DATA ANALYTICS PROCESS

Data insights

DATA STORYTELLING PROCESS



Why: The Business

Why do you want to communicate?



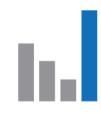
Who: The Audience

Whom will you communicate with?



What: The Data Story

What is your message?



How: The Telling

How will you communicate your message?

Data Storyteller's Handbook

