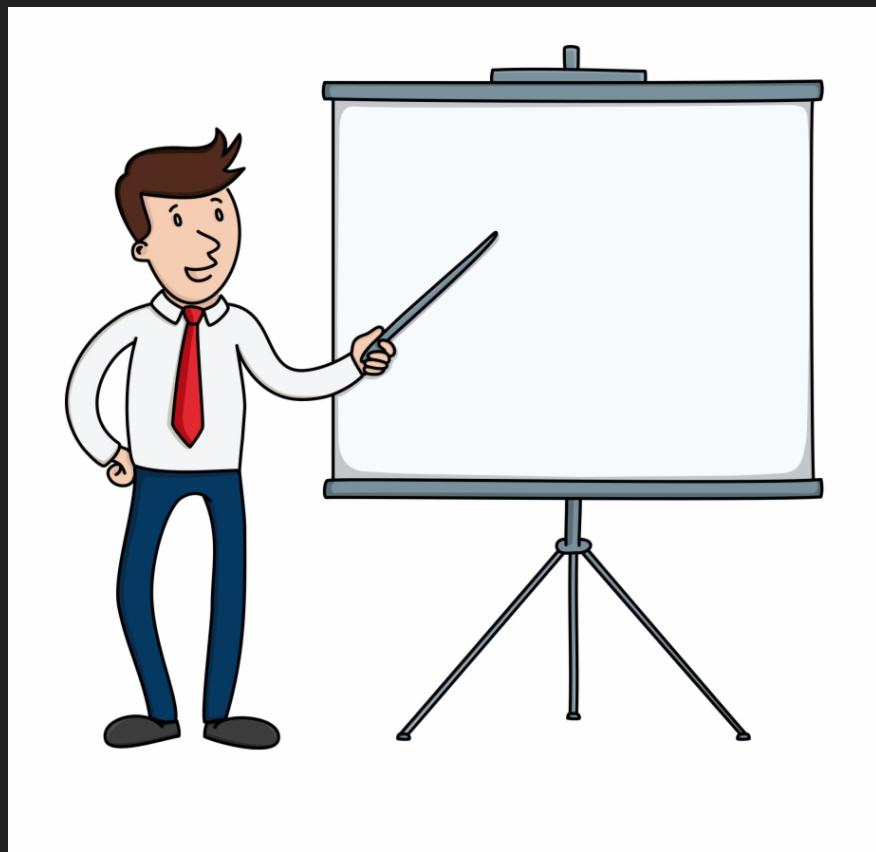


HOW TO PRESENT



 **FLATIRON SCHOOL**
Washington, D.C.

KEY TAKEAWAYS

- ▶ Preparation + timing
- ▶ Familiarizing with venue
- ▶ Goals of the presentation/what to expect : minimal - 1-3 goals
- ▶ Presentation point of view
- ▶ Verbosity - Avoid acronyms
- ▶ One sentence takeaway
- ▶ Effective visuals
- ▶ Coherence - storytelling
- ▶ Engagement - Dynamism + Eye-contact
- ▶ Repetition - end points + finishing strong + closing
- ▶ Acknowledgements

FOR THE AUDIENCE

- ▶ Tell them what to expect
- ▶ Points to be covered
- ▶ One thing at a time - audiences read fast!
- ▶ Let them know whether you will pause for a break
- ▶ When you will be taking questions - as they come/at the end
- ▶ How to handle questions -
<https://blog.prezi.com/how-to-deal-with-presentation-nightmares/>
- ▶ Asking questions yourself - a type of engagement
- ▶ Bonus - stuff to give



WHILE PRESENTING

- ▶ Assertion-Evidence

It helps drive the point home. It also leads to simpler slides.

- ▶ Storytelling

Build a narrative that weaves the entire argument.

- ▶ Don't read out from the slide

Have minimal words on the slides

- ▶ Don't end with a 'So... yeah'

Close strongly!

SLIDES

- ▶ Sans-serif font, no smaller than size 24
- ▶ Dark font, light background
- ▶ Align text left or right
- ▶ Not more than 20 words
- ▶ Give credits wherever needed (images too)
- ▶ Not more than 4 bullet points
- ▶ Avoid bullets
- ▶ Have a consistent theme
- ▶ Blank slides?
- ▶ The knowledge should be verbal, not in the slide
- ▶ No written words past 60% of the slide top-down

VISUALS

- ▶ Download Python plots, no screenshots
- ▶ Be cognizant of colors
- ▶ Use human-readable variable names
- ▶ Avoid acronyms
- ▶ Avoid cartoon clipart at all costs
- ▶ Try to use custom-made slides whenever possible



DATA SCIENCE

- ▶ Include data source - utilize minimal space
- ▶ Data cleaning is not required to be shown here
- ▶ 10-TQ-10 Rule
 - ▶ 10 slides of non-technical presentation
 - ▶ Thanks and Questions
 - ▶ 10 slides of technical input

SOME GREAT RESOURCES

- ▶ <https://data36.com/presentation-tips-for-data-professionals/>
- ▶ <https://www.presentation-process.com/powerpoint-design.html>
- ▶ https://cpb-us-e1.wpmucdn.com/sites.psu.edu/dist/7/13153/files/2008/10/Assertion-Evidence-Slides-Instruction_Set.pdf
- ▶ <https://www.craftofscientificpresentations.com/slide-templates.html>

THANK YOU!

