# Communication & Presentation Skill

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# One thing we should know

## before we start ...

*"Make sure that you have finished speaking before your audience has finished listening!"*

*- Dorothy Sarnoff*

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# Table of Content

## What will We Learn Today?

1. Public Speaking
2. Presentation Tips
3. Data Storytelling

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# Public Speaking

80 %

Psychological

20 %

Technique

Many people understand what one person said

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# Presentation Tips

- Simplicity !!!
- Avoid Animation
- Font & Color Matters
- Know Your Audience
- Plan and Create an Outline

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# Font & Color Matters

## Font Source

- https://fonts.google.com/
- https://www.dafont.com/
- https://fonts.adobe.com/

## Color Inspiration

- https://color.adobe.com/explore
- https://coolors.co/
- https://colorhunt.co/

**BIG TIPS**

Follow your company's brand guideline or client's for working needs

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# Data Storytelling

- Finally, Final Part!!!
- Easy peasy ...
- Oh damn .. why the slide is so complicated ..
- Okay let's put everything in the slide ...
- How to make our CEO understand with this ...

**All stories have content/data**

**but not all content/data have stories**

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# The Challenges

**86%**

**companies struggle to turn Big Data into Valuable Insight**

**It doesn't matter what tool you use**

**It is how you use it that count**

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# 5 Steps to Give Data a Beautiful Ending

## Identify your audience
is there just one group or different audiences?

## Establish an Objective
Am I recommending a decision or proving the fact?

## Decide What Data Will Help You
What analysis techniques can I use to surface the insights?

## Decide How to Tell a Story
What visualizations should I use?

## Improve Next Time
Did my audience understand everything?

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# Remember the result presented!

## Exploratory or ...

## Explanatory ???

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9 4 8 4 0 4

9 6 5 8 4 9

4 8 7 5 9 3

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9 4 8 4 0 4

9 6 5 8 4 9

4 8 7 5 9 3

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9 4 8 4 0 4

9 6 5 8 4 9

4 8 7 5 9 3

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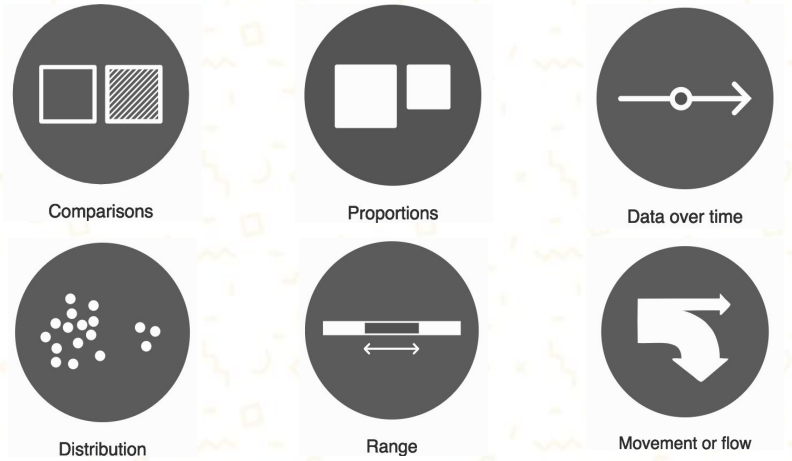
# Effective Visualization

## Must choose the right fit for the data

1. Define the purpose of the visualization
2. Define important metrics you want to show
3. Choose the right representation



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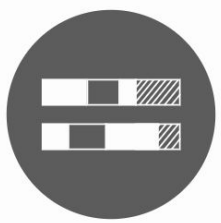
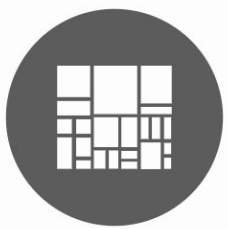
# Visualize Proportion

## Convey difference/similarity of parts in a whole



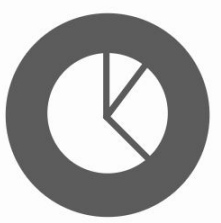
Stacked Bar Graph

E.g. “Proportion of transactions per store”



