



Communication & Presentation Skill



Hello!

I am Agil Haykal

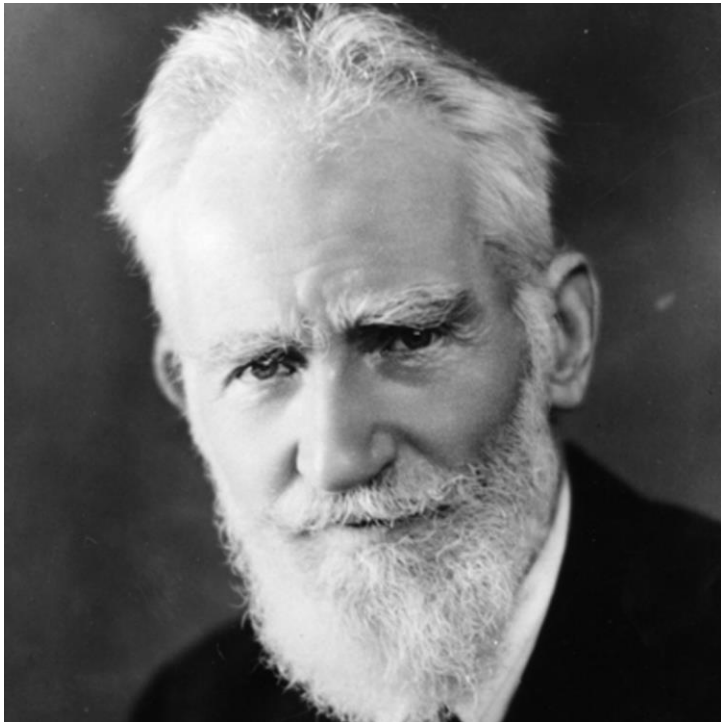


I am a Data expert with extensive experience in multiple industries such as marketplace, insurance, banking, general taxation, consulting, and training.

In total, I trained more than 300 data scientists, engineers, and analysts.



Quote of the day



“The Problem with Communication
is the illusion that it has been
accomplished.”

- George Bernard Shaw



Table of Content

What will We Learn Today?

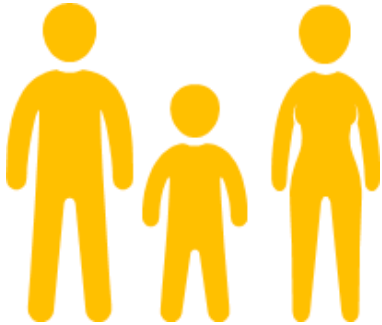
1. Context
2. Content
3. Design



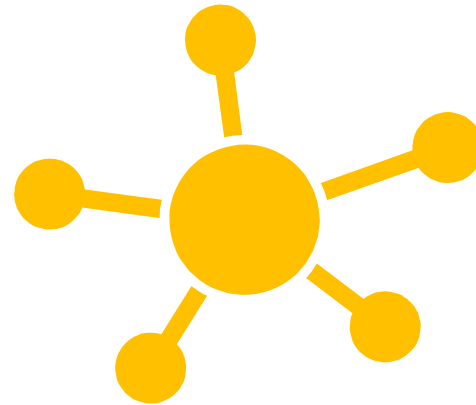


Context

Know Your Audience



How many people?



Audience Background



Understand what they
need to hear



Establish the Objective



Why they need
to hear from you?



Is it recommendation or
providing fact?



How do you convey the
objective?



How to build the story



Content

Layman's terms

simple language that
anyone can understand

*International company's
requirement for DS and DA



Clarify the definition

No, it is different metric, just follow what I am saying, okay?



