



THE DATA DETECTIVE'S POCKET MANUAL



BE INQUISITIVE

True data analysis is reaching the next question. If you find an answer, try another angle or talk to a peer for a different perspective.



ASSESS TRANSPARENCY

Data analysis is about shared meaning. The language, data, methodology and limitations should be accessible.

AVOID COMMON PITFALLS

Be mindful of potential bias; the storyteller's and your own.



BE CURIOUS AND SKEPTICAL

Lookout for deceptive data and data visualizations.

RINSE AND REPEAT

A data detective's work is ongoing.



Becoming a Data Detective

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