Treemap

E.g. “Proportion of transactions per area”



Pie Chart

E.g. “Proportion of transactions per gender customer”

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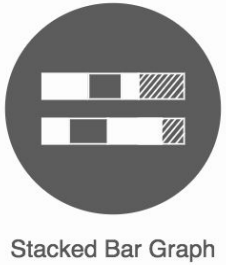
# Visualize Comparison

## Convey difference/similarity between categories



E.g. “Number of user per segment”





E.g. “Number of purchase happened per product”

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# Visualize Over Time Data

## Convey changes/trends in a time period

Line Graph

E.g. "# of transacting users per month"

Stacked Area Graph

E.g. "# of transacting users in each store per month"

Bubble Chart

E.g. "# of transacting users in each products per month"

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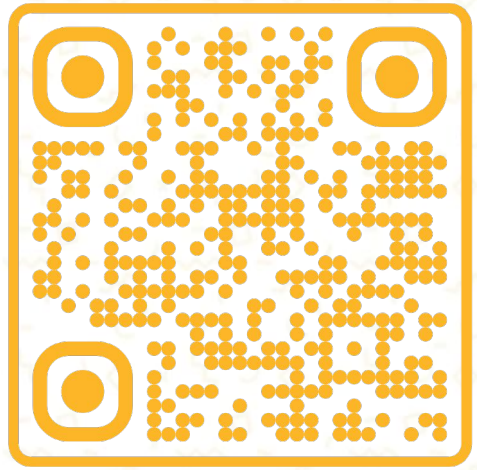
# Scan for more Visualization!

scan me



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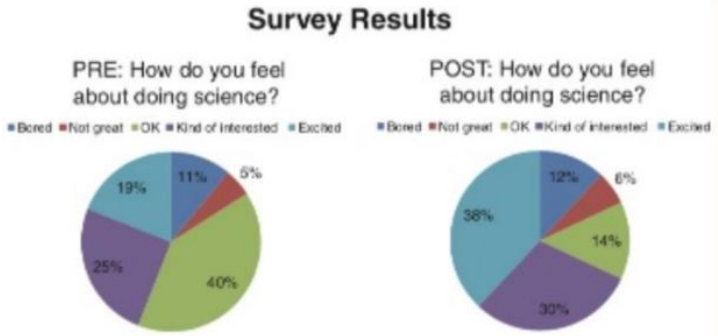
# 5 Steps to Tell Story with Data

- Understand the context
- Eliminate clutter
- Focus attention where you want it
- Think like a designer
- Tell a story!