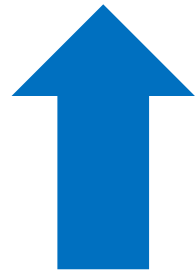
“Wait... why you said accuracy is 80%, why you choose Precision? It is worse though”

Explain how to read the chart

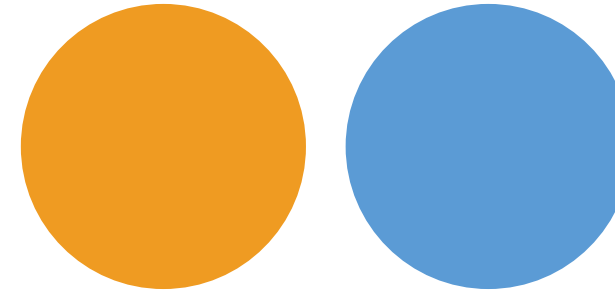
Different definition leads to wrong interpretation

Guide how to understand the metrics easily

The Pyramid Principle



Inductive vs Deductive



Mutually Exclusive
Collectively Exhaustive
“MECE”



Inductive vs Deductive

“The problem was the **thinking**, not the language...
People were starting to write without working out their
thinking in advance. But how does one go about figuring
out one’s thinking in advance?”

Barbara Minto, The Pyramid Principle (2009)



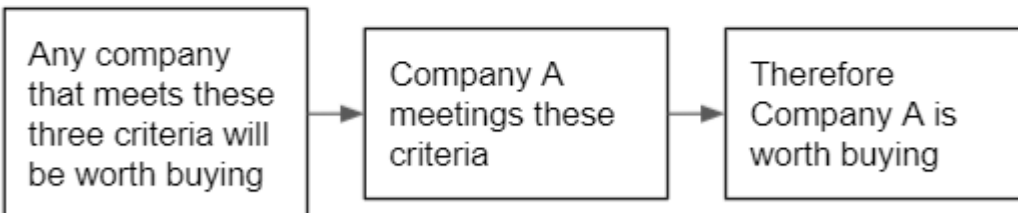
Inductive vs Deductive

Deductive Writing

3 components:

1. Statement about a situation
2. Statement about a subject relating to the situation in (1)
3. Conclusion about the subject based on (2)

Example



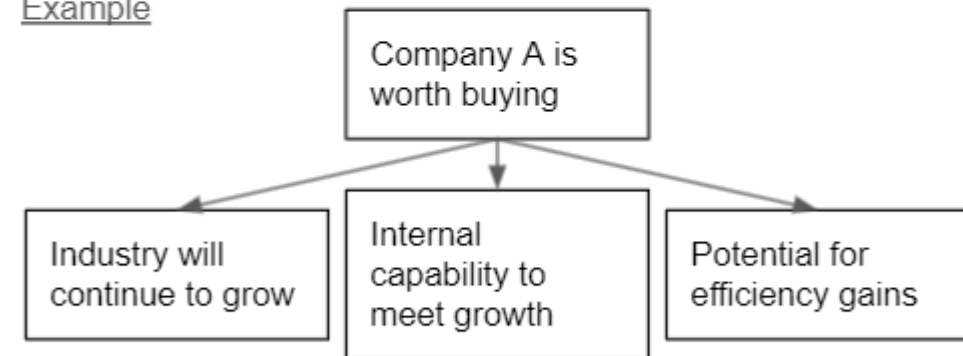
- Easier to construct than inductive reasoning
- Naturally the way we think (sequential)

Inductive Writing

Components

1. Start with the conclusion
2. Support the argument with *groups of ideas that are similar to each other*

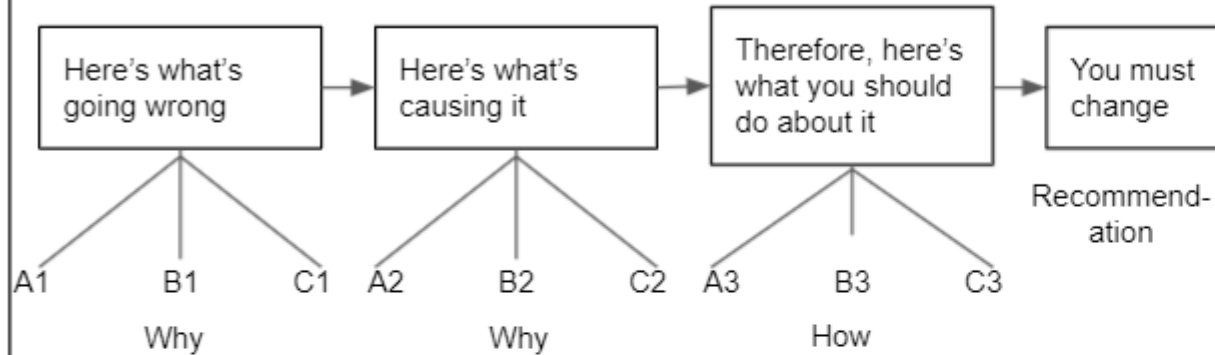
Example



- *Groups of ideas* can be described by a plural noun
- Top-down reasoning need to be verified / logical

