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Topic: Data Stores - Central Insights

- **Why is a Clear Central Insight Necessary?**
  - Gives a story direction and connects ideas together → you know where the end goal is.
  - Maintains focused writing
  - Directs the reader on what to do or what to think
  - Gives purpose to data story
  - A weak central insight can cause readers to conclude something you don't want them to.
  - Identifies problem and how to solve it
- **Strong Central Insights**
  - Clear sentence or two
  - Gives call to action → outlines a specific next step
  - Explain why the insight is important and relevant to them (possibly consequences of no action)
  - Comprehensive → AKA ties loose ends together of data story: answers the question of data story fully.
- **What to Avoid:**
  - Not clear, not understandable
  - No analysis → simplified answer to audience
  - Too long
  - Not related to question, doesn't answer question
  - Action is not specific
  - Doesn't answer the question fully
- Central Insight = conclusion + significance