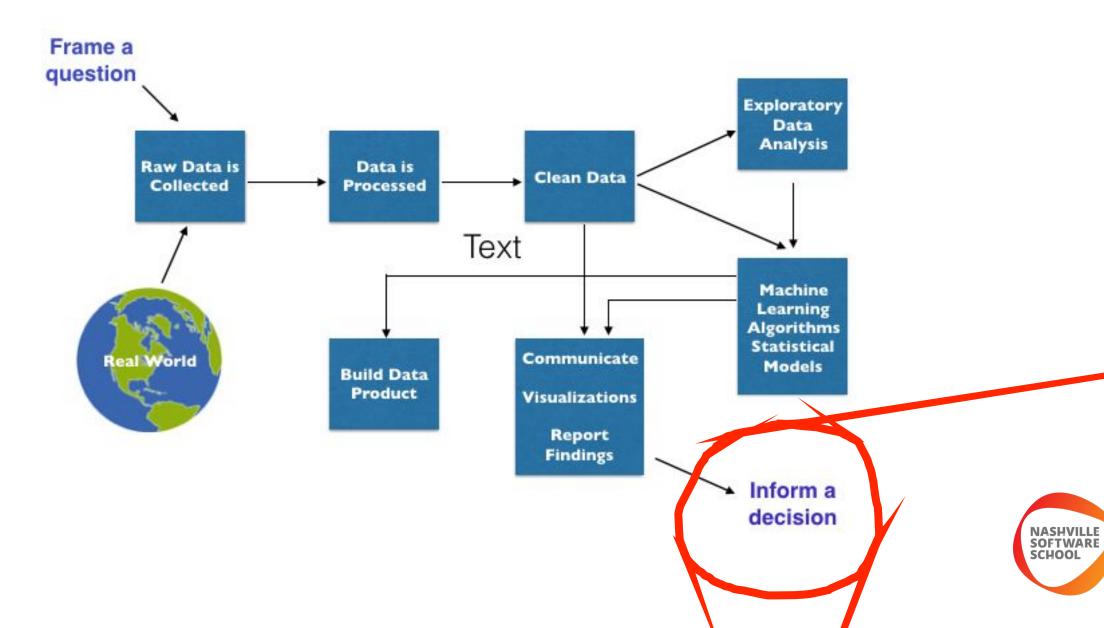
# **Analytics Jumpstart**

# **Presentation + Storytelling**

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.

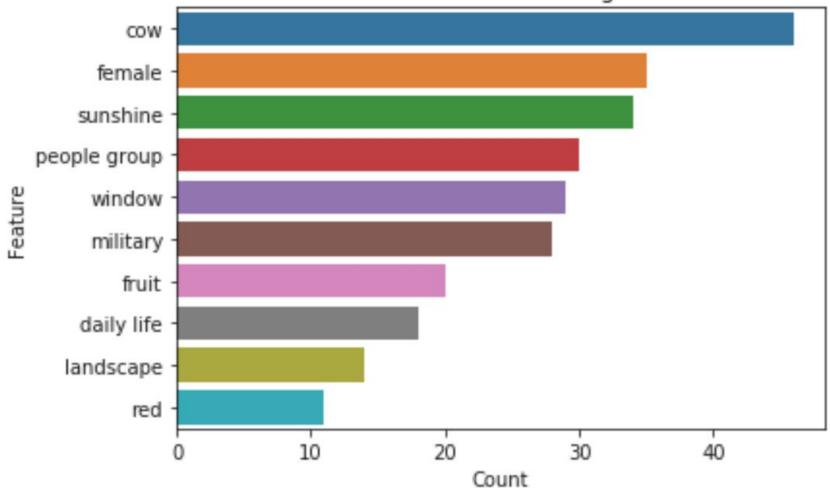
We could display the data in tabular form:

|   | 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/



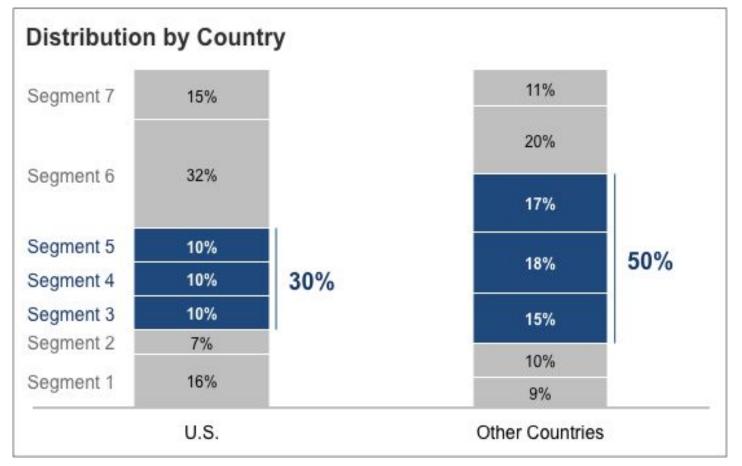
### Think like a designer when creating effective visualizations

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



# Highlight the important stuff

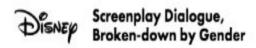
- Bold
- Italics
- Underline
- Color
- Size
- Arrows/Lines



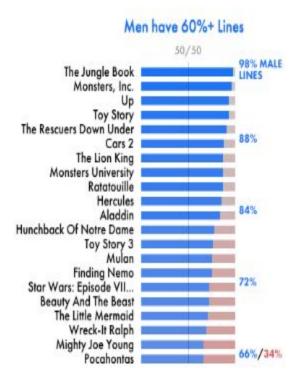


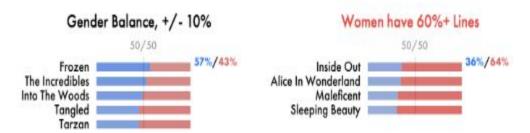
# **Keep it clean**

- Embrace Whitespace
- Watch Alignment
- Consistent Colors



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 concetrated in the top 5 donors.

#### **Top 15 Donor Countries**

Commitment in M\$ constant

The Top 15 Donor Countries has been constant over the years. US has been the main donor and also the one that has increased more the donations.

The Top 15 Donor Institutions has vary over the years, sometimes because new institutions appear to cope with the new needs arising.



#### **Top 15 Donor Institutions**

Commitment in M\$ constant 1970-79 1980-89 1990-99 2000-09 International Monetary Fund 159 World Bank - International Bank for Rec. and Dev. **European Communities** World Bank - International Development Association 60 Inter-American Development Bank 70 Asian Development Bank 51 European Bank for Reconstruction & Development Andean Development Corporation African Development Bank World Bank - International Finance Corporation African Development Fund 11 14 Asian Development Fund Arab Fund for Economic & Social Development International Fund for Agricultural Development **OPEC Fund for International Development** All Other TOTAL 916 1.229 33% 10996 34%







# Questions?

