

# How is knowledge shared

COMMUNICATING DATA INSIGHTS



**Joe Franklin**

Senior Curriculum Manager, DataCamp

# About the course

- **You will learn how to:**
  - Understand how knowledge is shared
  - Create compelling visualizations
  - Unlock the power of data stories

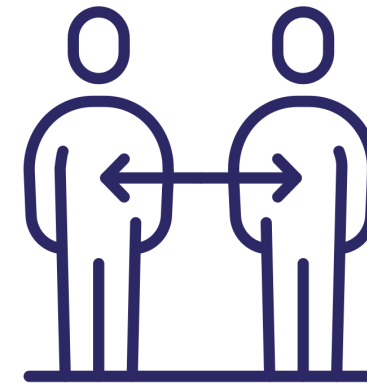


# How we communicate

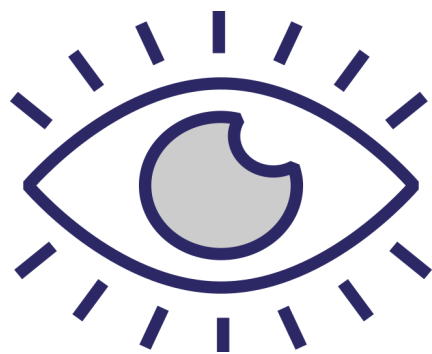
Written Communication



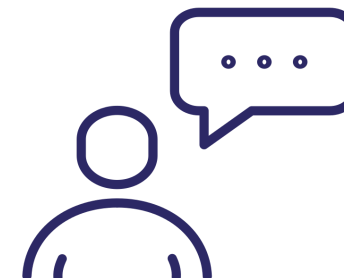
Nonverbal Communication



Visual Communication



Verbal Communication

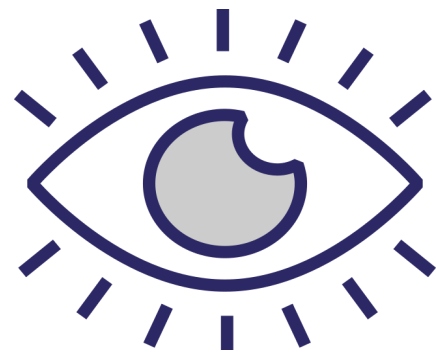


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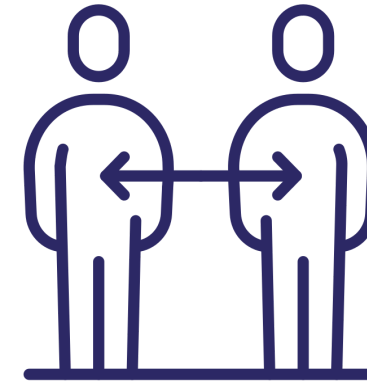
## Written Communication

- Emails
- Reports
- Proposals
- Blog Posts

## Visual Communication



## Nonverbal Communication



## Verbal Communication



# How we communicate

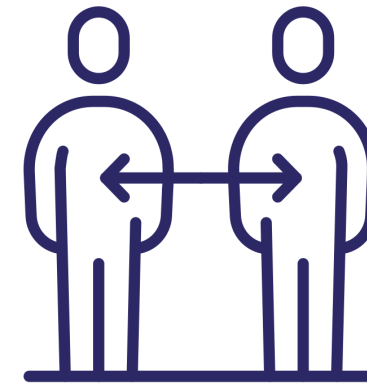
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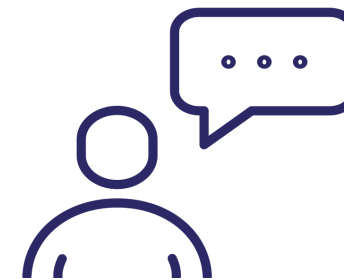
## Visual Communication

- Charts and Graphs
- Pictures and Video

## Nonverbal Communication



## Verbal Communication



# How we communicate

## Written Communication

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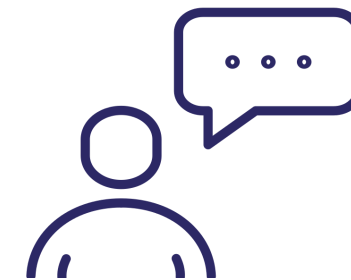
## Visual Communication