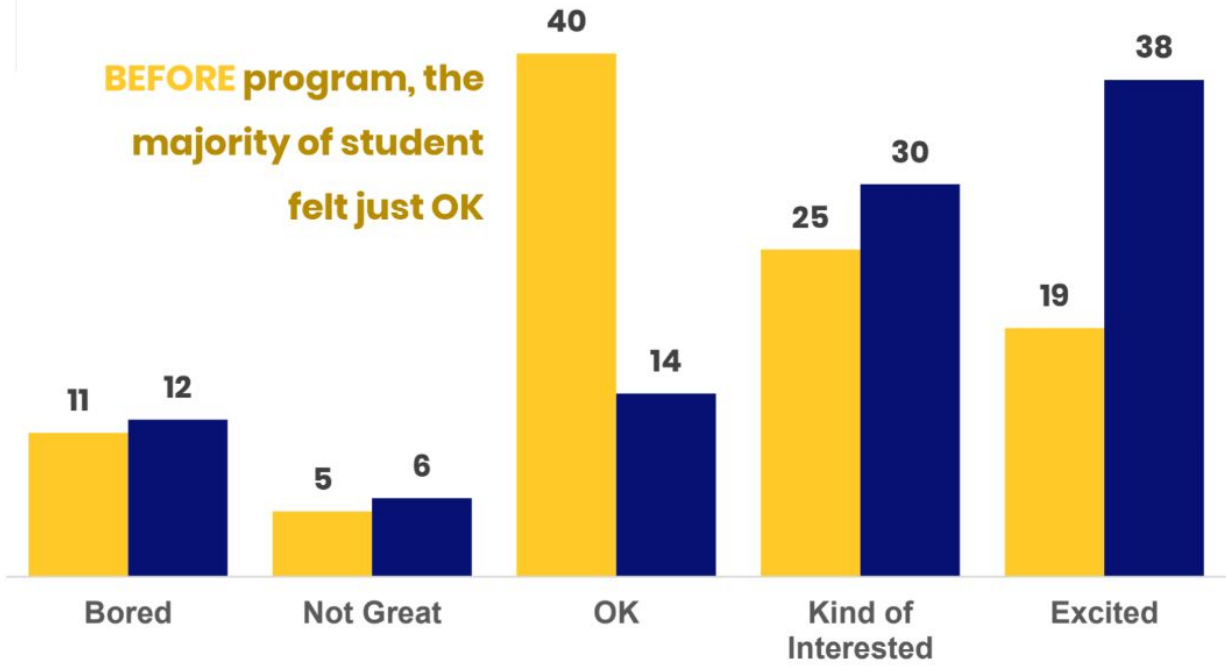
**BIG TIPS**

Think Stories, not charts

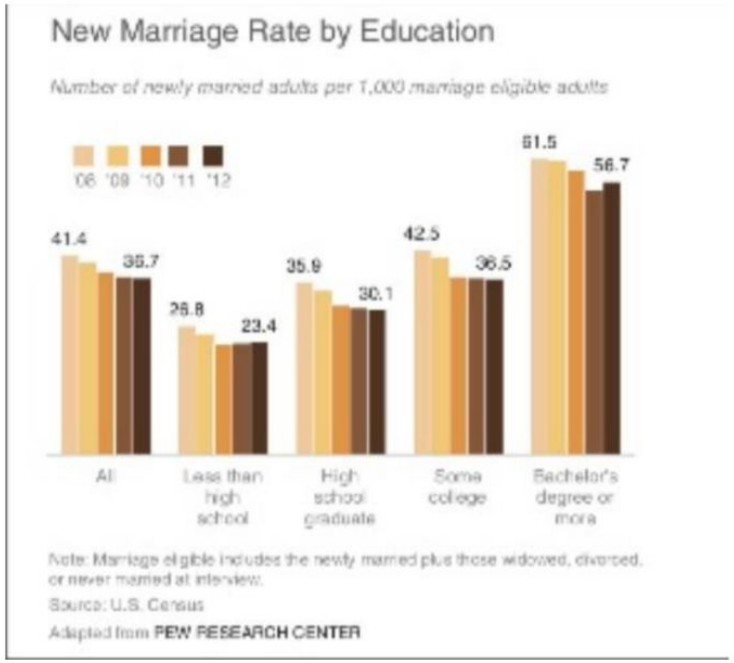