HYPOCRISY, MUCH?

LET'S REDO THIS!



A PRESENTATION WITHIN A PRESENTATION

TAKING INCEPTION VERY SERIOUSLY

PRESENTING: HOW TO PRESENT

USING A PRESENTATION

Data Science Coach

// **FLATIRON SCHOOL**
Washington, D.C.

OUR FOCUS WILL BE ON

Assertion-Evidence

Slide Quality

Presenting Points

A presentation should contain no more than 5 such sections

EXPLORATORY PRESENTATIONS EXPECT THE AUDIENCE TO MAKE INFERENCES

| | | | | |
|---|---|---|---|---|
| a | v | g | t | x |
| h | m | y | p | q |
| k | s | o | e | i |
| w | n | d | z | c |

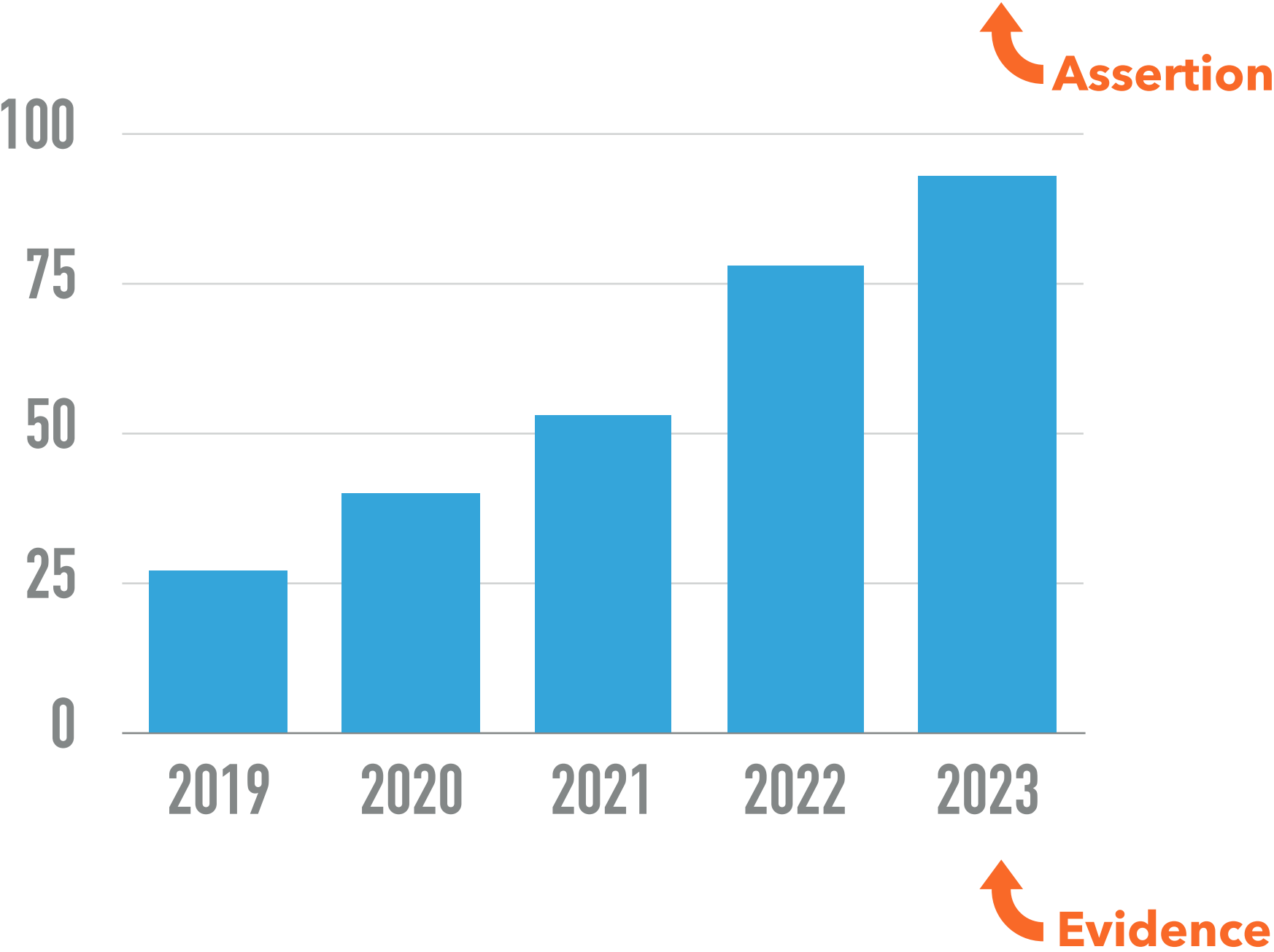
HOWEVER, THIS INSTANCE IS FAR EASIER TO REMEMBER

 **Assertion**

| | | | | |
|---|---|---|---|---|
| b | n | a | o | l |
| w | k | s | e | z |
| r | t | i | f | x |
| u | d | j | v | q |

 **Evidence**

THE PROFITS ARE EXPECTED TO RISE FOR THE NEXT THREE YEARS



ILLEGIBLE TEXTS MAKE LIFE HARD

