They exist

Gives story direction, you know where your end goal is. Maintains focus for the reader.

Makes your point clear

Without a data story, there isn't a purpose

The reader may misinterpret the data

Doesn't have to appeal to all audiences

Clear and comprehensible sentence or two. Consider grammar and word choice.

Is engaging

Actionable, outlines a next step. Could outline the consequences of not taking the action.

Is relevant to the intended audience.

Is comprehensive, answers the question fully.

Avoiding

Unclear, is unable to be understood

No action is present

Doesn't fully answer the question

Isn't relevant to the audience

Includes analysis and is too complex

Too long, not engaging! Too many central insights, overwhelms the audience.

Is off topic

Too general