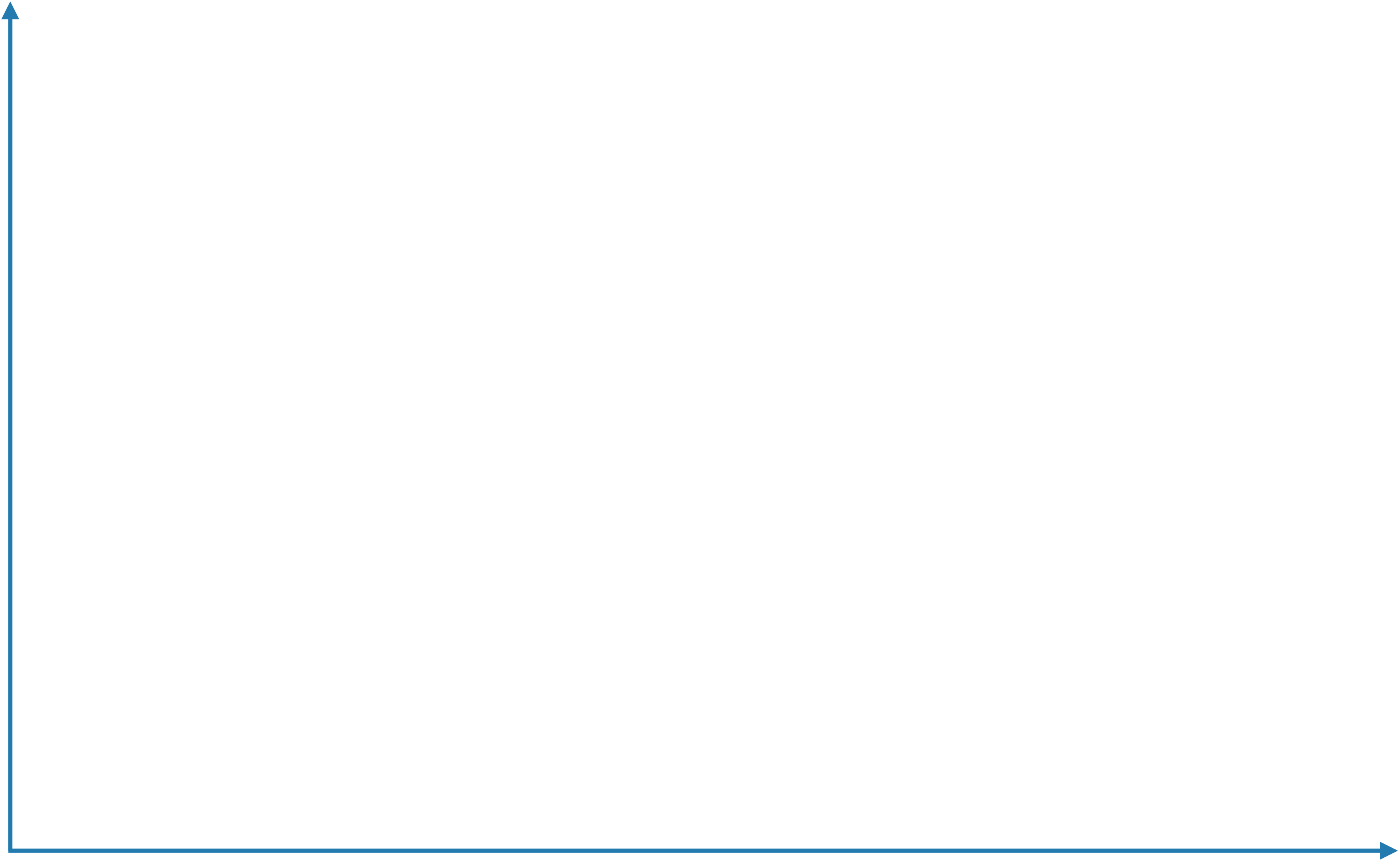