A ton of text explaining something that can easily be read by the audience, not requiring to present at all. May as well email the slides. It also happens to be in small and centered font. It's pretty light in color too. This should obviously not be included.



Ain't I easier to read?



DARK FONT ON A LIGHT BACKGROUND IS THE BEST

**This may be hard for
some folks to read.
It also looks dull.**



**Ain't I easier to read?
Plus I'm also nice and
bright!**



TOO MANY BULLETS SPOIL THE SLIDE

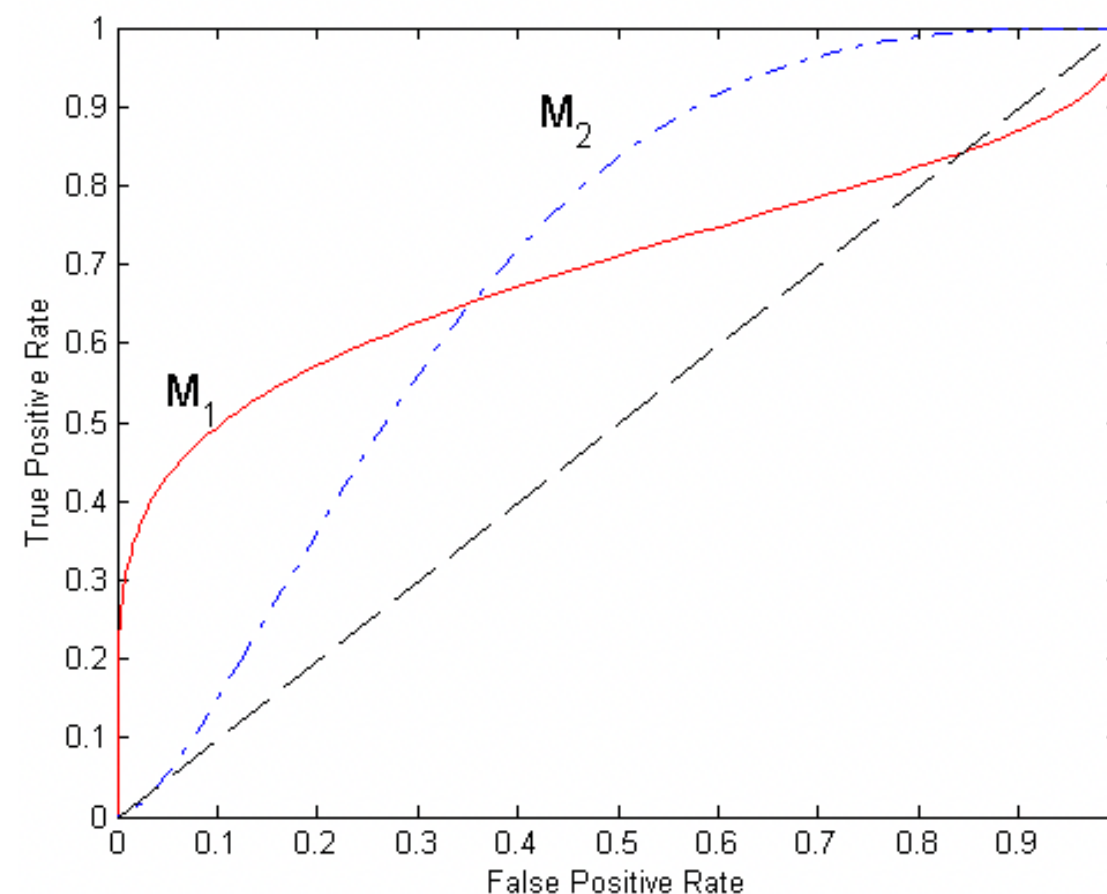
- ▶ This is the first point
- ▶ This is the second point
- ▶ This point is going to be a long one because there is just so much information I need to present right now that you must read before I even get to the point.
- ▶ This is another point
- ▶ This point is there just so there is something to fill till the end of the screen

