



# MASTERING THE ART OF DATA VISUALIZATION

# DATA STORYTELLING CONTEXT

## SUGGESTED QUESTIONS

### SUBJECT

1. How did this initiative come about?
2. What would you consider a successful answer?
3. Do you have any suspicions about the data?
4. What specific things should I investigate?
5. How do we measure a successful outcome?
6. What potential actions/outcomes could come of this?
7. How does this contribute to your business?
8. What are the main KPIs of your business, and how does this relate?
9. What are potential threats or opportunities I should be aware of?
10. Is there anything within the data I should not look for?