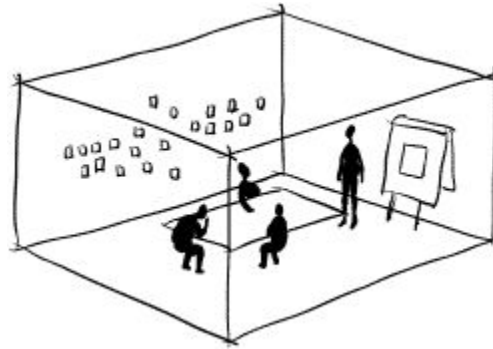


# How to think about Data

Dr. Lee



People in a box  
trying to think  
out of the box

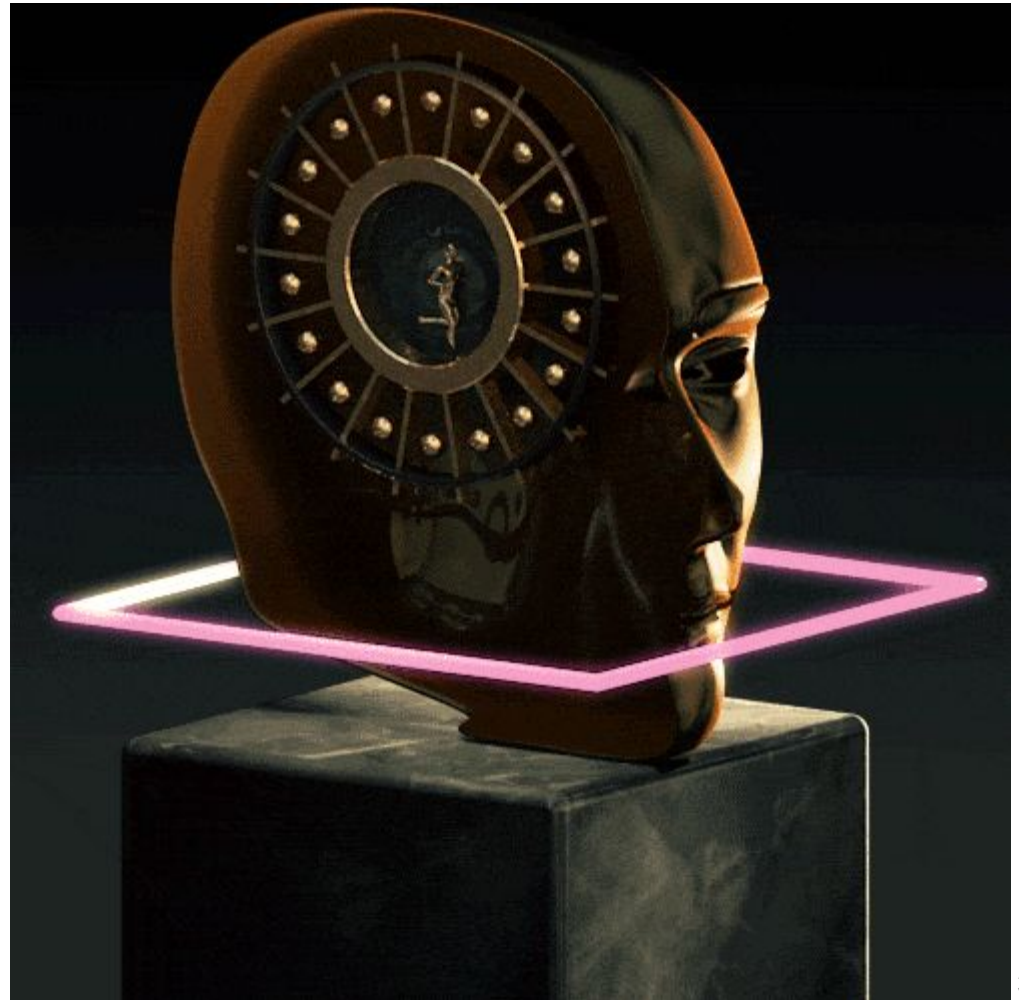
