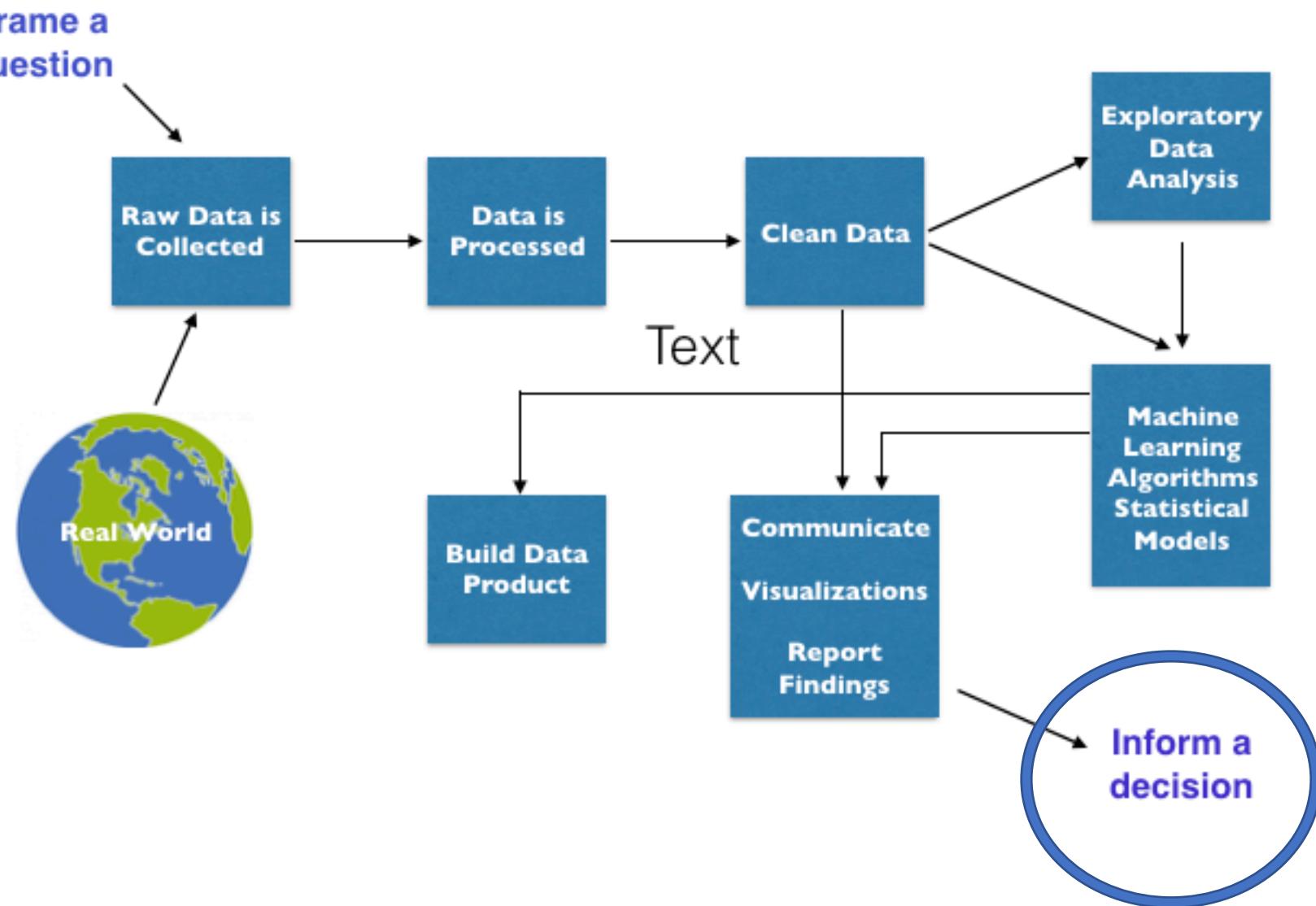


Introduction to Data Science

Data Science Essentials



The Data Science Process



Stories will stick with your listener more effectively than statistics will.

