

# Analytics Jumpstart

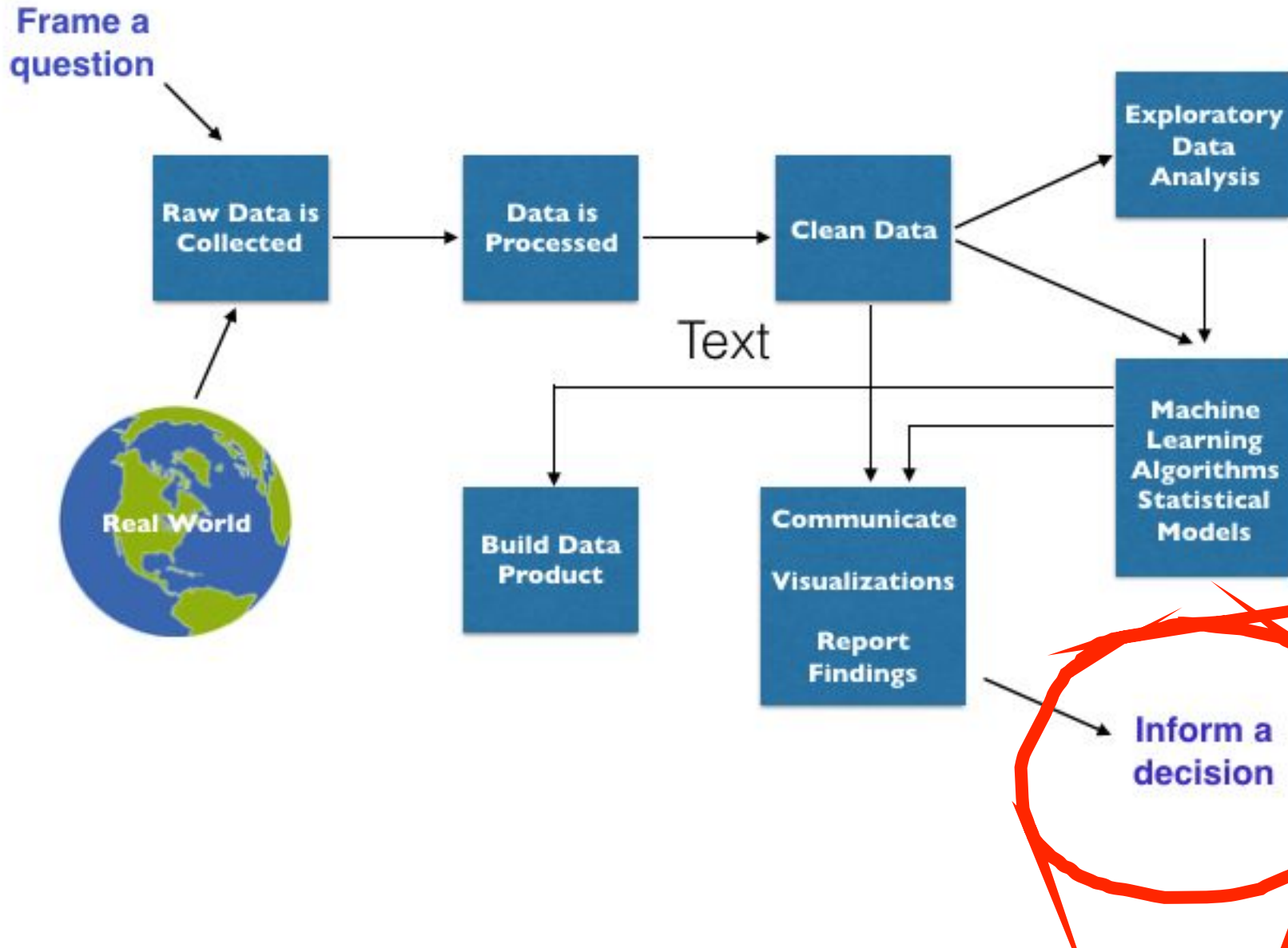
## Presentation + Storytelling

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Nashville Software School



