

Central Insights:

- Gives story direction. Helps the writing process because you know where your end goal is.
 - Maintain focus for the reader
- It helps the reader know what to do, which is the point of our data story
 - Especially important in business
- Without a central insight, there is no point to writing a data story
- With a weak central insight, your reader might conclude something you don't want them to.
- Clear and comprehensible sentence or two
 - Think about grammar and uses engagement techniques (i.e. tone of voice)
- Actionable, clearly outlines a specific next step
 - Important to make it relevant to the audience. Important that it builds in the story so that it helps make the central insight relevant
 - Maybe outline the consequences of not taking action

Things to avoid:

- Unclear - grammar is off enough that readers can't understand what you wrote
- Don't include the raw analysis, instead simplify the analysis in a way that makes the next step/significance easy to understand.
- Too long, not engaging
- Too many central insights, unfocused
- Doesn't relate to your question or analysis
- Doesn't answer the question fully, leaves conclusion up for interpretation
- Don't show bias or lie
- Too general