# Data Perspective

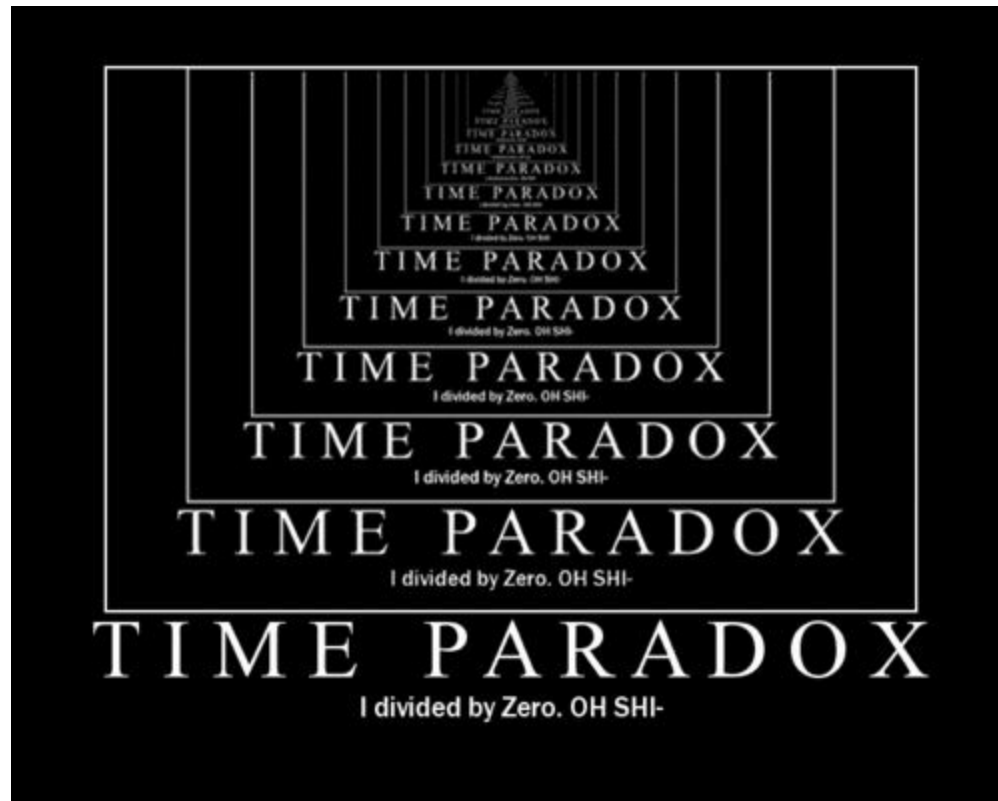


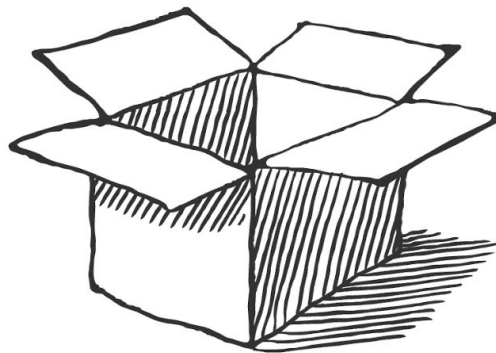
# Data Science

- The Zero Principle of Data:

