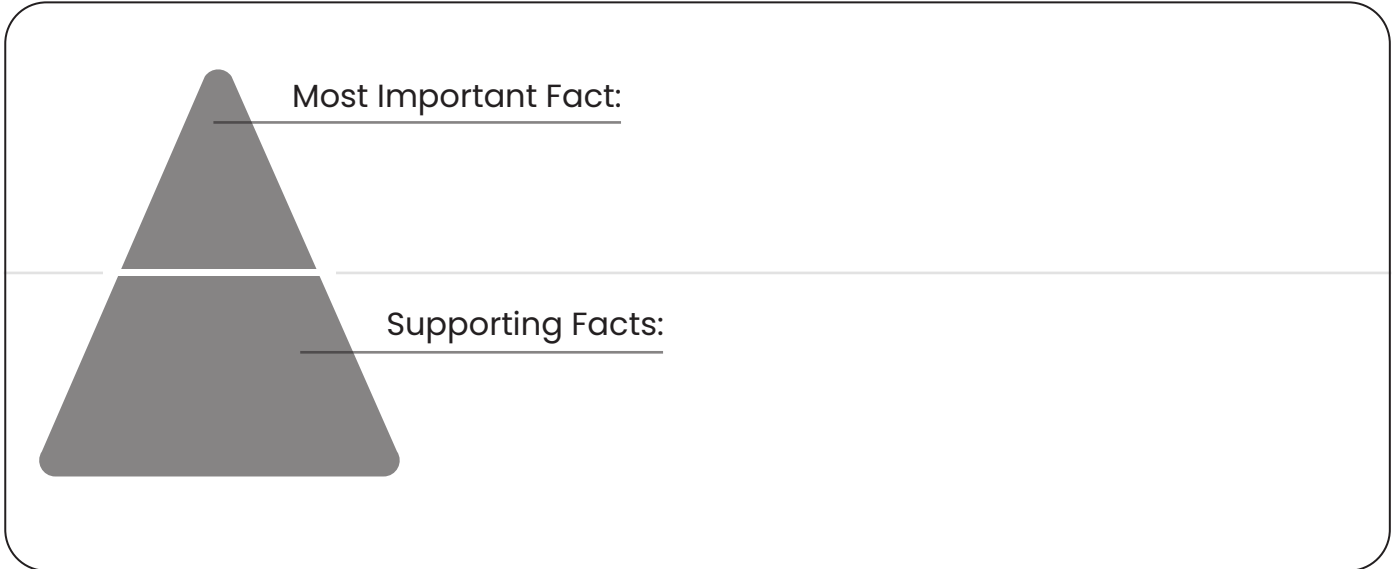


# Your Guide to Data Literacy:

## Follow the Four Steps to Data Literacy

### The Three Outcomes of Analyzing Data: Answers, Mysteries, Insights

When you find an answer in your data, communicate it by sharing the most important information first.



#### 1. Review your question and answer.

How could you best word your answer if you were a news reporter grabbing viewers' attention in 3-5 seconds?

#### 2. Use a photo image to reinforce your question.

Find an image – Copy and paste from the images in the deck or find your own (Suggested source: Unsplash).

#### 3. Showcase the data by adding to your chart.

Add the best chart to answer your question. Visually emphasize what you want the chart to communicate (eliminate extras, use shapes/color, add a clear headline above the chart).

#### 4. Add further context by providing a bit more data.

Add items with helpful information to support your answer.

#### 5. Restate your question and answer.

Leave your audience with a clear understanding of what you explained.

Resources available at: [support.zartico.com/zarticon-resources](https://support.zartico.com/zarticon-resources)