## **Summary**

Don't just include the data. Include a story too. Show the impact of your insights on your audience. How does it impact their job?

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## **Practical example**

Instead of only sharing a fact:

* 23% of our customers renewed their subscription.

Also, share the story:

* Last year, 40% of our customers renewed their subscription.
* However, this year, only 23% of our customers renewed. This is concerning, because loyal customers are a big share of our yearly revenue.
* Therefore, I have two recommendations: 1) find out why fewer customers renew; 2) research how we can better incentivize our customers to renew, so we have more loyal customers next year.  
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