# The Data Science Process



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

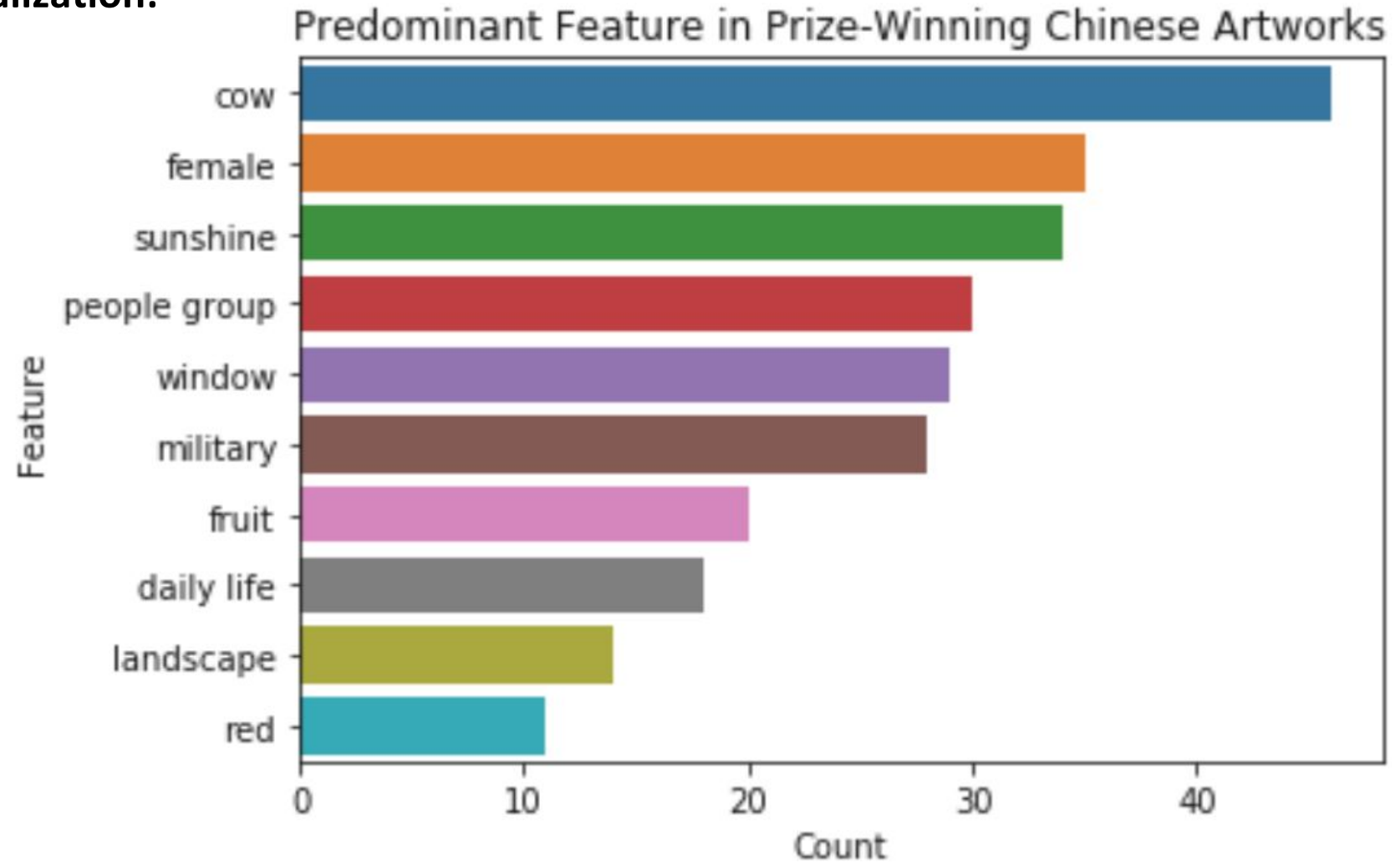
*Consider an analysis of features that were common to prize winning art in China.*