- Charts and Graphs
- Pictures and Video

## Nonverbal Communication

- Posture
- Eye Contact
- Facial Expression
- Gestures

## Verbal Communication



# How we communicate

## Written Communication

- Emails
- Reports
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## Visual Communication

- Charts and Graphs
- Pictures and Video

## Nonverbal Communication

- Posture
- Eye Contact
- Facial Expression
- Gestures

## Verbal Communication

- Phone and Video Calls
- Face to Face Conversations

# Written communication

## Appropriate Format

- Consider the communication method
- Maintain expectations
- Anticipate audience needs

## Concise

- Create a clear focus
- Incorporate supporting concepts
- Find the balance





# Showing and telling



## Easiest format to consume

- Pictures
- Videos
- Charts and Graphs

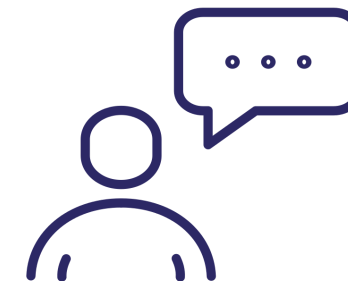
## Different twist on success

- Format and simplicity blend together
- Expansive guidelines for creating the right visual

# Let's talk

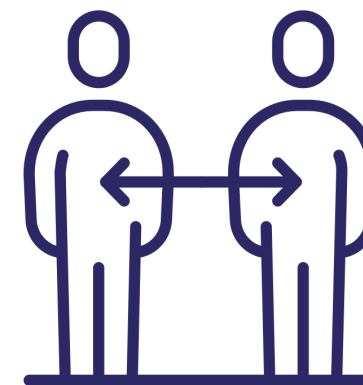
## Verbal Communication

- Focuses on tone and consistency
- Flexibility and responsiveness are difference makers
- Respond directly to audience needs



## Nonverbal Communication

- Illustrates how message is performing
- Facial expressions, posture, eye contact



# Let's practice!

COMMUNICATING DATA INSIGHTS

# Data insights

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# Data insights

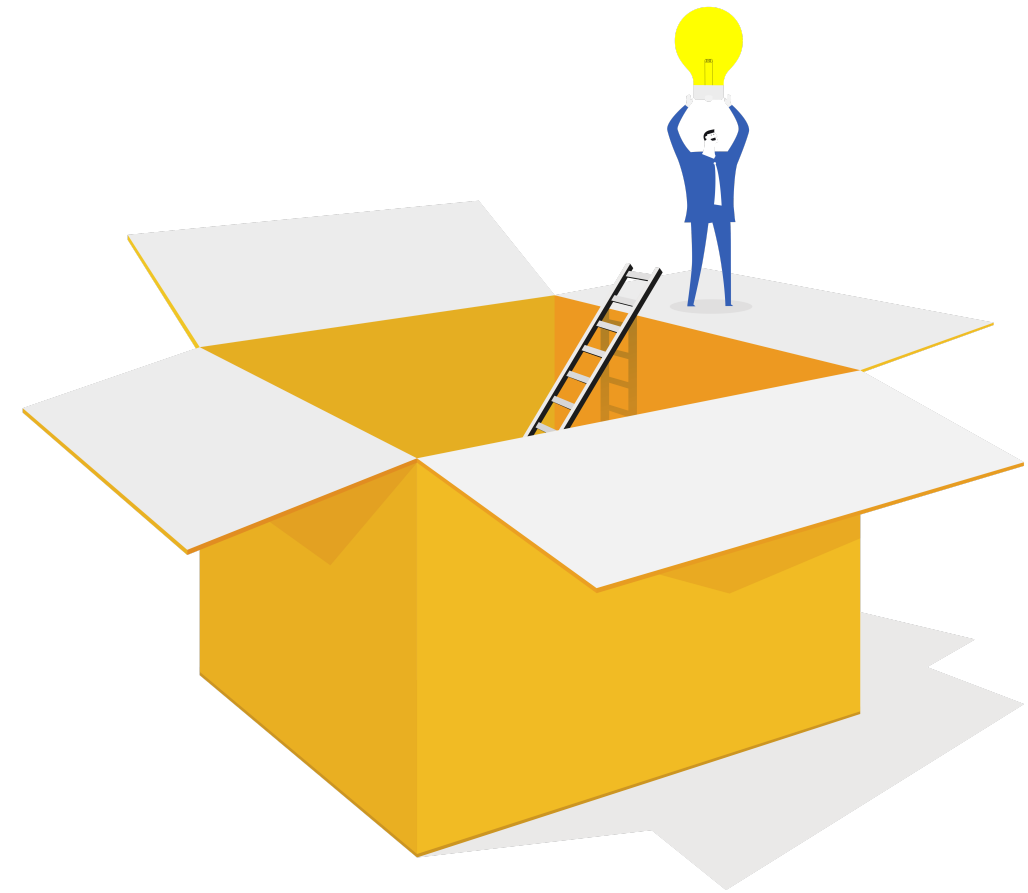


*Insights - Deep understanding of a business issue or situation to uncover value.*