**It is not what you know... It is how you think.**











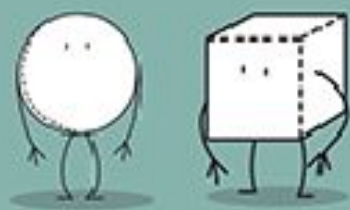
Data is like an  
uncharted island



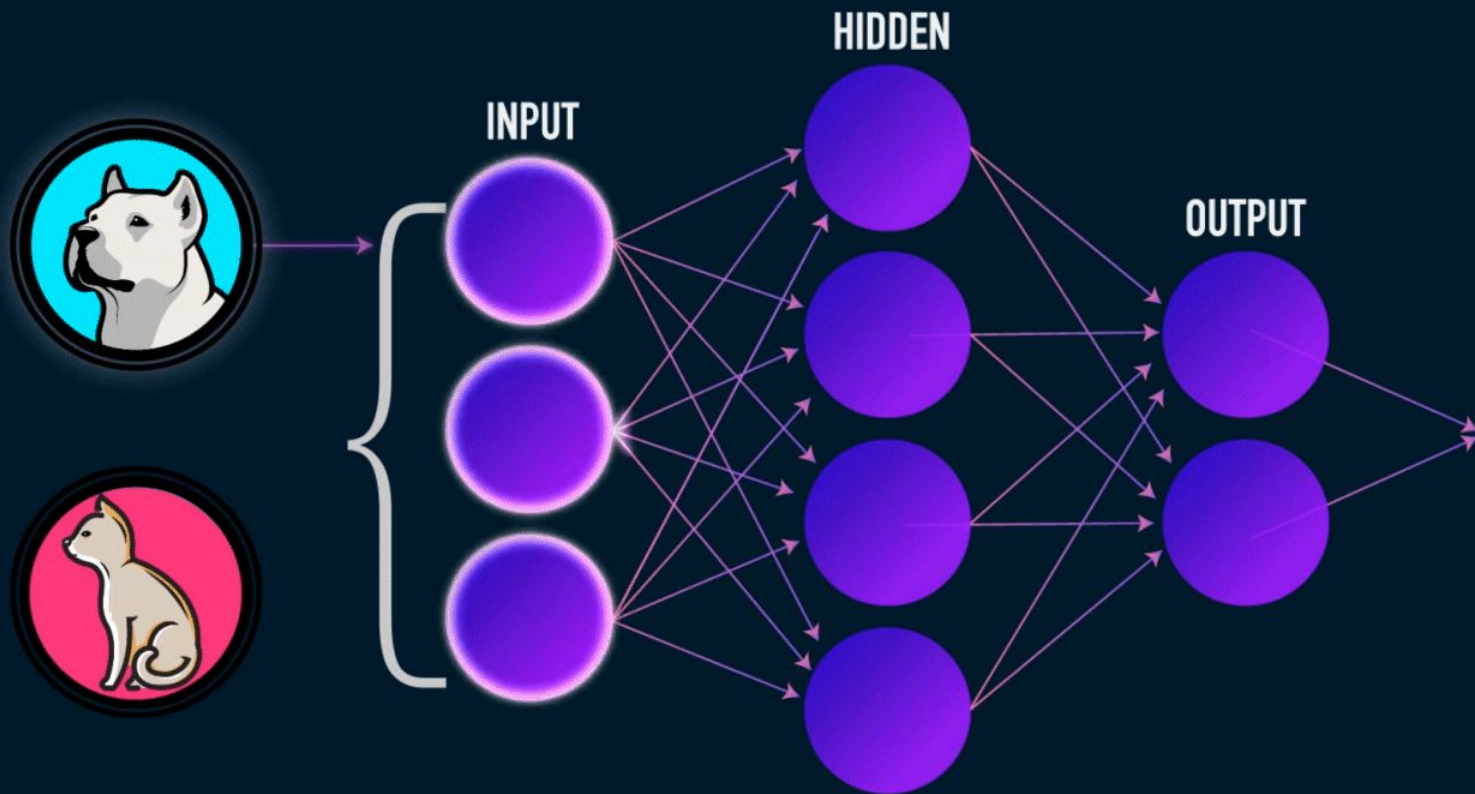


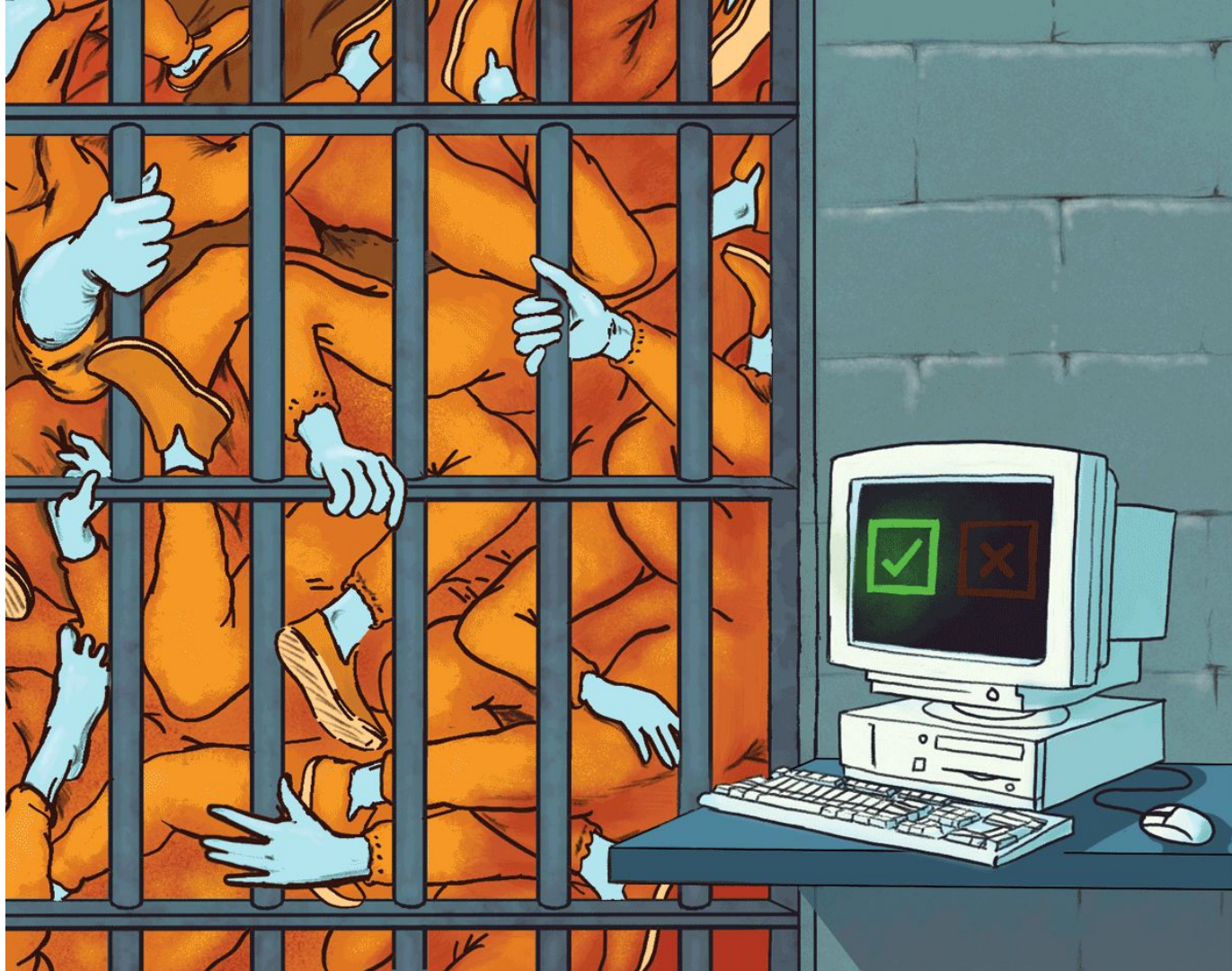


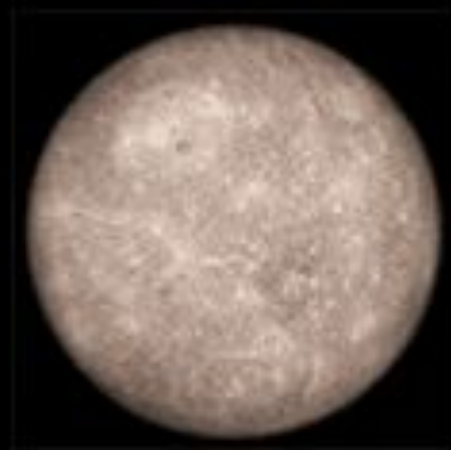
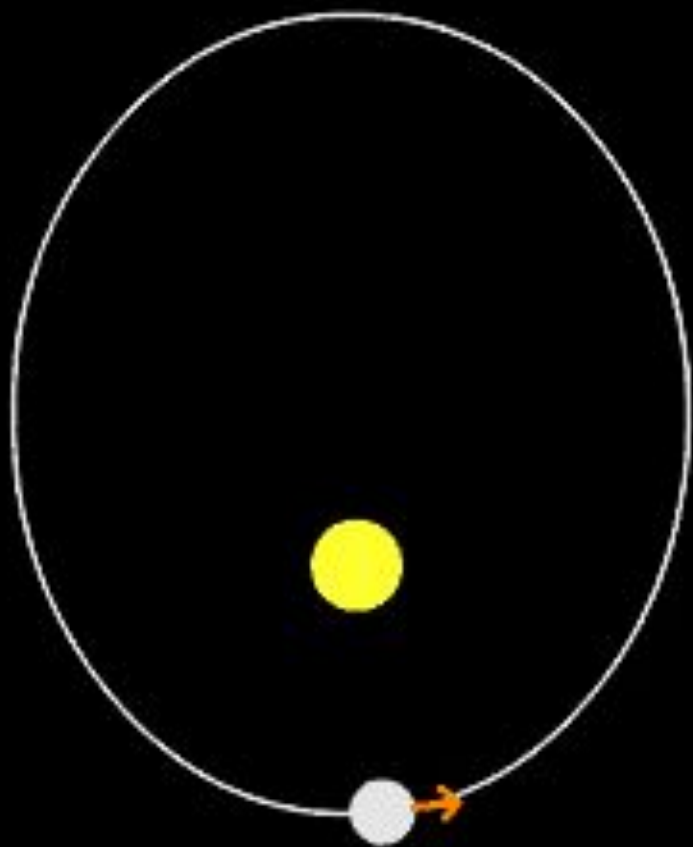












