

If it's too vague the reader doesn't know what to do & what to think. It gives a direction, without it you don't know where it goes; it helps with the writing process

- Maintains focus for the reader

It helps the reader know what to do

Without a central insight there is nothing else that has a point in the data story

Serves as a key message & is important in business to know what you can glean from the data.

without good central insight readers might glean something different than you want them to

Bad data story:

off topic

unrelated

Not clear

It's just raw analysis

Don't alter information to show bias(Cherry picking)

Doesn't answer question fully

Central insight is problem & solution.

Conclusion is applicable to your life.