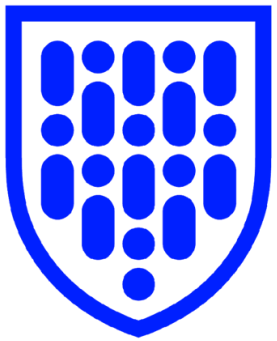

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Data Science and AI

Presenting Skills

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Agenda

1. Planning frameworks
2. Delivery techniques
3. Practical exercises

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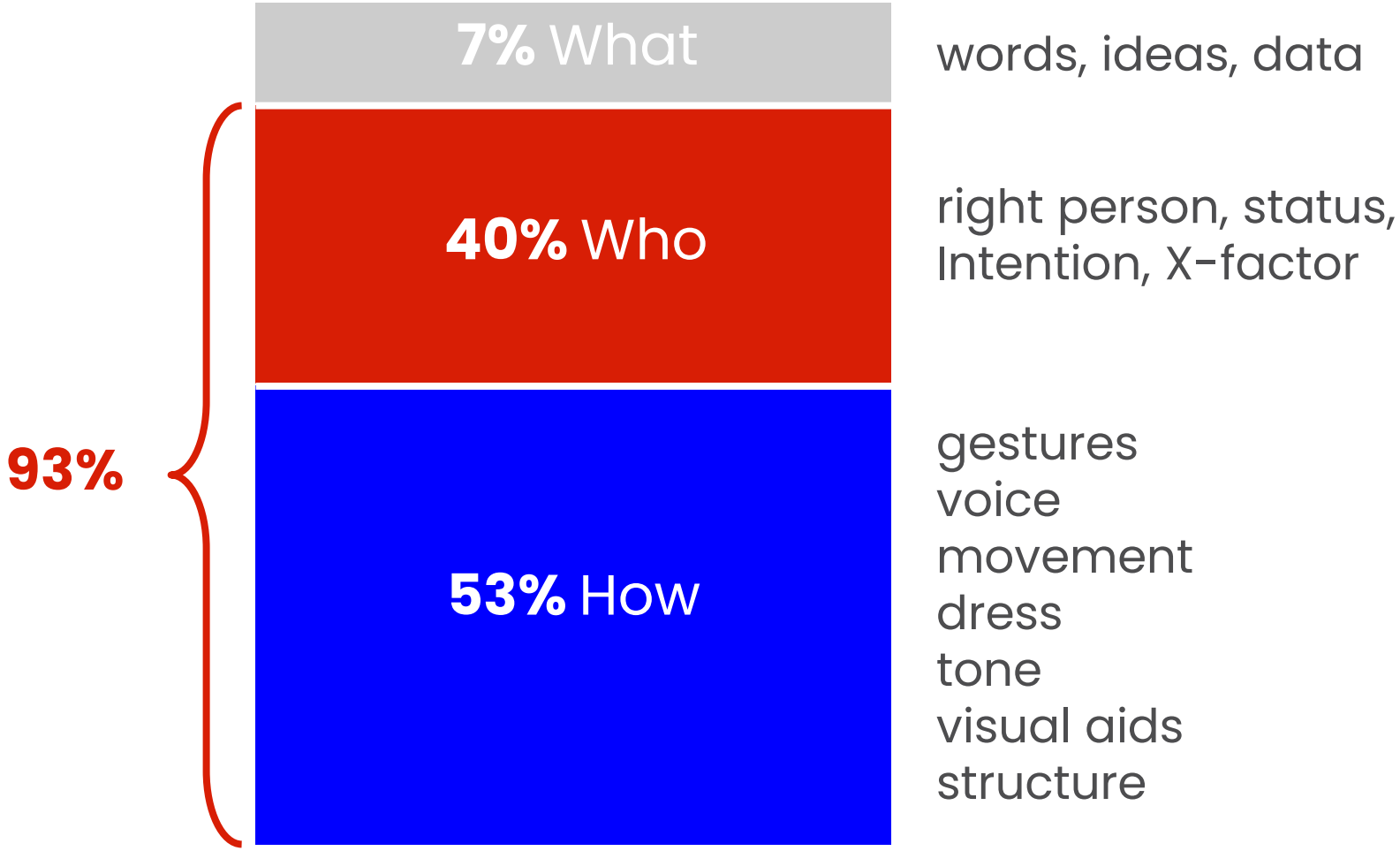
Impact and Effectiveness



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The two elements of a good presentation

- Control
- Confidence
- Flexibility

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Planning Frameworks

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Presentation Formats

- Impromptu Outline
- Short Presentation Outline
- Formal presentation structure

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Essential Stages of Presenting

1	Make sure the listener is ready to receive the message	**Beginning**
2	Communicate the message	**Middle**
3	Make sure the listener has received & understood the message	**End**

