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## Step 5: Communicating Our Findings (Cont.)

No matter how brilliant your model is or how illuminating your findings are, they won't matter if no one listens. You'll need to help your audience understand your process, care about your results, and persuade them to take any next steps.

In other words, presenting solutions with data involves many of the same considerations as any other field. You'll want to do things like:

- Consider your audience.
- Create powerful visuals.
- Tell a meaningful story.
- Practice your presentation beforehand.
- Be prepared to answer questions.

Your goal in Step 5 is to share your information and inspire action!

