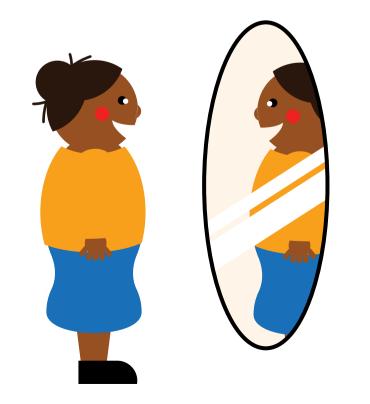
## YOU ARE NOT THE AUDIENCE FOR Your data story.

SO, DON'T DESIGN IT IN THE SAME WAY YOU'D LIKE TO RECEIVE IT.



## The Data Storyteller's Handbook \_