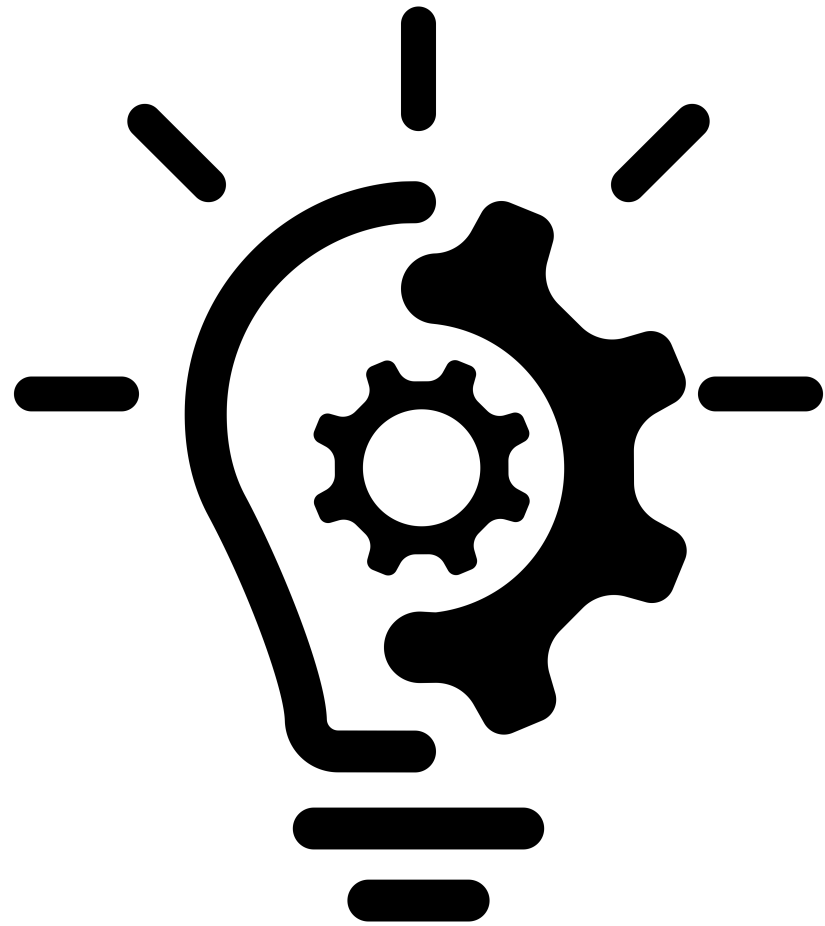
# Obtaining insights

## Uncovering Insights

1. Collect information
2. Organize information
3. Analyze information
4. Determine action plan
5. Communicate action plan
6. Observe outcome



# Insights in action



Wide range of sizes and impacts

- Determining product mix
- Minimizing risk
- Optimizing resources
- Understanding supply chain disruptions

# Building a strong foundation

*Best Practice: Tie insights back to common business objectives for better context*