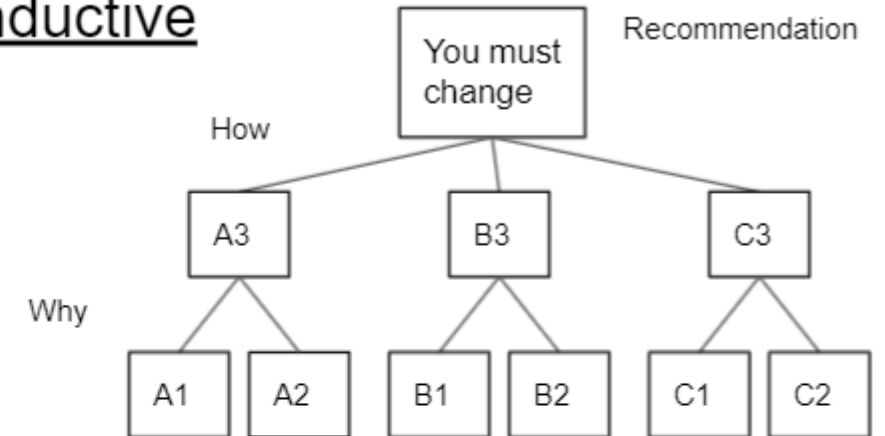
Inductive is easier to understand

Deductive



1. To understand the overall reasoning, the reader must :
 - Read A1, B1, C1, A2, B2, C2,
 - Remember them,
 - And then connect to each of these to the recommendations (A3, B3, C3).
2. The reader will have to wait to see the recommendation
3. To get there will have to re-enact the writer's entire problem-solving process.

Inductive



1. The reader's major question is answered directly
2. Clear separation in the thinking between subject areas
3. All information related to A / B / C are in one place

This is the Pyramid Structure

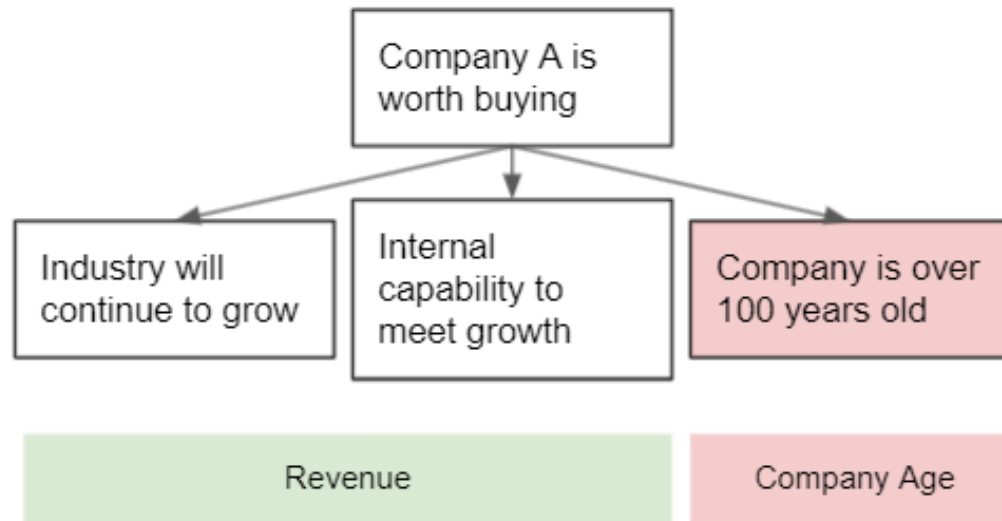


Pyramid Structure

Argument: Company A is worth buying to boost profitability (Profit = Revenue – Cost)

