of this document for each person you are reviewing. Remember to share the completed document with them after they've shared their story.

Presenter	
Story title	

Areas of strengths

Highlight what the presenter did well, such as engaging storytelling, clear visuals, or effective data analysis. Use the criteria table below to guide your feedback.

Area	Detailed feedback

Areas for improvement

Identify aspects that could be improved, such as clarity, organisation, or the use of specific data. Try to give specific actionable feedback. Use the criteria table below to guide your feedback.

Area	Detailed feedback

Questions

Jot down any questions or points where you need further clarification.

Excellent	Good	Satisfactory	Needs improvement	Not observed	Notes
Criteria: Narrative					
Exceptionally clear, well-structured, and engaging.	Clear and well-structured, with a logical flow.	Somewhat clear and structured, with room for improvement.	Lacks clarity and structure, making it difficult to follow.	No observation.	
The story flows logically with a compelling introduction and conclusion.	Both the introduction and conclusion are effective.	The flow of the story is somewhat disrupted.	The story lacks a clear introduction or conclusion.	No observation.	
Criteria: Data					
The data are highly relevant to the story and the relevancy of it was explained very well.	The data are relevant to the story and the relevancy of it was explained.	The data are somewhat relevant to the story but the relevancy of it was not explained.	The data are not relevant to the story.	No observation.	
Trust in the data is established and uncertainty is acknowledged (if applicable).	Trust in the data is somewhat established and uncertainty is acknowledged (if applicable).	Trust in the data is somewhat established but uncertainty is not acknowledged (if applicable).	Trust in the data is not established and uncertainty is not acknowledged (if applicable).	No observation.	

Excellent	Good	Satisfactory	Needs improvement	Not observed	Notes
Criteria: Visuals					
Appropriate charts, graphs, or tables are used excellently.	Appropriate charts, graphs, or tables are used effectively.	Some charts, graphs, or tables are less effective.	Inappropriate or unclear visuals are used.	No observation.	
Visualisations are exceptionally clear, effectively support the narrative, and are easily understood.	Visualisations are clear and support the narrative well.	Visualisations are somewhat clear and could be improved.	Visualisations lack clarity and hinder the understanding of the narrative.	No observation.	
Criteria: Empathy					
The presenter demonstrates exceptional empathy towards the audience, connecting with their emotions, thoughts, and perspectives.	The presenter demonstrates empathy towards the audience, understanding and connecting with their emotions, thoughts, and perspectives.	The presenter demonstrates limited empathy towards the audience, with some understanding of their emotions, thoughts, and perspectives.	The presenter lacks empathy towards the audience, with little understanding of their emotions, thoughts, and perspectives.	No observation.	
The audience's needs and emotions are considered and acknowledged effectively.	The audience's needs and emotions are acknowledged.	The audience's needs and emotions are somewhat acknowledged.	The audience's needs and emotions are not effectively acknowledged.	No observation.	

Excellent	Good	Satisfactory	Needs improvement	Not observed	Notes
Criteria: Purpose					
The context, purpose, and objectives are very clear.	The context, purpose, and objectives are somewhat clear.	The context and/or purpose and/or objectives are only clear at some points.	The context and/or purpose and/or objectives are unclear.	No observation.	
Expectations and priorities are very clear and concerns are addressed well.	Expectations and priorities are somewhat clear and/or concerns are addressed.	Expectations and priorities are not very clear and/or concerns are only somewhat addressed.	Expectations and priorities are unclear and concerns are not addressed.	No observation.	
Criteria: Insight					
Meaningful insights are exceptionally provided, and data interpretations are clear and well-supported.	Meaningful insights are provided, and data interpretations are clear.	Some insights are provided, but there's room for improvement in clarity and evidence.	Insights provided lack clarity and may not be well-supported by evidence.	No observation.	
Conclusions drawn are insightful and evidence-based.	Conclusions drawn are supported by evidence.	Some conclusions lack strong support.	Conclusions are weak or unsupported.	No observation.	

Excellent	Good	Satisfactory	Needs improvement	Not observed	Notes
Criteria: Conversation					
The presenter effectively engages the audience throughout.	The story is engaging, with the audience's attention maintained.	Engagement with the audience is satisfactory, but there's room for improvement.	The presentation lacks engagement, and the audience's interest wanes.	No observation.	
Engagement techniques, such as open-ended questions and statements, are used exceptionally well.	Engagement techniques, such as open-ended questions and statements, are employed effectively.	Some engagement techniques are used.	Few or no engagement techniques are used.	No observation.	