**Data-driven stories**

Data storytelling involves which of the following elements? Select all that apply.

Selecting only the data points that support your case

Describing the steps of your analysis process

**Communicating the meaning of a dataset with visuals**

**Using a narrative that is customized to your audience**

### 2.Question 2

A data analyst presents their data story to an audience. They aim to capture and hold the audience members’ interest and attention. Which data storytelling concept does this describe?

Narrative

Primary message

**Engagement**

Visuals

**Correct**

Engagement involves capturing and holding the audience members’ interest and attention.

### **3.Question 3**

Which of the following activities would a data analyst do while spotlighting? Select all that apply.

**Search for broad, universal ideas and messages**

**Write notes on a white board that contain the data analysis insights**

**Identify ideas or concepts that arise repeatedly**

Focus on the details of the analysis and results