



21 DAYS TO DATA CHALLENGE

THE 21-DAY CHALLENGE TAKING FROM
ZERO TO DATA HERO

DAY 12

WOW!

SNAP!

FREE!



BAM!

BOOM!



PRESENTING & DELIVERING

INSIGHT

SNAP!

BOOM!

BAM!

WOW!

FREE!



**This is what separates an average
"analyst" to a GREAT "analyst"**

Here's an analogy...

You are an artist

**Someone custom orders a
huge statute**

You buy the marble slab

**You spend 30,329 hours
making the sculpture**

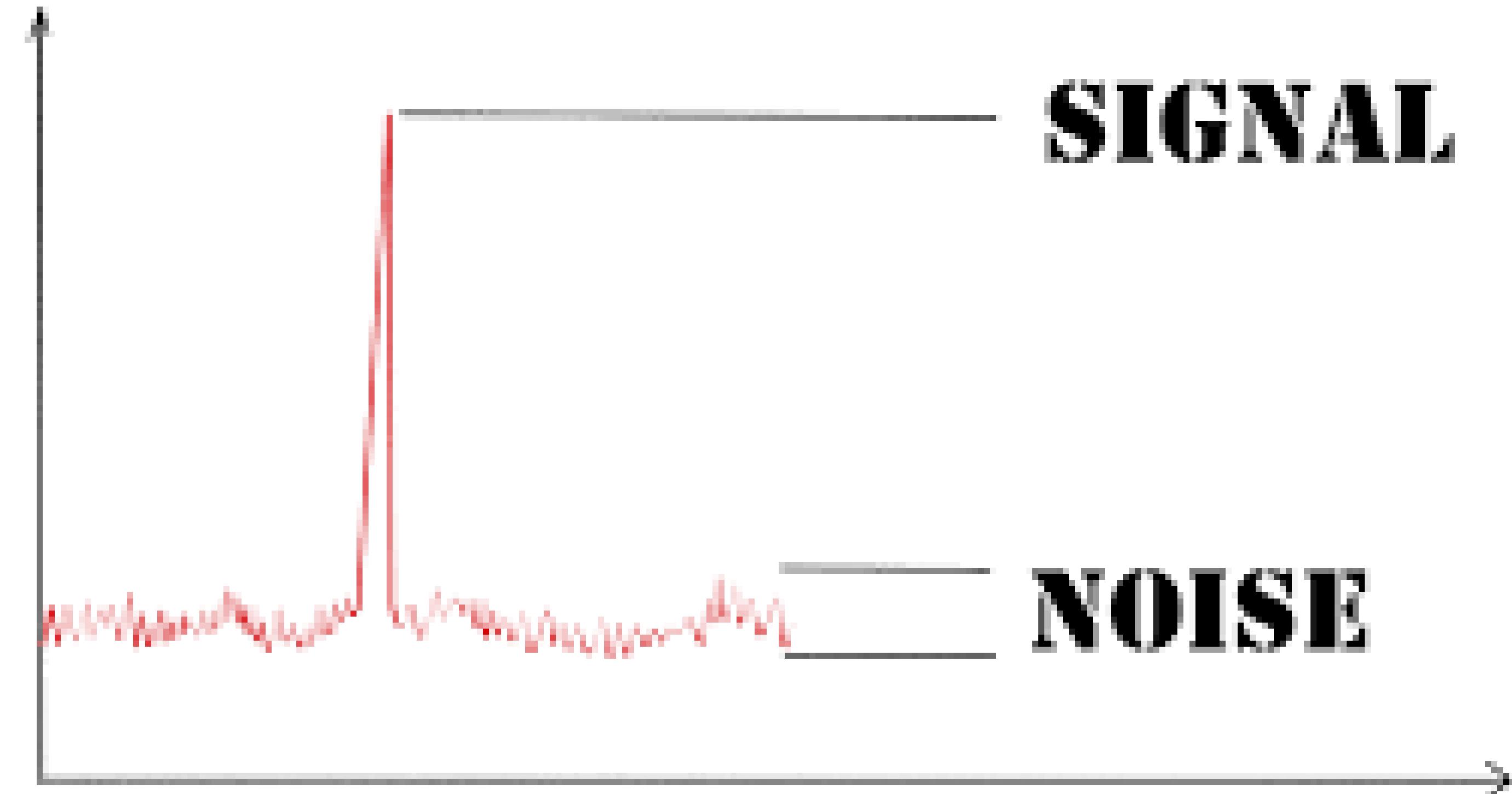
But you never deliver to the customer...