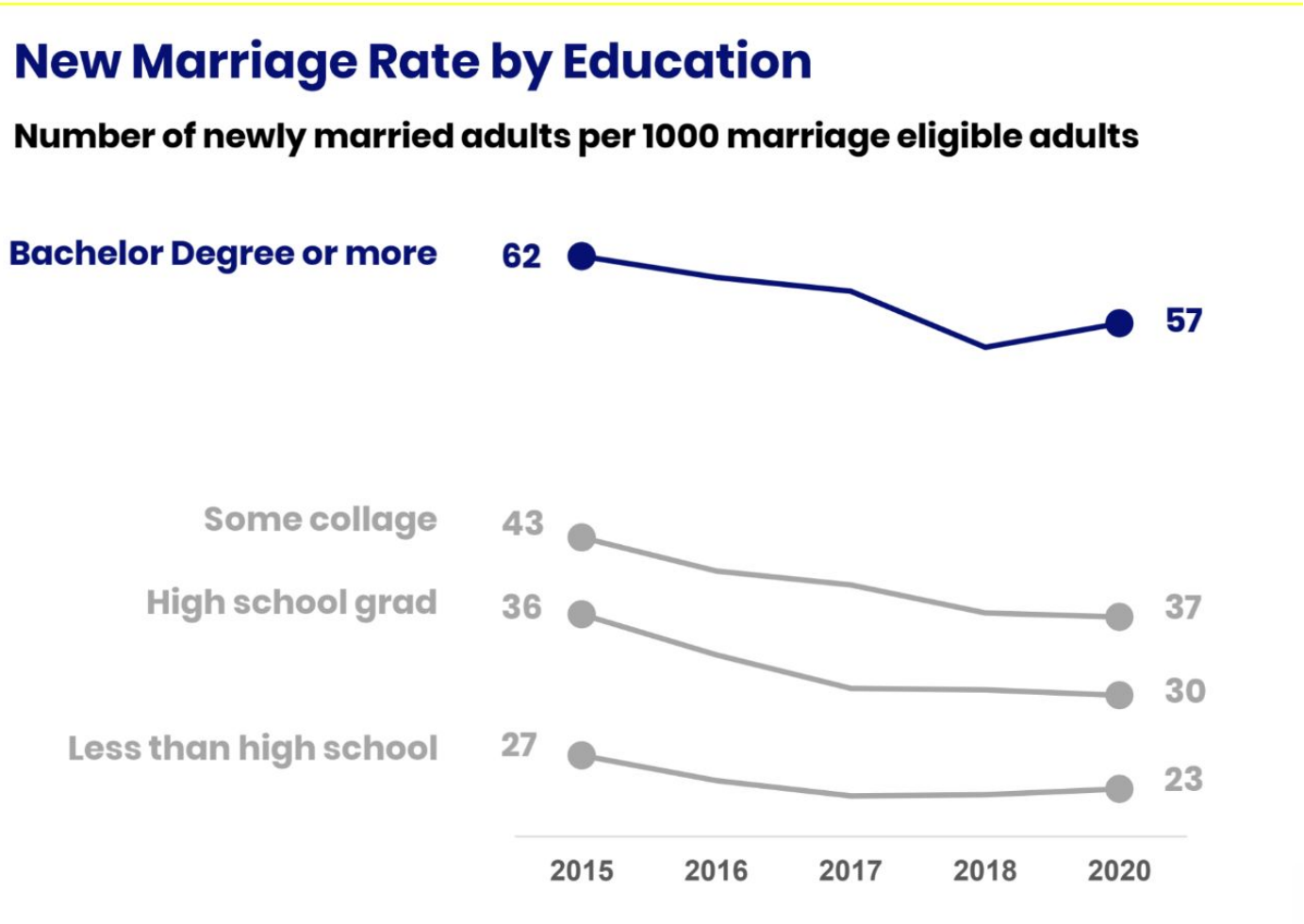

# Pilot program was success

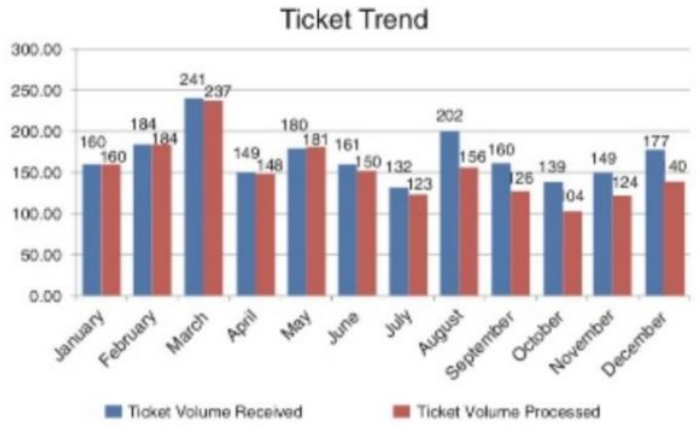
## How do you feel about data science? (%)