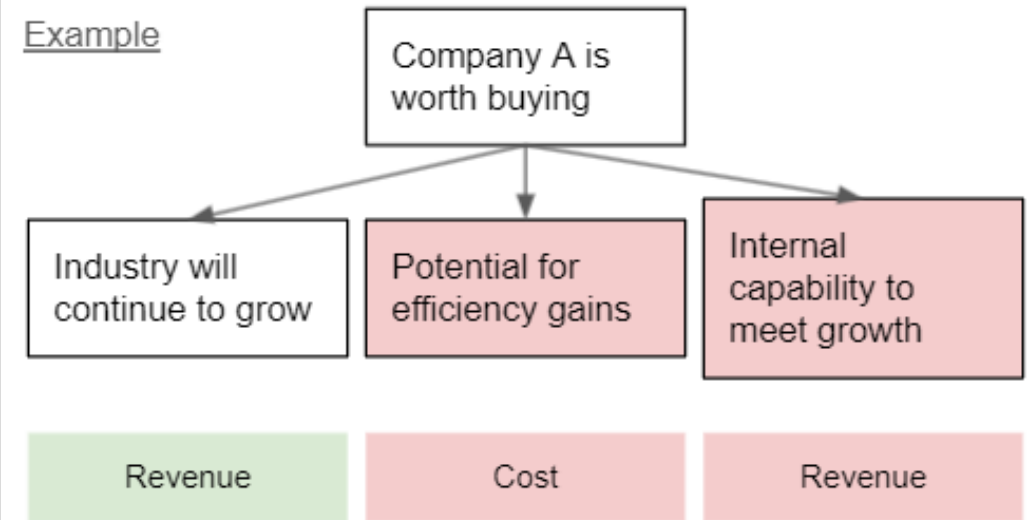
Not the same kind of idea

Example



Not the logically ordered

Example



Makes the supporting ideas flow to the recommendation with maximum clarity

Mutually Exclusive

“No Overlaps”

Completely Exhaustive

“Nothing left out”

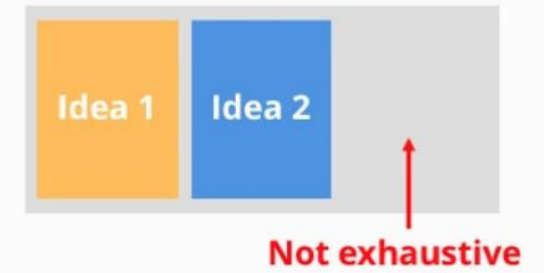
MECE definition

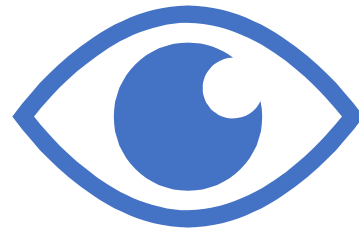


Mutually exclusive



Collectively exhaustive





Design

Do you enjoy seeing this?

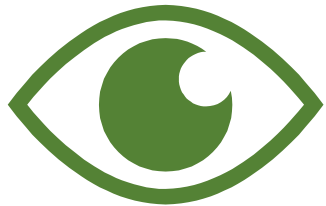


How about this?