**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-NPivM>



## 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?**



## More examples and inspiration:

**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/>

**There are many ways to think about your data and the story it tells. Here are a few.**

<https://bi-notes.com/examples-data-storytelling-analytics/>



# Think like a designer when creating effective visualizations

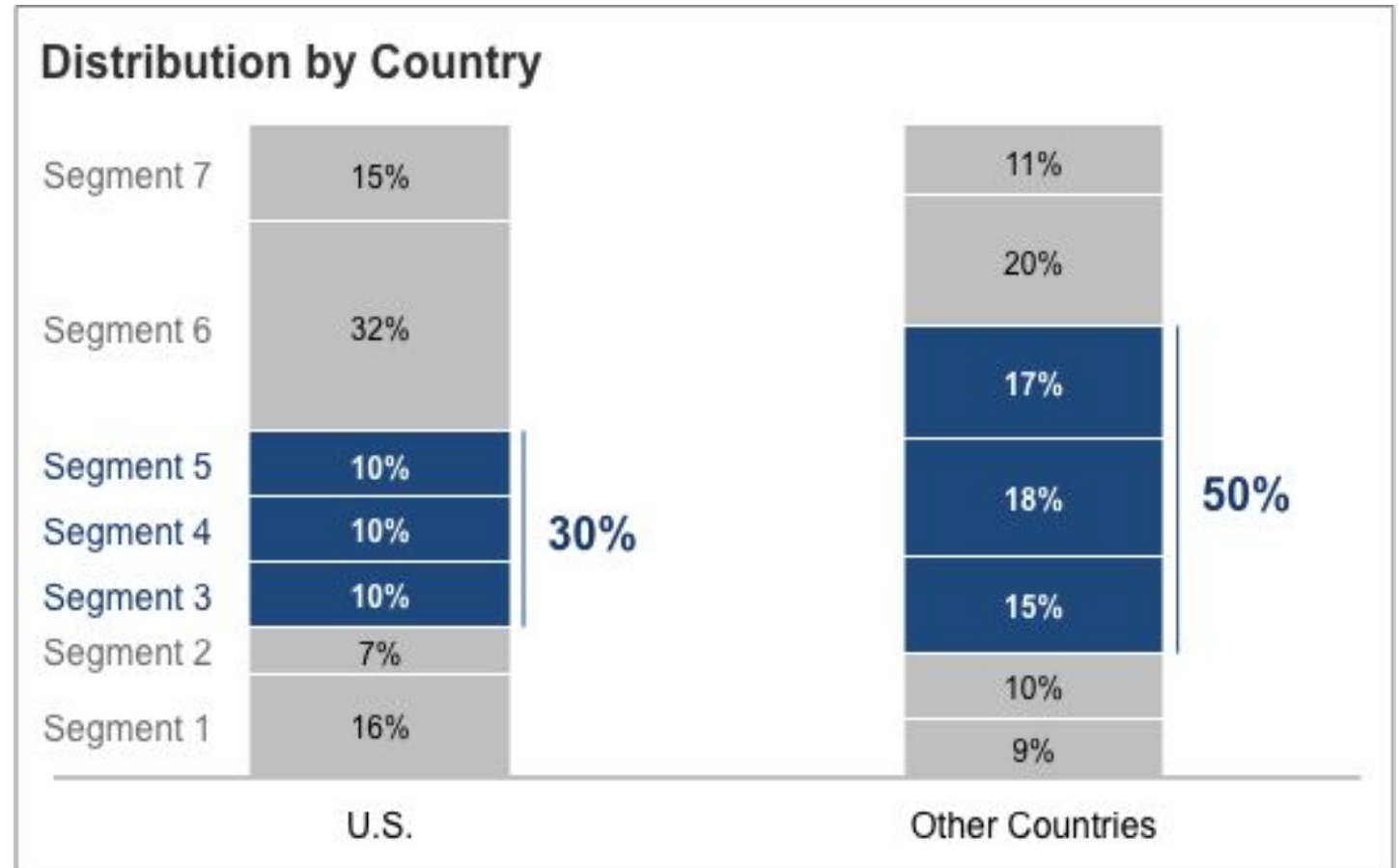
- Highlight the important stuff
- Keep it clean
- Make it approachable