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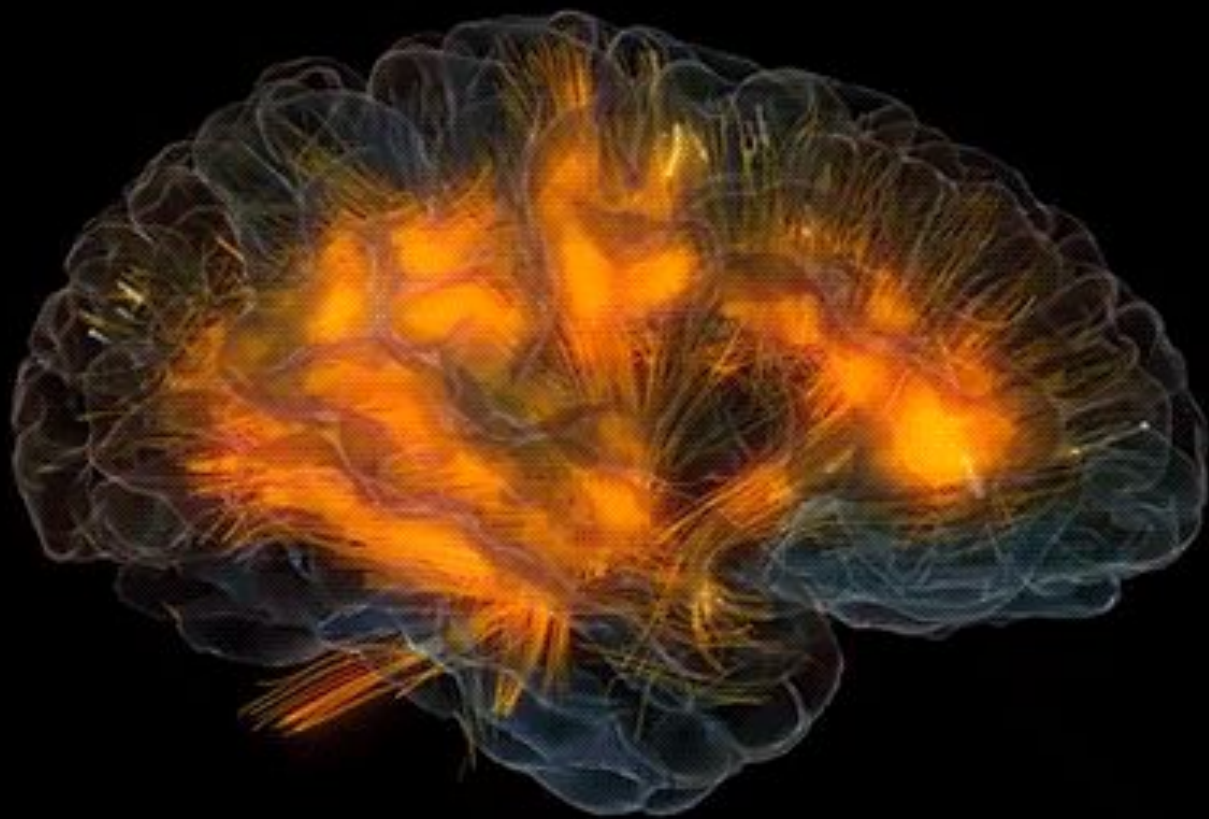