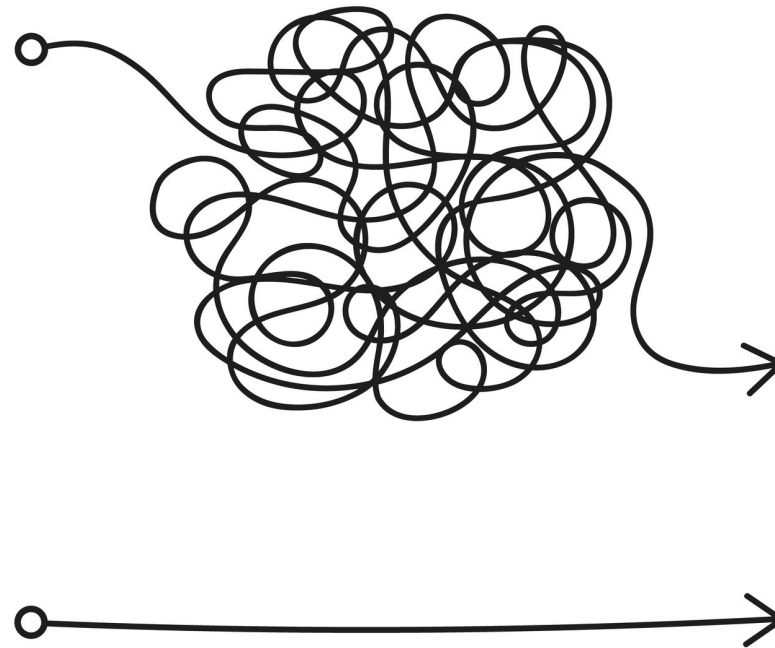


# Support required



*Best Practice: Business context alone isn't enough. Build a foundation of support.*

# Keep it simple



*Best Practice: Simplicity is essential. Break complex insights into smaller ideas.*

**Let's practice!**  
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# Getting to know your audience

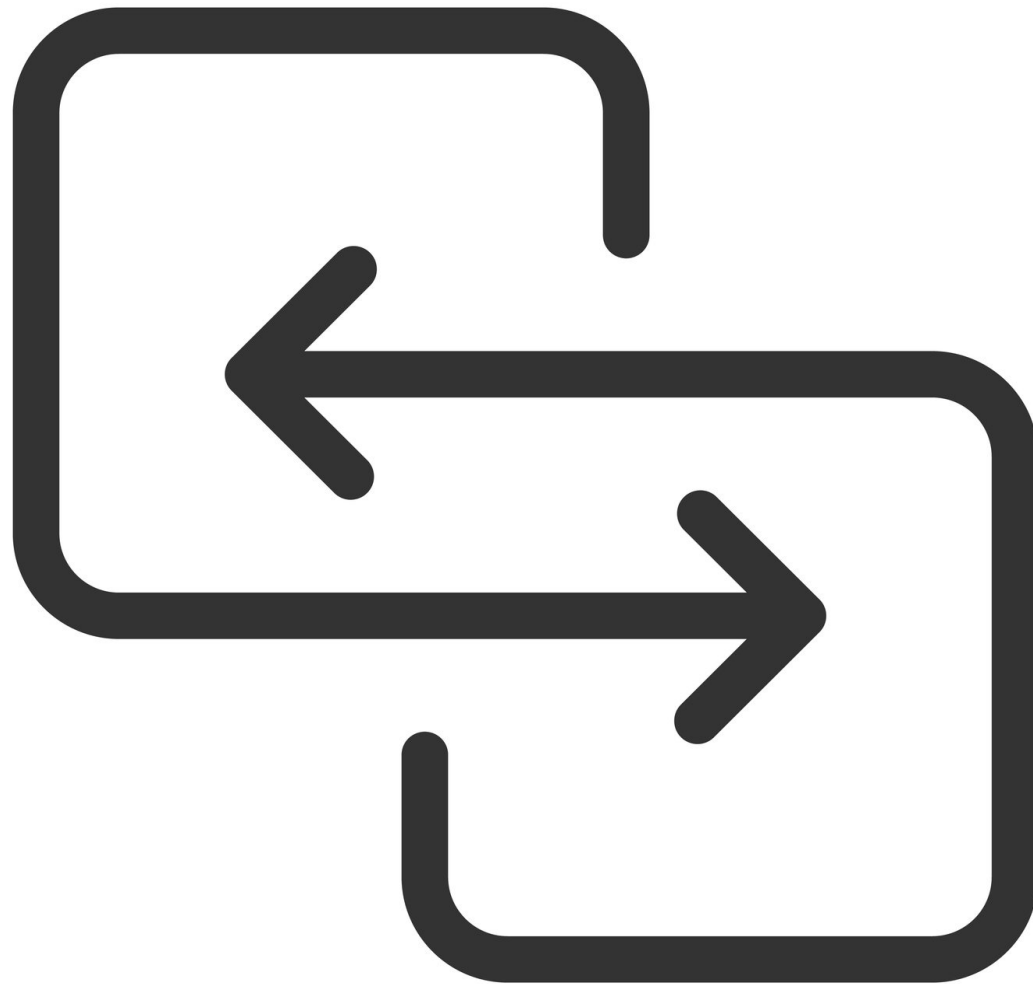
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# Refreshing ideas



The audience is the most important part of communicating.