ONE POINT AT A TIME IS EASIER TO FOCUS ON

- ▶ This is the first point
- ▶ This is the second point
- ▶ This point is going to be a long one because there is just so much information I need to present right now that you must read before I even get to the point.
- ▶ This is another point
- ▶ This point is there just so there is something to fill till the end of the screen

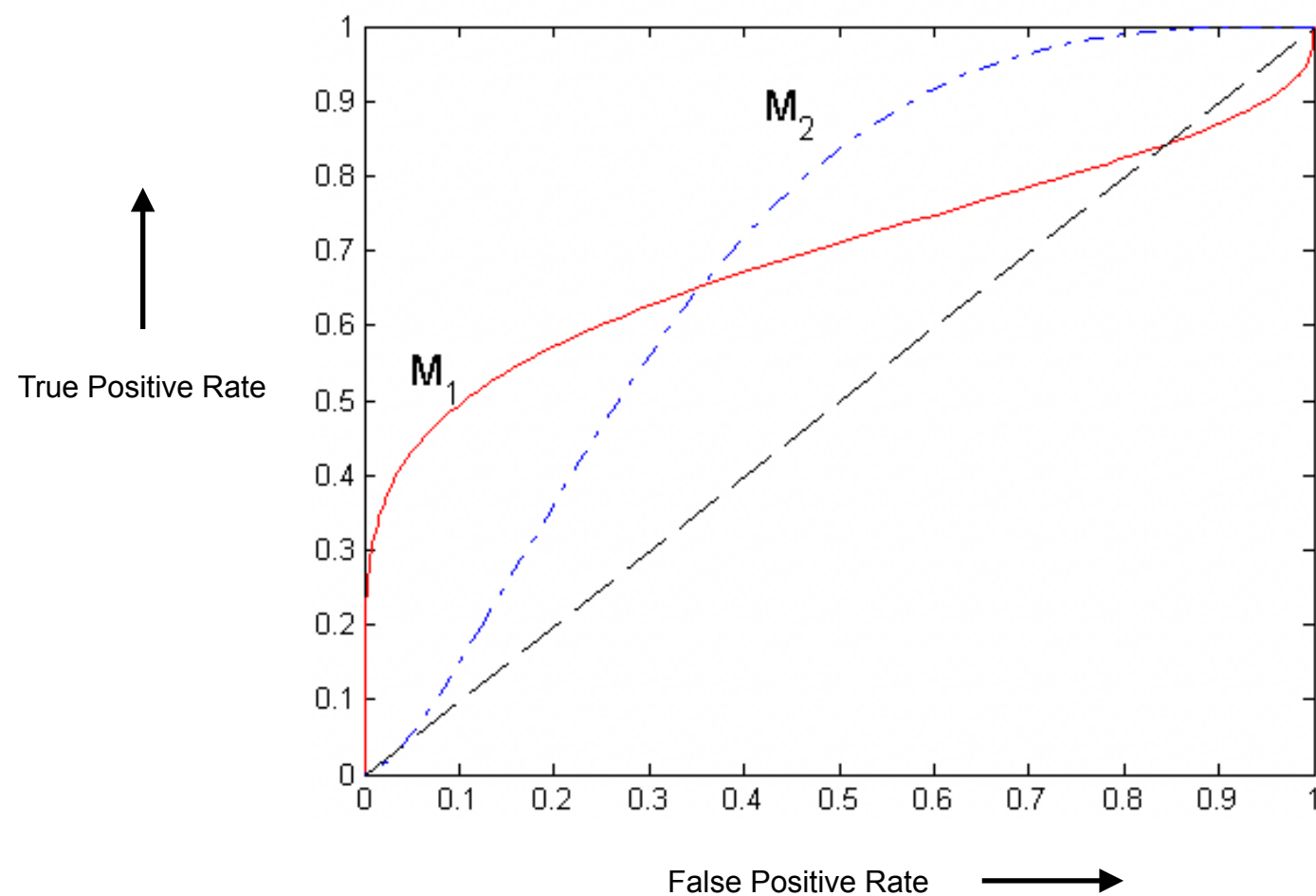


This is the main point



TILTING YOUR HEAD TO READ IS NO FUN

This is the main point



IF YOU FOLLOWED THIS PRESENTATION, YOU GOT IT

KEY TAKEAWAYS

Assertion-Evidence

Slide Quality

Presenting Points

SOME GREAT RESOURCES

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- ▶ <https://www.craftofscientificpresentations.com/slide-templates.html>
- ▶ <https://business.tutsplus.com/articles/best-powerpoint-slideshare-presentation-examples--cms-29365> ←