*Welcome to*



**the TRUTH**







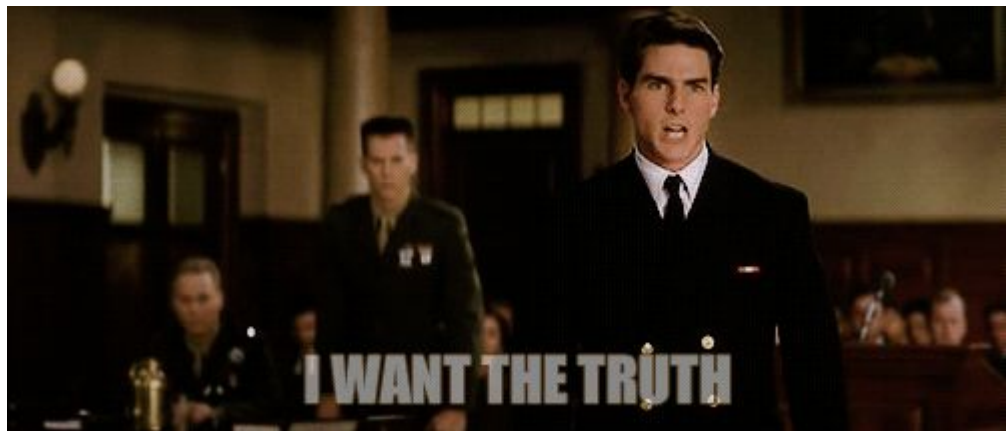






people trust people more than data









CULTURE  
- People  
- Place  
Support

Activity  
Assistance







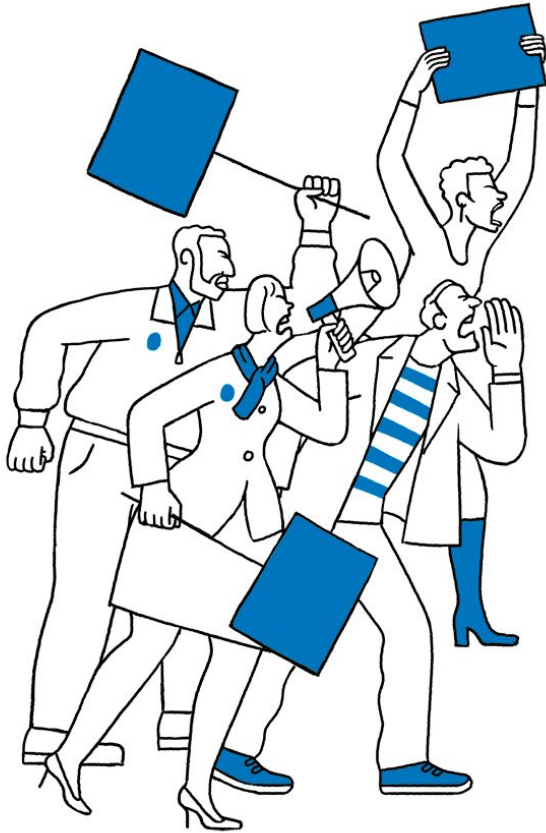
# “BALANCE” IN SCIENCE



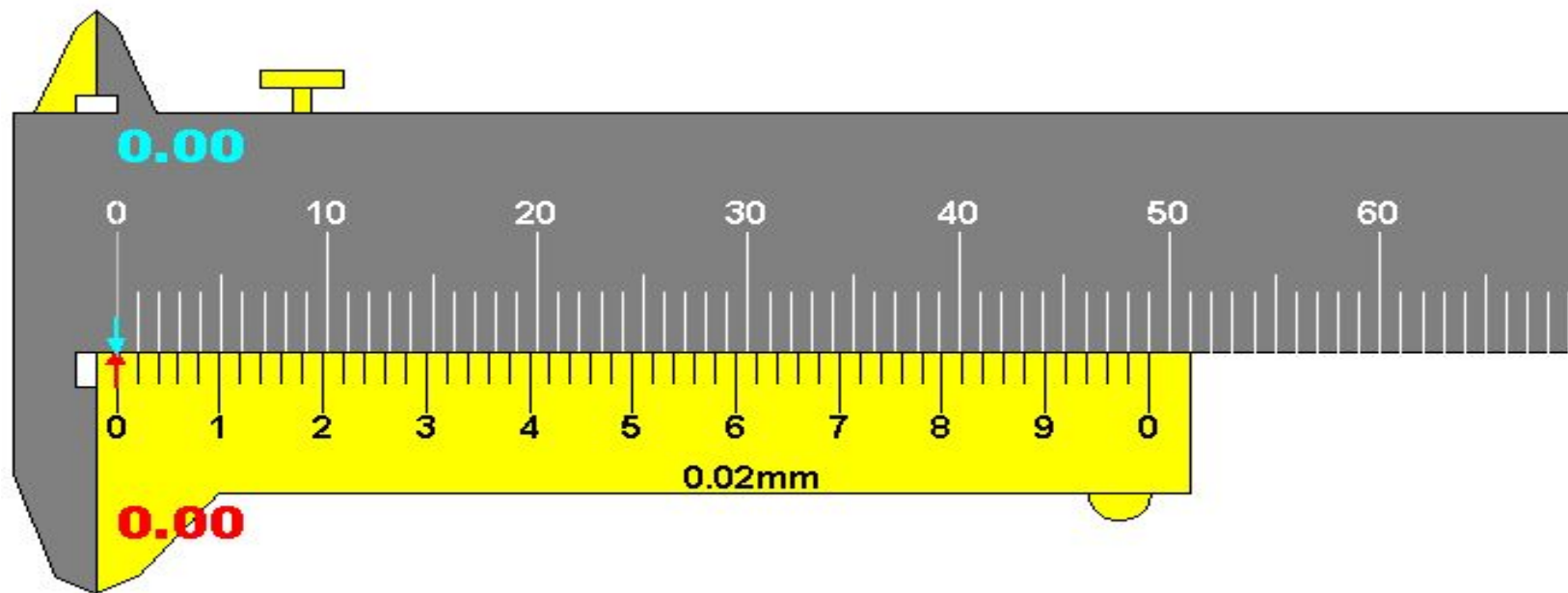
# Personal Truths



# Political Truths



# Measurements



Being EFFECTIVE is more important than being RIGHT





# KYA : Know Your Audience

- **Peers**
- **Stakeholders**
