<iframe width="399" height="710" src="https://www.youtube.com/embed/c2DIqBRjmS4" title="7 Principles to make your Data ideas stick" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>

  
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"Made to Stick" is a book by Chip and Dan Heath that discusses six principles for creating ideas that are memorable and effective. These principles can be useful for data analysts to consider when preparing data presentations. Here are some examples of how data analysts can use these principles in their presentations:

1. **Simple:** Use simple and clear language to convey your message and avoid using technical jargon or unnecessary details.
2. **Unexpected:** Use data and examples that are surprising or unexpected to capture the attention of your audience.
3. **Concrete:** Use concrete examples, ideally day-to-day objects or experiences that people can relate to (e.g. object: hammer, experience: grocery shopping)
4. **Credible:** Use research from reputable sources to establish the credibility of your message.
5. **Emotions:** Use storytelling and anecdotes to connect with your audience emotionally and make your message more memorable.
6. **Stories:** Use data to tell a compelling story that helps your audience understand the insights and implications of your findings.

By using these principles, data analysts can create data presentations that are engaging, memorable, and effective at communicating their insights and persuading their audience to take action.

FYI I added my own principle: similarity. Make it relatable, not just for people in general. But specifically to your audience in that presentation.