- Understand the audience's expected format.
- Tailor the message based on audience feedback.
- Keep the messaging simple.
- Utilize context to enhance value.

# Asking questions

Key questions:

- What roles does your audience have?
- What does your audience already know?
- What does your audience need to know?
- How well does your audience know you?

Come up with your own to build out your toolbox.



# Buildingsway



# Building a plan

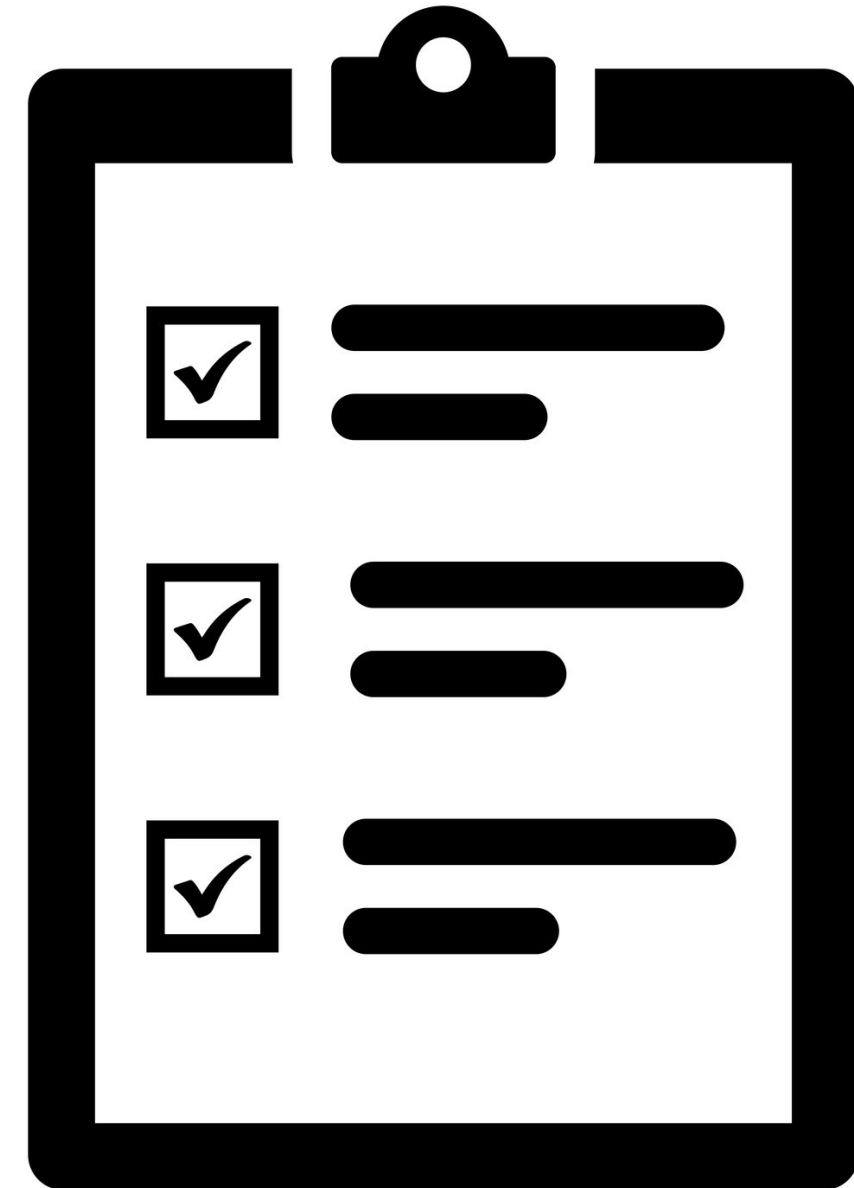
## Obtain insights

- Indoor treehouses

## Build communication plan

## Identify stakeholders

- Paul, Yuri, and Lorraine





# Importance of roles

What role do they have?



Paul: Analytics Director



Yuri: Warehouse Manager



Lorraine: Sales Director

# Need to know

- What do they need to know?
- What do they already know?



Paul: Analytics Director



Yuri: Warehouse Manager



Lorraine: Sales Director

# Learning from the past

How well do they know Harold?



Paul: Analytics Director



Yuri: Warehouse Manager



Lorraine: Sales Director

**Let's practice!**  
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