The way you present your data can be unintentionally misleading

Statisticians fall into reasoning traps too

Are your statistics simple enough to be understood without sacrificing accuracy or meaningfulness?

What details do you actually need to provide to your audience to communicate the conclusions?

What details add credibility to your claim?

Are you consistent?

Are you shifting unites of measure, timeframe, or other factors that could make the comparison of the conclusions less meaningful or unintentionally deceptive?

Are you meeting basic standards of usefulness?

Fair and adequate sample

Sufficient time period (if relevant)

Comparable units of measure

Clearly disclose methodology (within reason)