

Identify and address the 4W's

Who

- Stakeholders: Define the goals
- Audience: level of detail, explanation, format, tone, etc.

What

- Data Source: what's available
- Data Quality: cleanliness and self-validating
- Data Timeline: recency and 'freshness'

Why

- Business Case/Other Goals: purpose of the story
- Intended Outcome: the outcome of the story, take-aways, and next steps

How

- Format(s)
- Presentation Channel

A few data storytelling design Do's and Don'ts

Data

- Avoid false narratives
- Don't be afraid of EDA

Story Structure

- Use story structures, 3C's (Context, Challenge, Conclusion)
- Don't expect the audience to read your charts and dashboards by themselves

Presentation

- The level of details should match the type of audience
- Make everything as simple as it's needed, but not simpler

Charts

- Make sure stories and charts are true
- Use the right story and do not mislead

Design Elements

- Color
- Language
- Jargon
- Tone
- Type if audience and their needs, interests, and context

Simplicity

- Review and keep adjusting
- Practice