Human are Visual Creatures



90% Information
transmitted to the brain is
visual



We process images
60,000x
faster than text



50% of the brain is
active in visual
processing alone



40% of people
respond better to
visuals

Focus

And then this

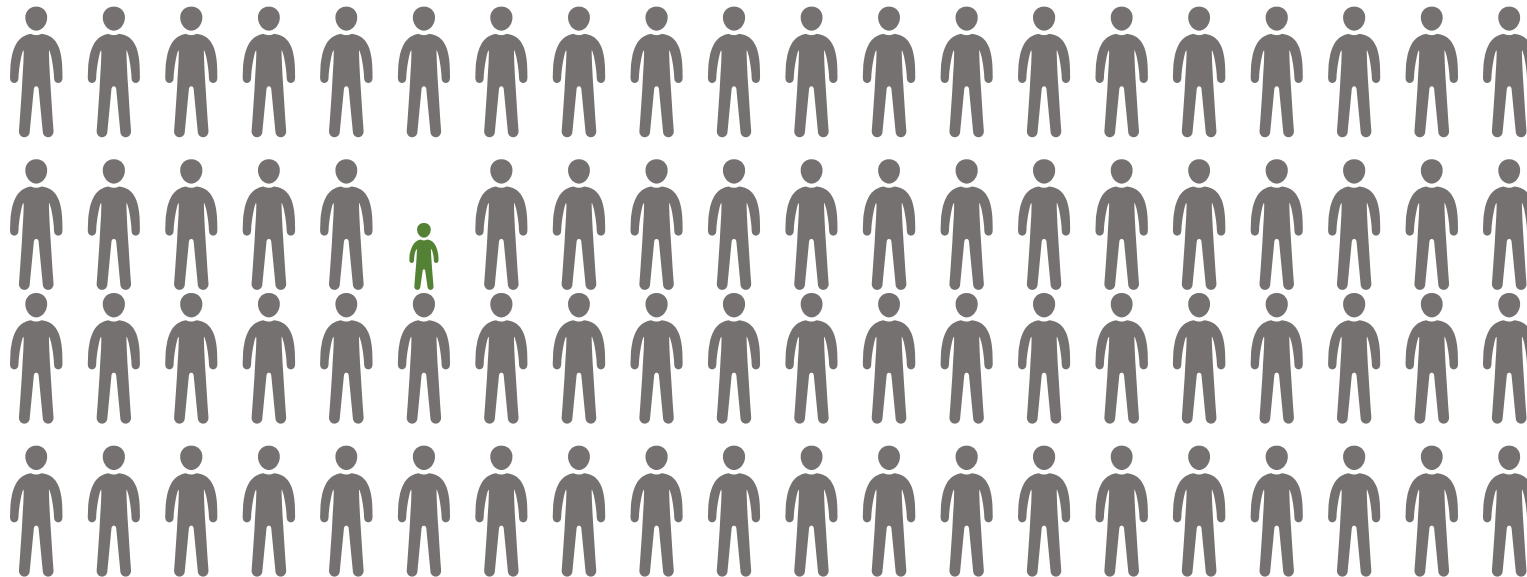
99%

People read this first

Finally this one

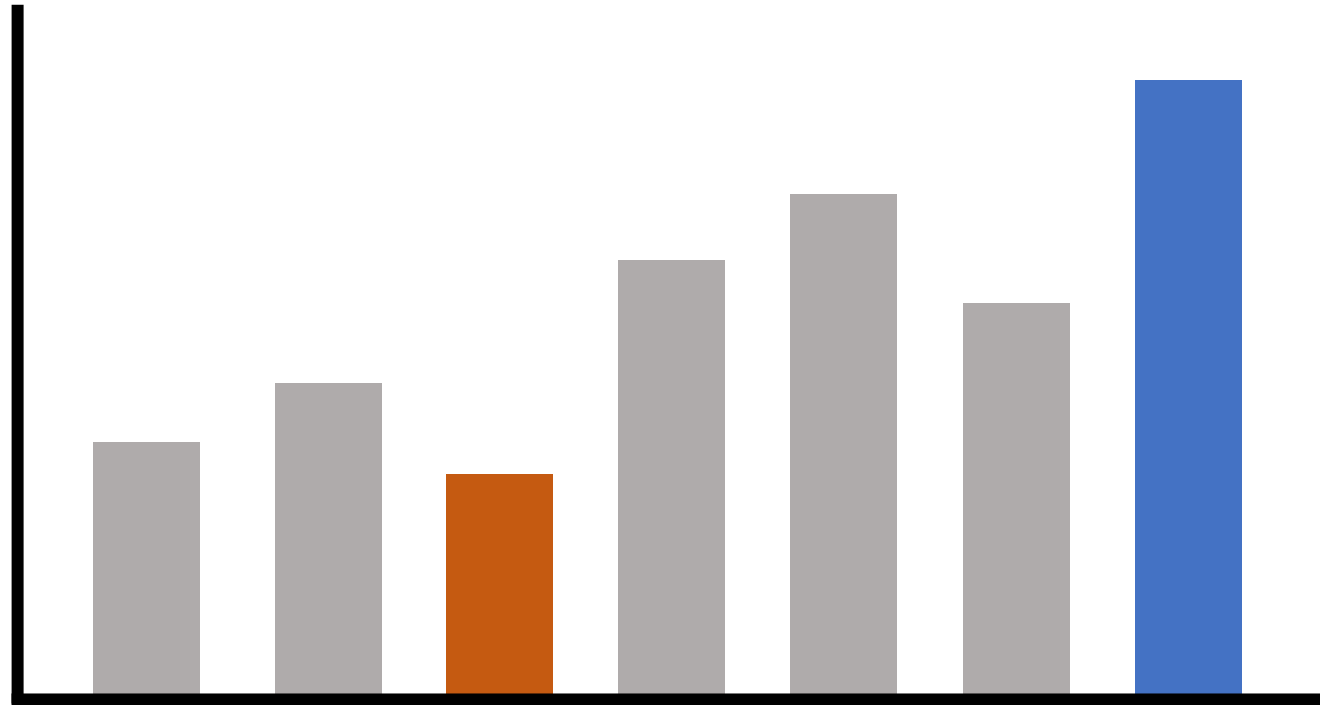


Emphasize information





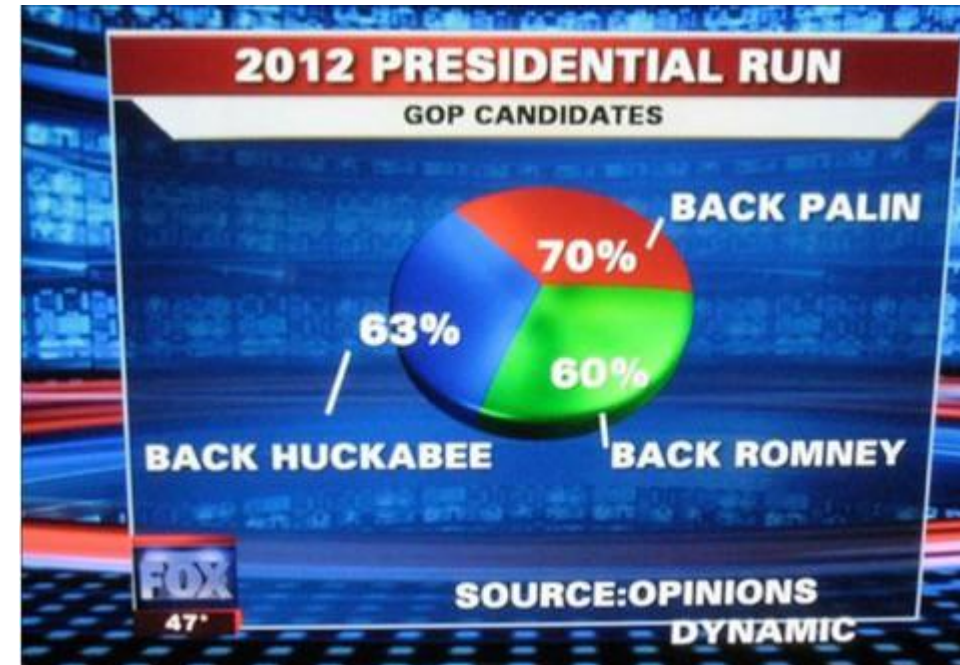
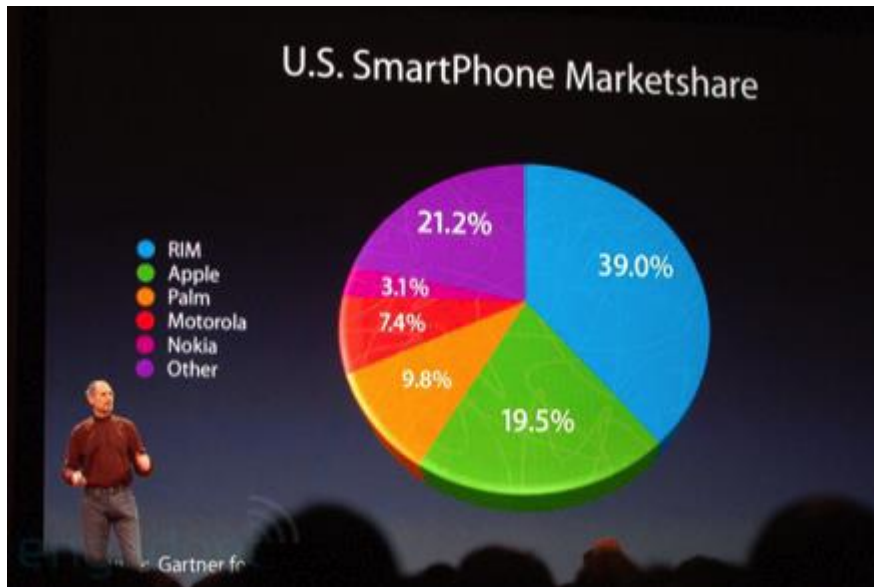
Emphasize information



