Communicating Results

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tl;dr

- People are busy, especially managers and leaders
- Results of data analyses are sometimes presented in oral form, but often the first cut is presented via email
- It is often useful to breakdown the results of an analysis into different levels of granularity / detail
- Getting responses from busy people: `http://goo.gl/sJDb9V`

Hierarchy of Information: Research Paper

- ▶ Title / Author list
- ▶ Abstract
- ▶ Body / Results
- ▶ Supplementary Materials / the gory details
- ▶ Code / Data / really gory details

Hierarchy of Information: Email Presentation

- Subject line / Sender info
- At a minimum; include one
- Can you summarize findings in one sentence?
- Email body
- A brief description of the problem / context; recall what was proposed and executed; summarize findings / results; 1–2 paragraphs
- If action needs to be taken as a result of this presentation, suggest some options and make them as concrete as possible.
- If questions need to be addressed, try to make them yes / no

Hierarchy of Information: Email Presentation

- Attachment(s)
- R Markdown file
- knitr report
- Stay concise; don't spit out pages of code (because you used knitr we know it's available)
- Links to Supplementary Materials
- Code / Software / Data
- GitHub repository / Project web site