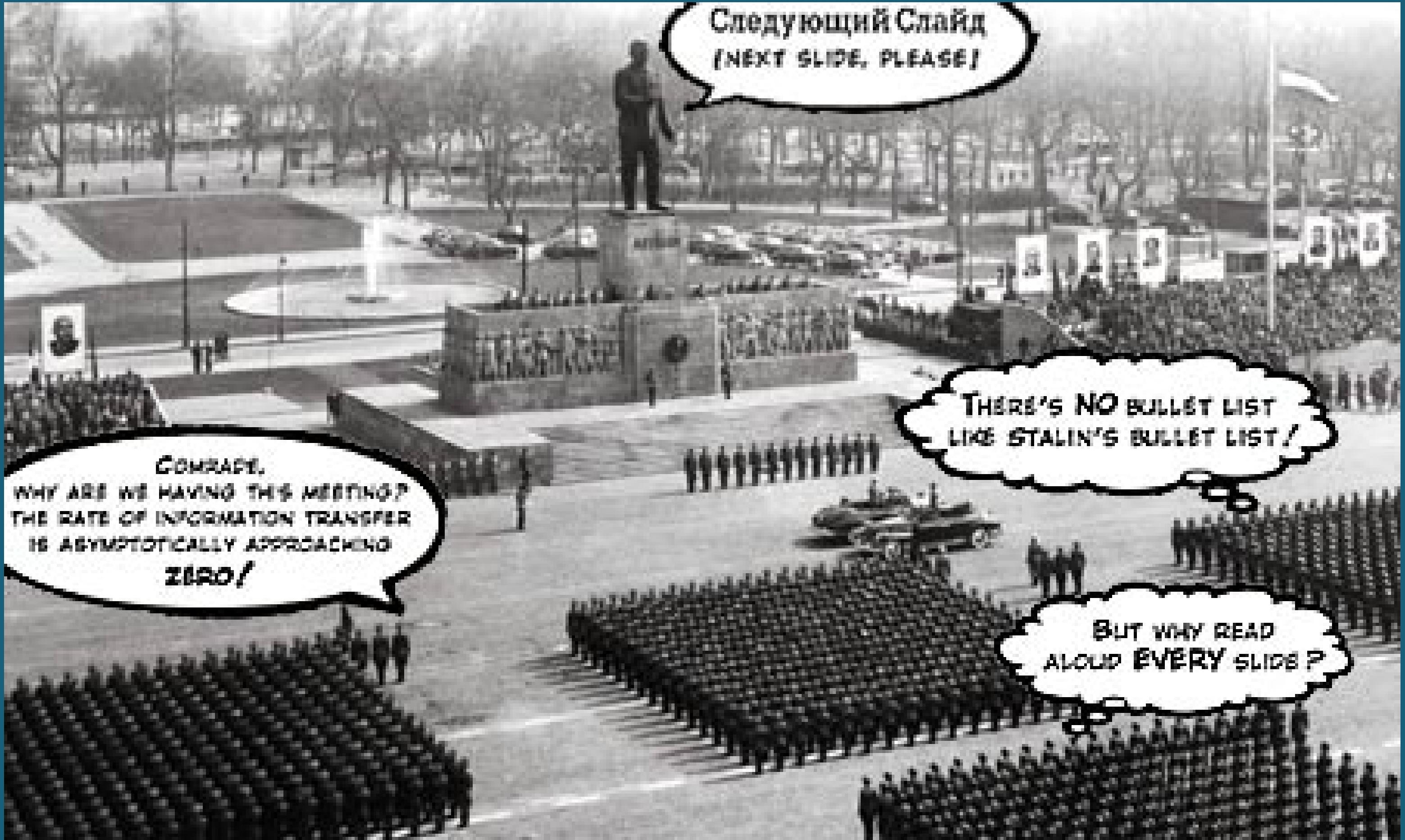
**Find Insights.
Share Insights.**

Meetings are boring

Reports are boring

Maximize Signal To Noise





Edward Tufte

Presentations Should Be:

- Easy to open
- Mention the business problem
- Easy to find "takeaways"

Should You Ever Send/Present Code?

Tableau File

Tableau Export

Tableau URL

Stand alone graphs

PowerPoint

Demo

Video

Demo
PowerPoint
Tableau URL

BLU

Bottom Line Up Front

**Why are you taking
some of my valuable time?**

Why should I freaking care?

In an hour meeting, you
don't remember all 60
minutes of dialog

**You write 3 bullets of action items, or
important ideas, or summaries**

Your analysis itself is worth
\$0.00

What to do or take from the
analysis is worth \$\$\$

MENTION THAT VALUE ADD!

What's the business problem?

People are busy and forget.

Remind them.

Zoomability

Google Maps

**Give them the ability to choose their own
adventure based on what they are
interested in...**

List the results...

On 1 page

Give details on own slides









CHALLENGE & SHARE

SNAP!



BOOM!



BAM!



WOW!



FREE!