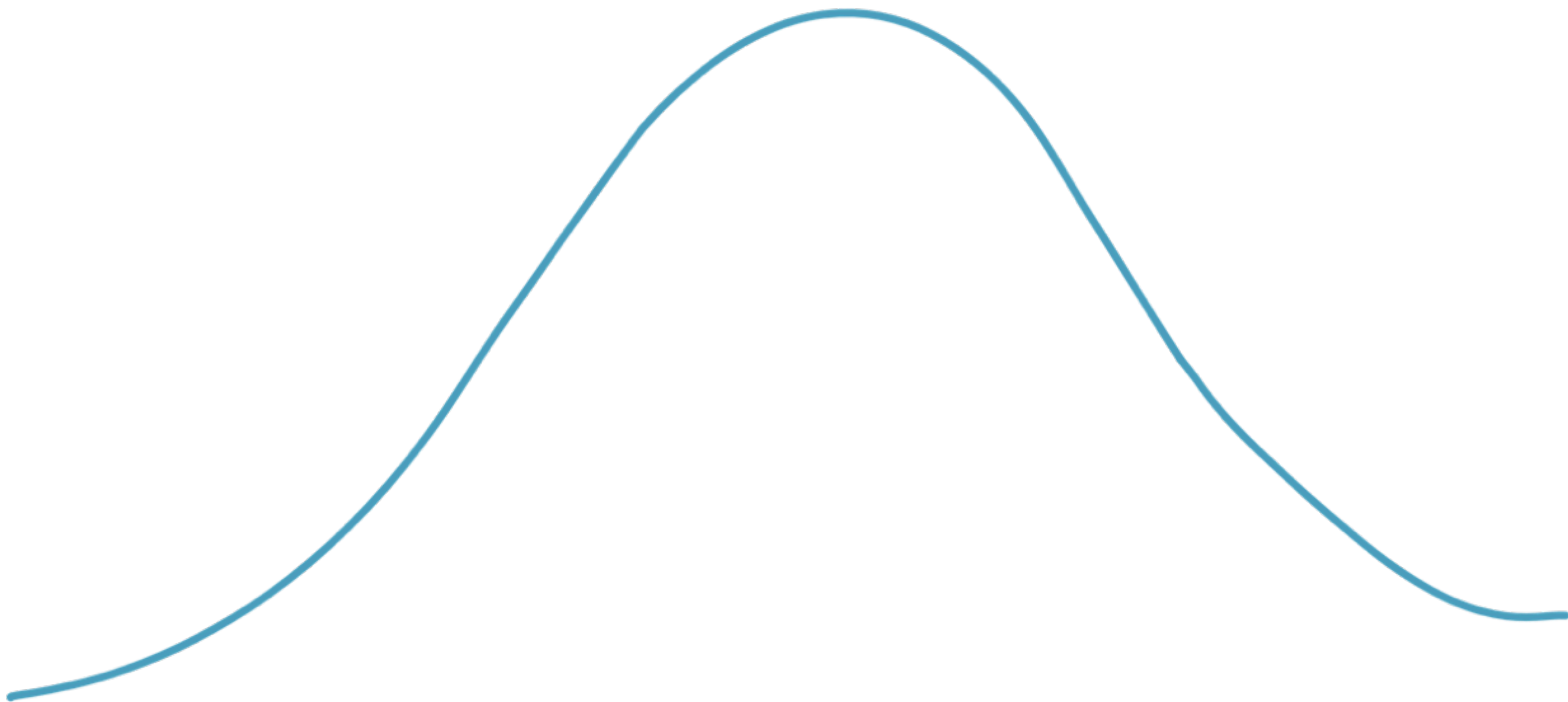


