**Another example:**

Today I rented a car (from a car sharing company).

The text on the back of the car said: "This car compensates 425 trees each year."

It's a great Data storytelling lesson. Why?

They could've talked about the amount of CO2.

But I would have no idea about the magnitude.

So make it tangible. Bring it to the world of your audience.

What can THEY relate to?

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If you want to share the PDF with others, download it via the link below.  
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