# Highlight the important stuff

- **Bold**
- *Italics*
- Underline
- **Color**
- **Size**
- Arrows/Lines



# Keep it clean

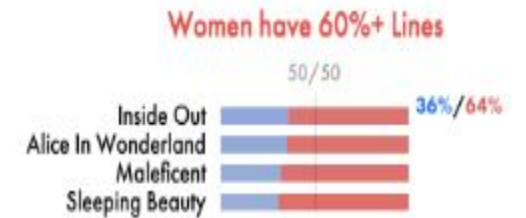
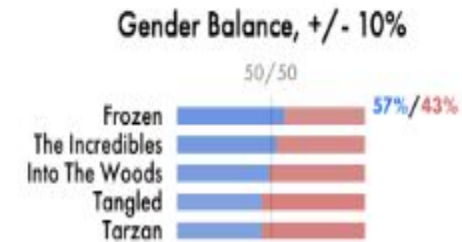
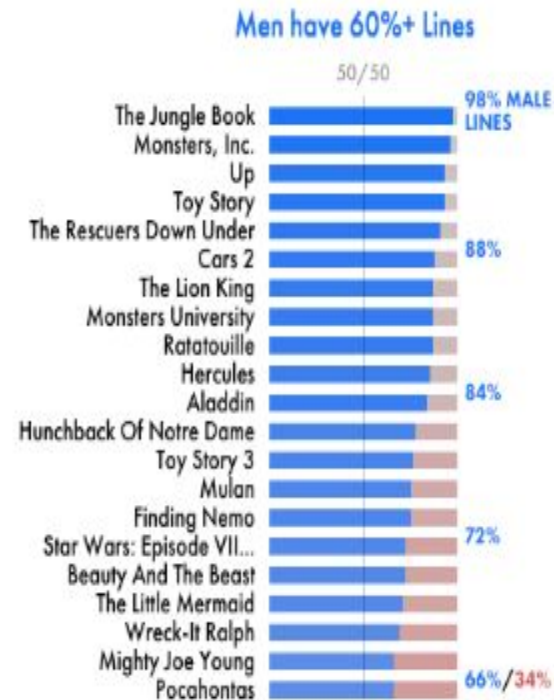
- Embrace Whitespace
- Watch Alignment
- Consistent Colors



## Screenplay Dialogue, Broken-down by Gender

2,005 Screenplays: Dialogue  
Broken-down by Gender

Only High-Grossing Films: Ranked in  
the Top 2,500 by US Box Office \*



# Make it approachable

- Clean Labels
- Check Accessibility
- Avoid Jargon

## Who donates?

- Countries and Institutions have increased their donations decade over decade, being the main increase from 1970-79 to 1980-89.
- Above 70% of the donations are mostly concentrated in the top 5 donors.

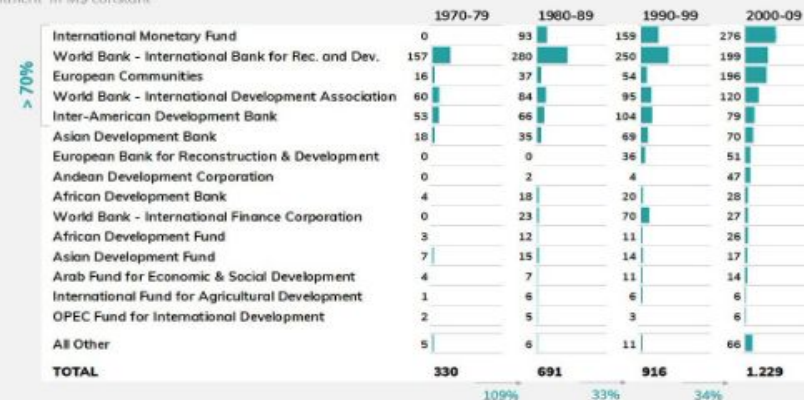
### Top 15 Donor Countries

Commitment in M\$ constant



### Top 15 Donor Institutions

Commitment in M\$ constant



Source: AID DATA

Designed by: **historias**  
con datos



# Questions?