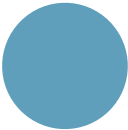
storytelling using data



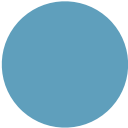




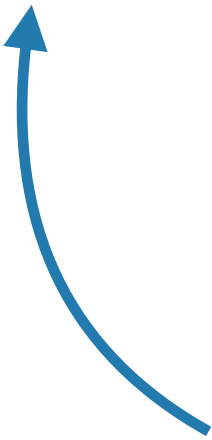








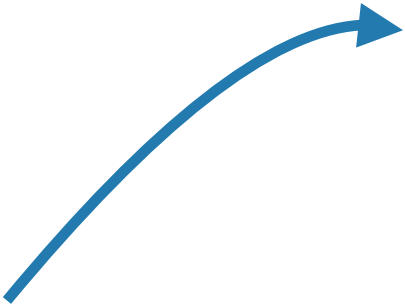
Time



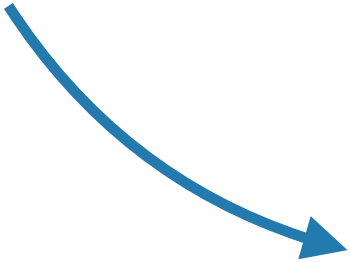
Inciting incident

Setting

Rising tension



Fellinging tension



Resolutive

climax

CAPTURE THE
ATTENTION

BACKGROUND
INFORMATION
FOR YOUR
AUDIENCE

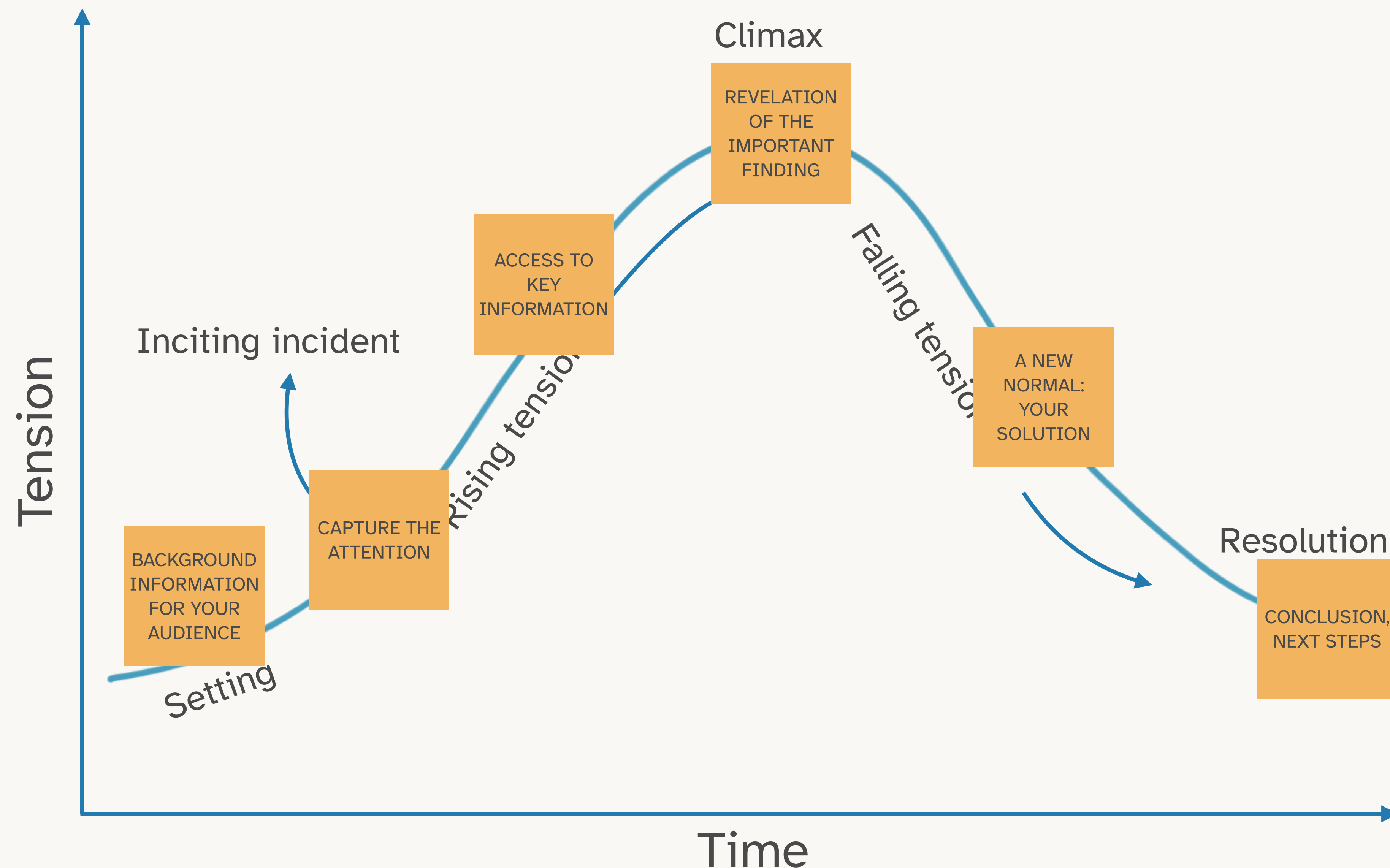
ACCESS TO
KEY
INFORMATION

REVELATION OF THE IMPORTANT FINDING

A NEW
NORMAL:
YOUR
SOLUTION

CONCLUSION,
NEXT STEPS

Storytelling using data



Setting: know your audience

