# Why you chose to present the data story the way you presented it.

This week’s final project was about visual storytelling. I have tried my best to put as much of information as possible in my story. I liked the infographic presentation and thought of using it for the presentation. The information within the infographic is flowing like a story.

# What you did to prepare the data for the way you chose to present it.

In preparation of the data for the presentation, I followed the process of visual storytelling as this did not become a sensation overnight. It was a result of a continued evolution of social media platforms along with user and company behaviors. The data as it was used did not make so much impact as when we present it with the audio representation.

# The difference(s) between presenting the data story to a general audience as opposed to an internal audience.

Presenting data to a general audience is always challenging rather than to an internal audience. The general audience tend to get a lot of information that sways their thinking from the other sources that is freely available over the internet. The general population get bombarded with lots of social media messages and other competing sources. The internal audience do get outside information but still they can look at the real data that is available internally.

# What you would do differently if you had to do it all again from the beginning.

I feel that data visualization is of utmost importance for any data science application. I can understand that presenting the data and the story telling part is most crucial for any application.