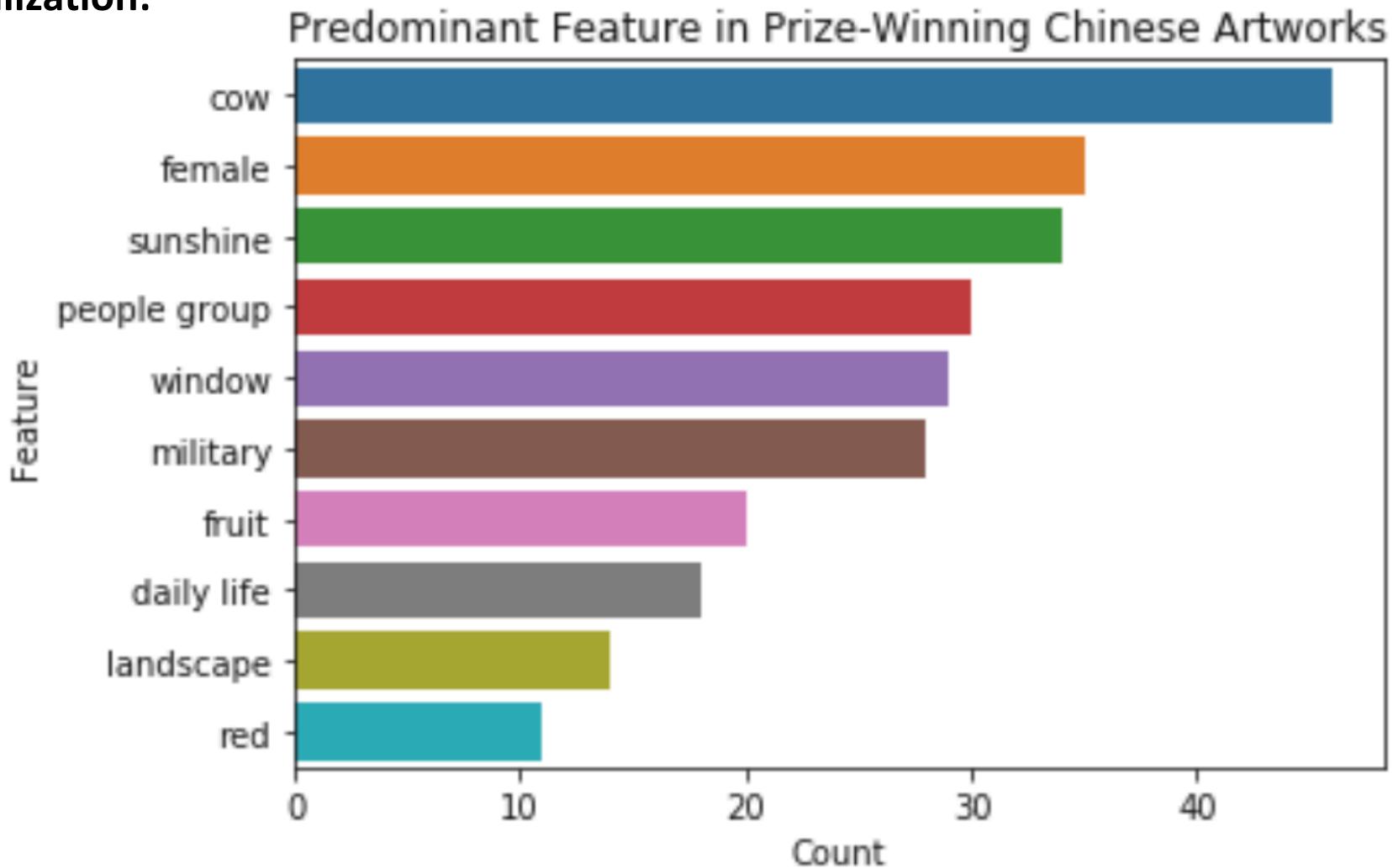
Consider an analysis of features that were common to prize winning art in China.

We could display the data in tabular form:

| | Feature | Count |
|---|--------------|-------|
| 0 | cow | 46 |
| 1 | female | 35 |
| 2 | sunshine | 34 |
| 3 | people group | 30 |
| 4 | window | 29 |
| 5 | military | 28 |
| 6 | fruit | 20 |
| 7 | daily life | 18 |
| 8 | landscape | 14 |
| 9 | red | 11 |



Or create a visualization:



But storytelling makes more of an impact:

<https://youtu.be/w9w08-NPiM>



Some things to keep in mind when creating your presentation

- **Why should/does your listener care?**
- **What is compelling about your findings?**
- **What narrative should accompany your findings?**
- **What visualization is appropriate to the insights you want to communicate?**



An example from Communication and Storytelling - Harvard's CS109 course:

<https://matterhorn.dce.harvard.edu/engage/player/watch.html?id=7f968df9-404a-46a2-ae5f-e35479875f95>



And a classic to watch on your own!

Hans Rosling is a classic example of effective data storytelling. Here is his TED Talk along with some others.

<https://bigdata-madesimple.com/best-ted-videos-on-data-visualization/>



Next week: Kim/Ashley will probably ask you to come early.

- Presentations: 7-10 minutes
- Panel:
 - **Rob Harrigan (PhD 2017), Lead ML Engineer at CBS Interactive**
 - **Mahesh Rao (PhD 2016), Data Scientist at Amira Learning**
 - **Glenna Dunn (PhD 2019), Data Scientist at XSOLIS**