**AFTER program, more student were Kind of interested & Excited**

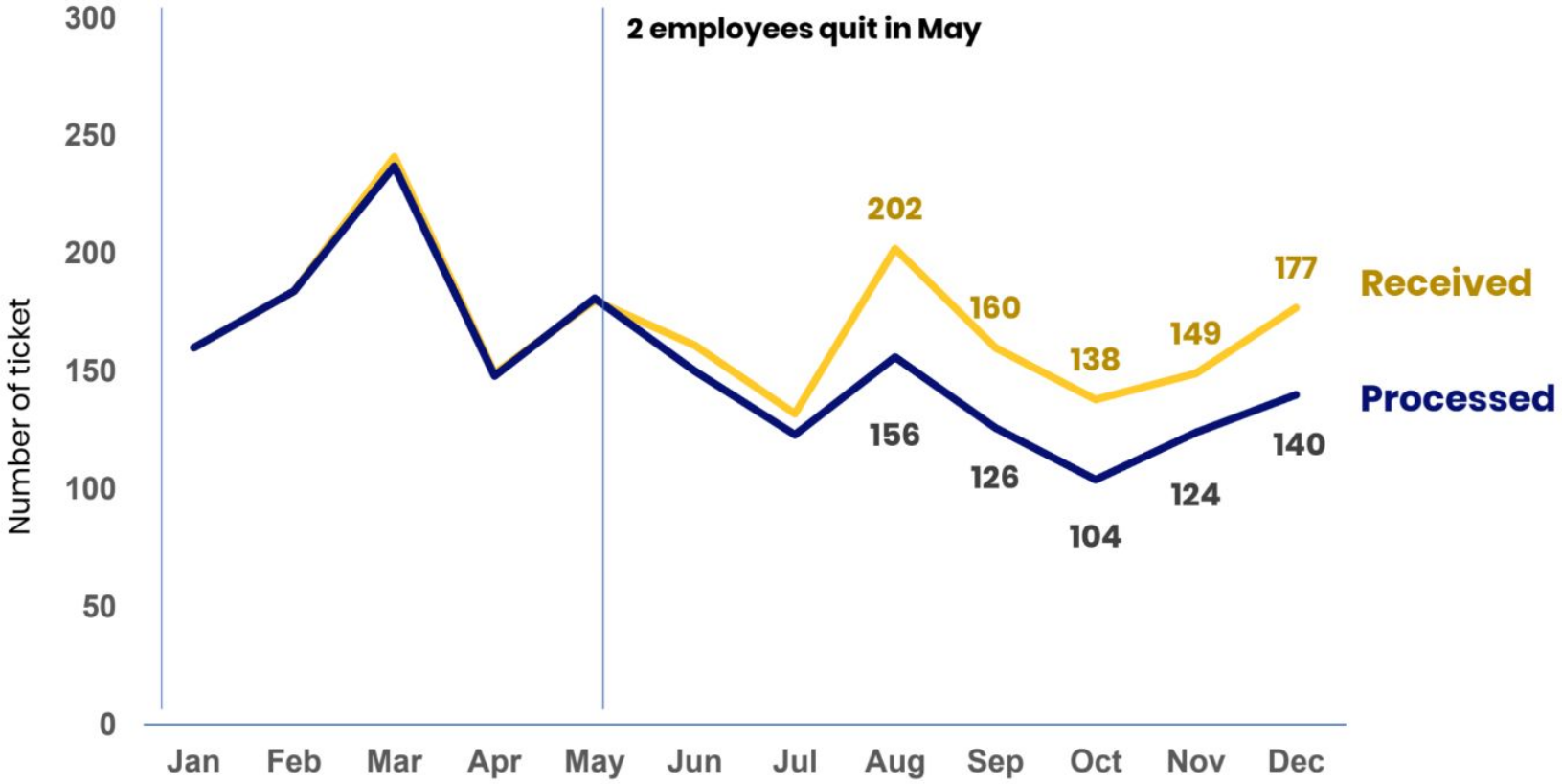





# Please approve the hire of 2 Full Time Empolyees

## Ticket Volume Overtime



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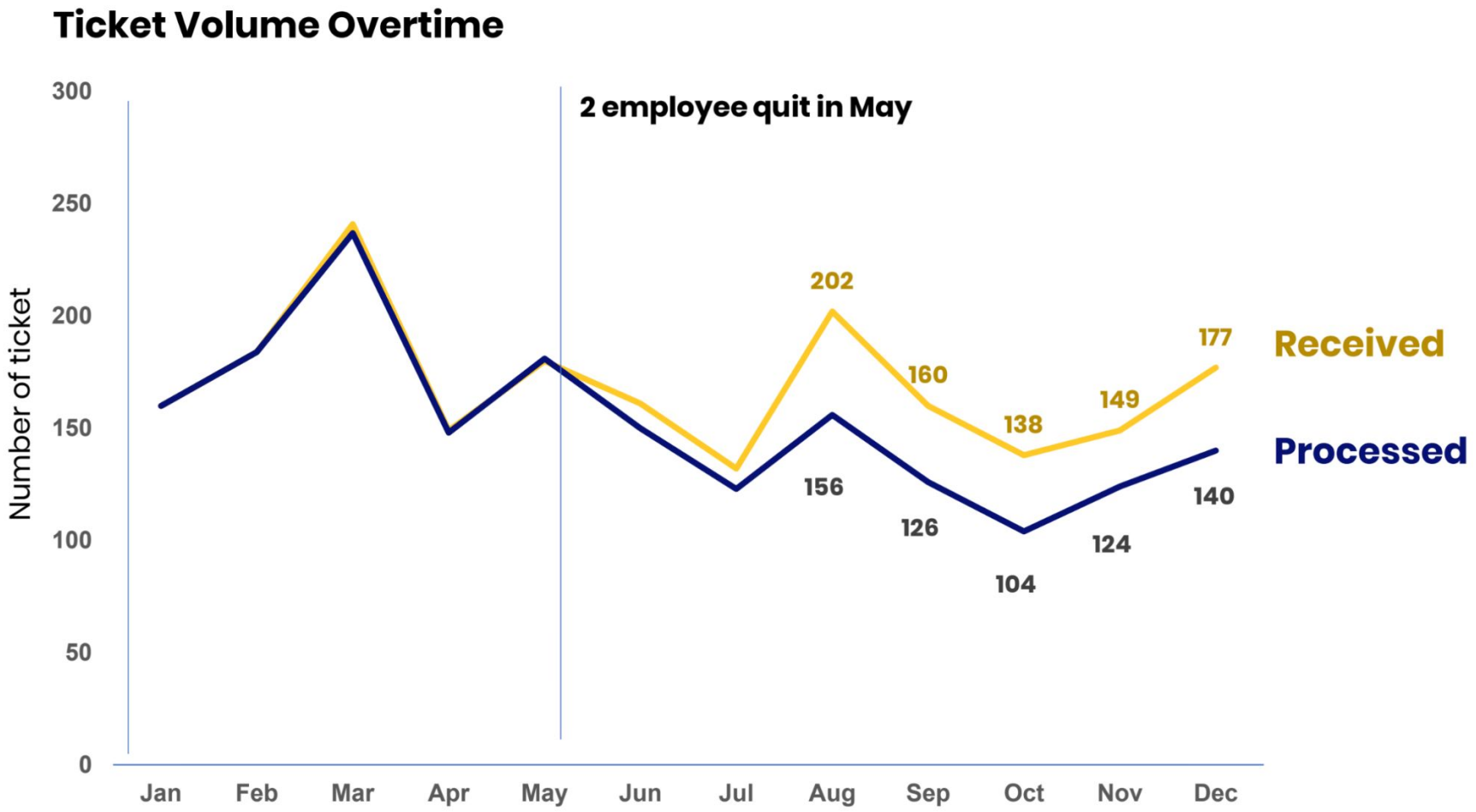
# Please approve the hire of 2 Full Time Employees




- Lack of manpower results tickets processed **decreased consistently** until Oct
- Nov and Dec increased due to high season and overtime work

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# Thank YOU