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# A Data Scientist's Guide to Communicating Results

March 28, 2018 by [Editorial Team](https://insidebigdata.com/author/editorial/) | [5 Comments](https://insidebigdata.com/2018/03/28/data-scientists-guide-communicating-results/)

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In many ways, the field of data science is as unclear and vague as a muddy lake. While most terms and concepts include a legitimate definition, it's all too easy to get lost in the jargon.

## 1. Translate Data Into Actual Business Terminology

You likely spend a lot of your time trying to explain complex technical terms to senior- and executive-level staff members. These professionals tend to be focused on the bottom line.

To make the strongest appeal among this group, translate all your [actionable data into business terms](http://www.nealanalytics.com/3-key-strategies-for-communicating-data-science-results/) (http://www.nealanalytics.com/3-key-strategies-for-communicating-data-science-results/).

## 2. Provide Real-World Examples of Benefits

Nearly every professional wants to know how new technology makes their lives easier. To achieve this, provide real-world examples of the benefits of next-generation data science.

Although it's best to demonstrate how new technology or information benefits the specific company, you can use case studies to [provide supplemental proof](#) (https://www.nealanalytics.com/3-key-strategies-for-communicating-data-science-results/).

## 3. Solicit Questions and Feedback

Before ending your report or finalizing your project, try to solicit direct feedback from your audience. It doesn't matter if you have to prompt them to ask questions.

## 4. Use Visualizations Whenever Applicable

Charts, graphs, illustrations and spreadsheets (<https://www.forbes.com/sites/brentdykes/2016/03/31/data-storytelling-the-essential-data-science-skill-eve>) display various datasets, highlight different stats and draw attention to the most important points you're trying to make.

## 5. Focus on the Result

Try not to get bogged down with the technical details of any specific project. More importantly, don't overload your client or manager with information from mitigate any other concerns and gain the necessary approval.

## Start the Project on the Right Foot

If you're an established data scientist in the industry, it's critical you explain your thought processes and ideas in a clear and straightforward manner. Instead understanding of the entire project scope and any specific, individual requirements.

## About the Author



Contributed by: Kayla Matthews (<http://productivitybytes.com/>), a technology writer and blogger covering big data topics for websites like *f*

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*Nicholas Kelly* (<http://www.nicksight.com>) says

March 29, 2018 at 9:50 pm (<https://insidebigdata.com/2018/03/28/data-scientists-guide-communicating-results/#comment-154483>)

Enjoyable read Kayala. I'd add that my greatest successes come from having the users and stakeholders along for the ride at the very start of the project so buy-in is that much easier. Also adding in a step for wireframing has been invaluable for your Step 3.

Best,  
Nick Kelly  
NickSight



*Glen Zimmerman* says

April 3, 2018 at 9:48 am (<https://insidebigdata.com/2018/03/28/data-scientists-guide-communicating-results/#comment-154799>)

Good read Kayala. Thanks for sharing. I hope your dad – if he's from that “older generation” – was so “disinterested in learning” that he missed your post. It would have broken his heart. [grin]



*Muskan Murmu* (<http://Instagram>) says

August 20, 2022 at 7:08 pm (<https://insidebigdata.com/2018/03/28/data-scientists-guide-communicating-results/#comment-449649>)

Good read kayala. Thanks for sharing. I hope your dad -if he's from that “older generation ” – was so “disinterested in learning ” that he missed your post. It would have broken his heart.



*nik* says

March 16, 2023 at 6:51 am (<https://insidebigdata.com/2018/03/28/data-scientists-guide-communicating-results/#comment-471911>)

good to see you...kayla with great experience with data..hope you serve more



*Urvashi Dwivedi* says

May 14, 2023 at 10:10 am (<https://insidebigdata.com/2018/03/28/data-scientists-guide-communicating-results/#comment-475848>)

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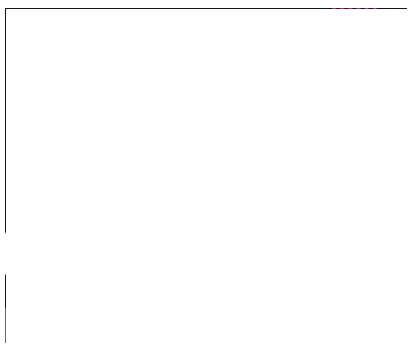
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