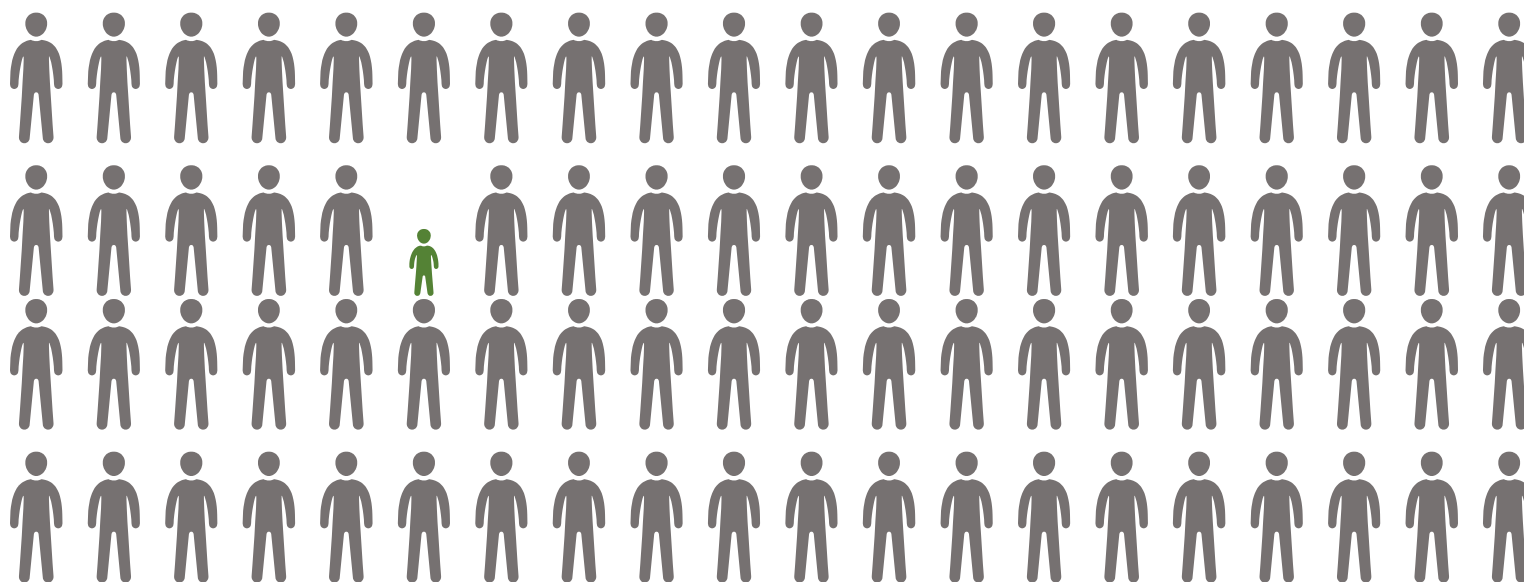
Simplicity

Max **7** Points

No 3D Charts!



Avoid Animation!



FONTS MATTER

You'll always
be mine...❤️

YOU'LL ALWAYS
BE MINE...



Choose match color



Color Hunt

Q Search palettes

◆ New

🔁 Popular

🌀 Random

♡ Collection

Pastel

Neon

Gold

Vintage

Retro

Light

Dark

Warm

Cold

Summer

Fall



♡ 16

1 hour



♡ 283

Yesterday



♡ 345

2 days



♡ 413

3 days



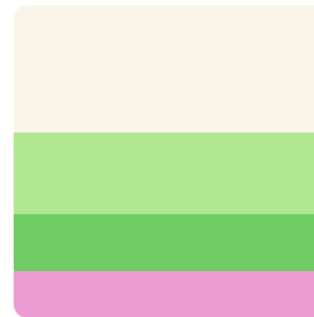
♡ 602

4 days



♡ 499

5 days



♡ 438

6 days



♡ 706

1 week

**Thank
YOU**

