

## **Data Science Career Track Different Data Science Presentation Styles**

There are three common presentation styles that data scientists use to make recommendations and share insights. All of these styles should be used after one has finished with the data science pipeline. As a data scientist, you'll need to adapt your presentations depending on the kind of audience you are presenting to. The three types of presentation styles include:

**Executive** – These presentations are aimed at traditional senior leadership (C-Suite executives and general management) who tend to focus on the larger picture and overall company strategy. When being presented with new information, they will want you to focus on the **financial** or **strategic** implications of your analysis and how your findings will **impact the business' profitability or bottom line.** 

**Technical** – These presentations should focus on the **technical details and technical implementation** of your analysis. These audiences are more interested in how your models will be or have been implemented, rather than what your models mean for the business' bottom line. This means that when you put together a technical presentation, you should **focus on actionable next steps**, rather than the financial or strategic implications of your findings.

Non-Technical – These presentations should contain information that makes sense to someone without any technical understanding of the material you're presenting. You'll give non-technical presentations to everyday stakeholders, executives, or technical stakeholders that have no subject-matter expertise. When creating a presentation in this style, it's important to be careful not to include too much or too little detail. Financial or strategic implications tend to be limited, or if included, will be at a very high-level.



## Adapting different presentation styles with respect to audiences is key; consider the below table for when you should use each style.



