**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