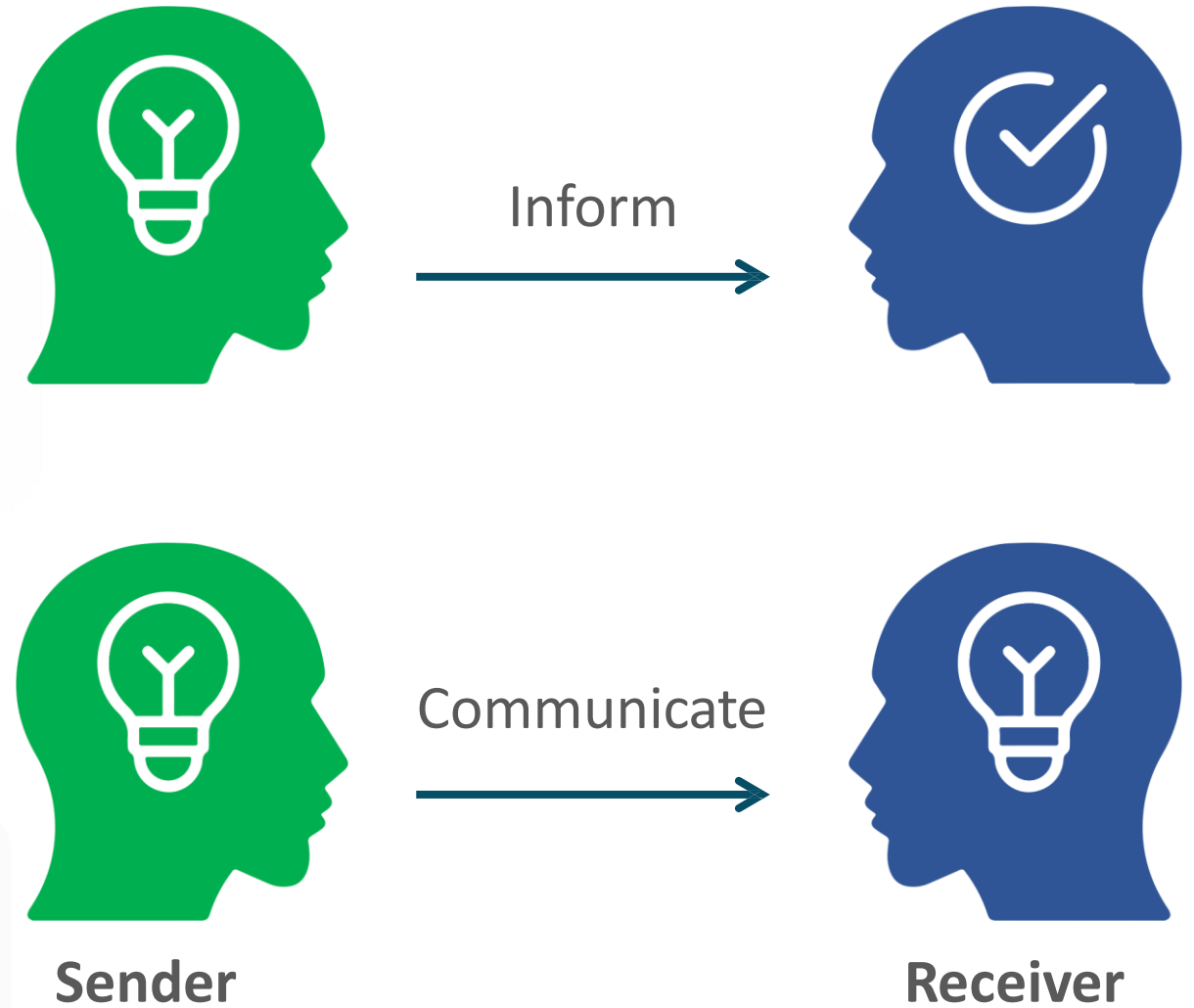


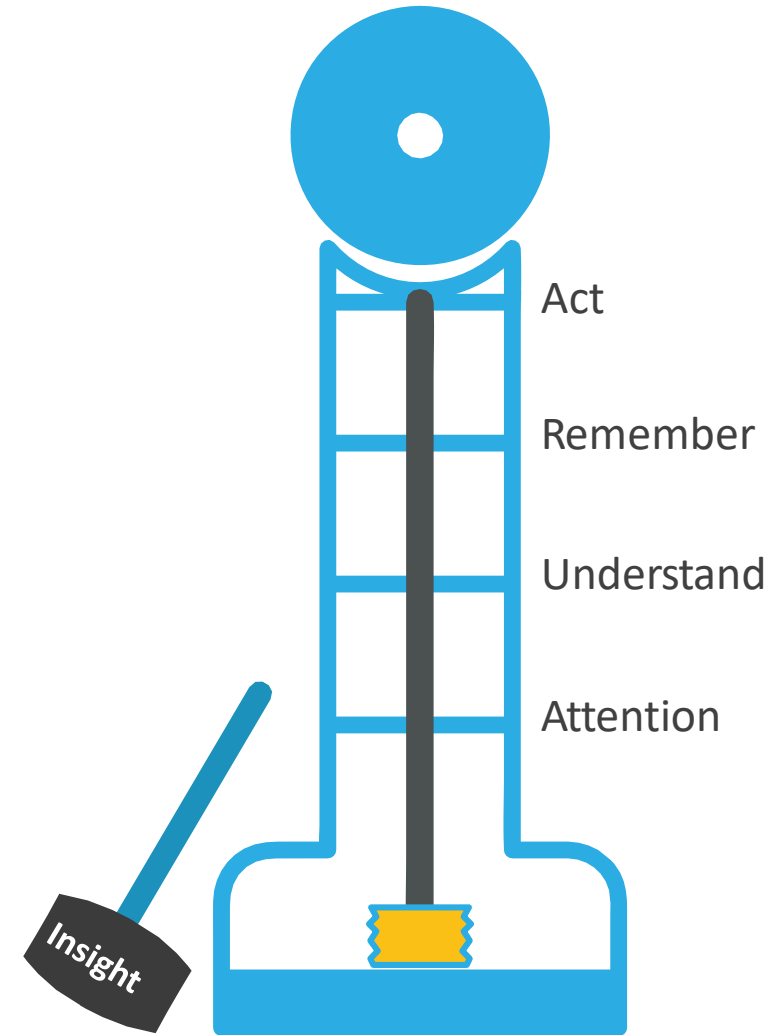
Recap



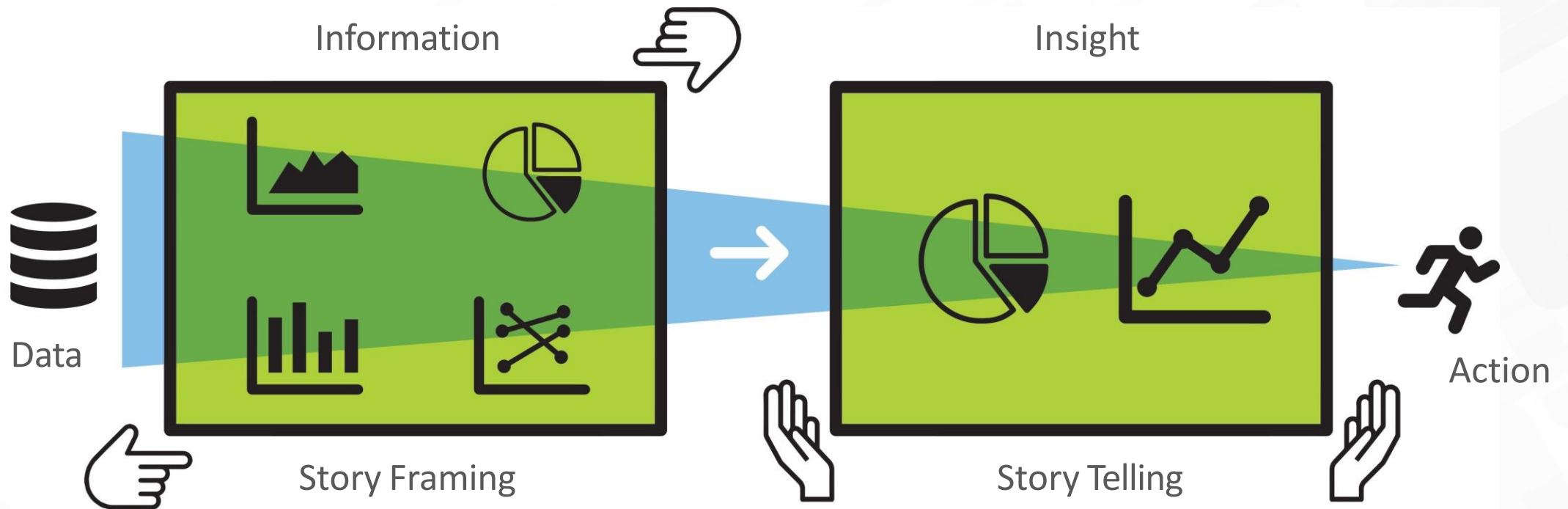
Informing and Communicating Are Different



How Strong is Your Data Communication



The Analysis Journey: From Story Framing to Story Telling





Why Should Your Audience Care

- Valuable
- Relevant



What Should They Do About It

- Practical
- Relevant



What's the Potential Business Impact

- Concrete
- Contextualized

The Two-Step Process for Developing a Data Story



Assignment



The Two-Step Process for Developing a Data Story