- **Senior Leadership**

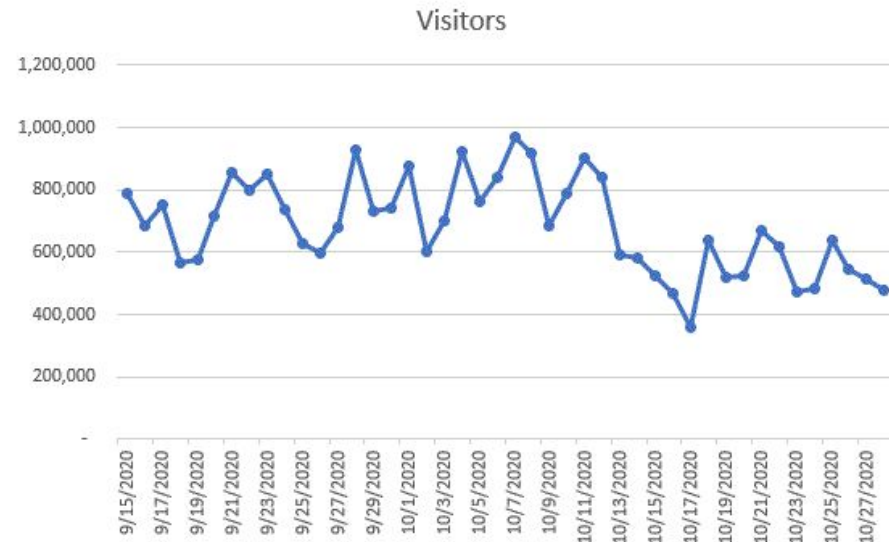


# Content

- Agenda
- Key Findings
- Supporting Data
- Reiterate Key Findings
- Recommendations / Next Steps



# Presentation Layout



# Presentation Length

- (Presentation length in minutes-10 minutes for questions ) / 5 minutes per slide
- For an hour presentation that comes out to  $( 60-10 ) / 5 = 10$  slides.



# The Big Picture

- KPI's
- Incremental Revenue Impact
- Reductions in cost or time



