

# 68 Data Storytelling Interview Questions to Ask Your Next Candidate

## Questions

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1. Can you describe a time when you used data to tell a compelling story?
2. How do you decide which data points are most relevant for your story?
3. What tools or software do you prefer for data storytelling and why?
4. How do you ensure your data story is accessible and understandable to a non-technical audience?
5. Can you give an example of how you used data visualization to enhance your story?
6. What steps do you take to verify the accuracy of the data you use in your stories?
7. How do you handle conflicting data points when telling a story?
8. What do you believe are the key elements of a successful data story?
9. How would you explain the concept of correlation to someone with no statistical background?
10. Can you describe a situation where data contradicted common assumptions? How would you present this to stakeholders?
11. What's your approach to choosing the right type of chart or graph for different kinds of data?
12. How do you ensure that your data story remains objective and doesn't mislead the audience?
13. Can you walk me through your process of creating a data story from start to finish?
14. How do you handle missing or incomplete data when crafting a narrative?
15. What strategies do you use to make complex statistical concepts understandable to a general audience?
16. How do you determine the appropriate level of detail to include in your data story?
17. Can you give an example of how you would use analogies or metaphors to explain data trends?
18. How do you balance between providing too much information and oversimplifying in your data stories?
19. What techniques do you use to make your data presentations more engaging and memorable?
20. How do you adapt your data story for different audiences (e.g., executives vs. technical team)?
21. Can you describe a time when you had to revise your data story based on feedback? What did you learn?
22. How do you ensure that your data visualizations are accessible to people with color blindness?
23. What's your approach to creating a narrative arc in your data stories?
24. How do you handle presenting data that might be seen as negative or disappointing?
25. Can you explain how you would use storytelling techniques to present time-series data?
26. How do you incorporate context and background information into your data stories?
27. What role does interactivity play in your data storytelling approach?
28. How do you measure the effectiveness or impact of your data stories?
29. How do you prioritize data when multiple data sources provide different insights?
30. Can you explain how you would use storytelling techniques to present complex data?
31. How do you handle feedback on your data stories, especially when it's critical?
32. How do you incorporate qualitative data into your data stories?
33. What methods do you use to ensure your data stories are unbiased?
34. What strategies do you use to keep your audience engaged during a data presentation?
35. How do you approach creating a data story when the data is incomplete?
36. How do you tailor a data story to different stakeholders?
37. Can you describe a time when you had to present data that contradicted stakeholder expectations?
38. How do you incorporate feedback from non-technical stakeholders into your data stories?
39. How do you decide which type of chart or graph to use for different data sets?
40. Can you describe a situation where a specific visualization technique significantly impacted the understanding of your data story?
41. What are the most important principles to follow when designing a data visualization?
42. How do you approach simplifying complex data sets for better visualization?
43. Can you give an example of how you used color theory in your data visualizations?
44. What steps do you take to ensure your visualizations are not misleading?
45. How do you incorporate user feedback into your visualization designs?
46. Can you explain the difference between descriptive and prescriptive visualizations and when to use each?
47. What tools and software do you find most effective for creating data visualizations, and why?
48. How do you handle large data sets when creating visualizations?
49. Can you describe a time when you had to defend your choice of visualization to a stakeholder?
50. What are some common mistakes you see in data visualizations, and how do you avoid them?
51. How do you ensure your data visualizations are accessible to a diverse audience, including those with disabilities?
52. Can you describe how you would use interactive elements in your visualizations to enhance user engagement?
53. How do you approach crafting a narrative that aligns with the goals of a project or organization?
54. Can you explain how you would structure a data story to maintain audience engagement?
55. How do you ensure that your data story is compelling yet straightforward for a diverse audience?
56. What techniques do you use to make the story emotionally resonant while still based on data?
57. Can you describe a time when you had to pivot your narrative strategy based on new data or stakeholder feedback?
58. How do you incorporate visual elements into your data stories to enhance comprehension?
59. What methods do you use to test the effectiveness of your data narrative before final presentation?
60. How do you handle data that doesn't align with the expected narrative or stakeholder expectations?
61. What strategies do you use to make the ending of your data story impactful and memorable?
62. You've discovered a surprising trend in customer behavior that contradicts the CEO's long-held beliefs. How would you present this information to ensure it's well-received?
63. Imagine you're presenting a complex data story to a mixed audience of technical and non-technical stakeholders. How would you ensure everyone understands and remains engaged?