Do you want your audience to take a specific action?

— Yes →

Will your audience do this action without being explicitly asked?

No ↓

Do you want your audience to understand a specific message?

— Yes →

Will this message be clear to your audience without explanation?

Yes   No

No ↓

Is your audience familiar with the data and subject area? — No

Yes ↓

DASHBOARD

DATA STORY

The
**Data
Storyteller's
Handbook**