Presenting for Data Scientists

Case Study

- The audience were executives with no knowledge about Data Science
- The presentation can be used to any number of people
- Pension funds

Intro

- Avoid "Ums"
- Outline the purpose
- Get them excited about the journey ahead
- Specify <u>exactly</u> the benefit they will get
  - How can they use their data to improve their business
- Get them engaged – make them laugh
- Get them engaged – ask a question
- Make sure everybody is on the same page
- Eye contact with several people in the audience
- Use intonation to make your story interesting

Make your audience say "WOW"

- Get them excited about the journey ahead

- Add a (relevant) funny image

- Add a plot twist

- Reenacting the situation with them participating as the data scientist (put the audience in your shoes)
  - Data science is complicated
  - Data science is hyped right now
  - Data science requires many skills

Presentation

- There is little text and there is a story (journey)

1. Outline the problem that will be discussed
2. Funny image
3. Start using graphs
4. Mention the insights
5. Finding the distribution that fits the plot
6. "What is this for?"
7. Show the backlog in an image
8. Show the solution
9. Compared the predicted and actual situation (measuring success, the best proof is the success)
10. Millions of dollars and customer satisfaction

Other subjects

- Brainstorming method
- How to present to executives
- The truth is not always pretty

Brainstorming method

- How to come up with a presentation

- The slides should be assisting you and not the other way around

- Use little text and many (relevant) pictures

- Your actual speech:
  - Write it when you are tired (don't be too technical)
  - Revise it when you're not

How to present to executives

- Always include the dollar amount
  - Cost
  - Savings
  - Earning
- Be prepared to answer technical questions in a simple way
- Leave the peak of a plot for them to ask, that will help starting with the Q&A

The truth is not always pretty

- Data Science is bottom up
- Data Science looks at the facts
  - If there is a bottleneck, there is a bottleneck
  - If there is a inefficiency in a department, there is a inefficiency in a department
- People may not like the facts
- Tell them since the start that the insights that may be found, they may not like them, discuss "what ifs" with them

Passion and the Wow-factor

- How to impress your audience: Be passionate
- Smile