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Impromptu Outline

1	Tell ‘em what you’re going to tell them	**Beginning**
2	Tell ‘em	**Middle**
3	Tell ‘em what you just told them	**End**

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Short Presentation Outline

1 Subject	- State it	**Beginning**
2 Agenda	- Areas to be covered	
3 Body	- Cover each area	**Middle**
4 Summary	- Key idea from each area	**End**
5 Conclusion	- Main idea, next steps, recommendation	

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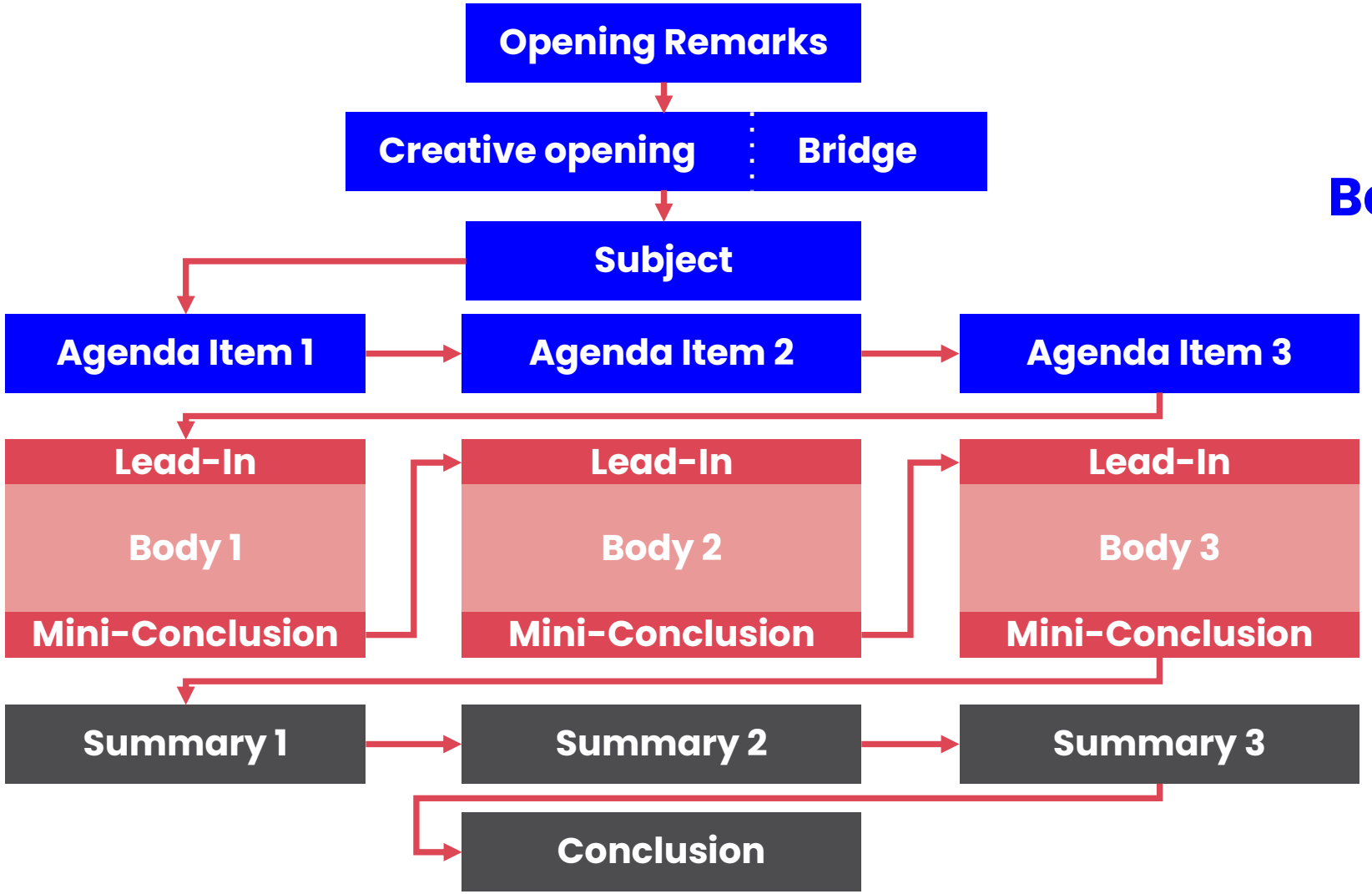
Formal Presentation Structure



Beginning

Middle

End

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Delivery Techniques

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The Impact of Eye Contact

Good Use

Trust
Genuine
Confidence
You care
Engage
Show interest
Competence
Enthusiasm
Authority

Poor Use

Dodgy
Distrust

Too Much

Intimidating
Unsettling
Rude
Overbearing

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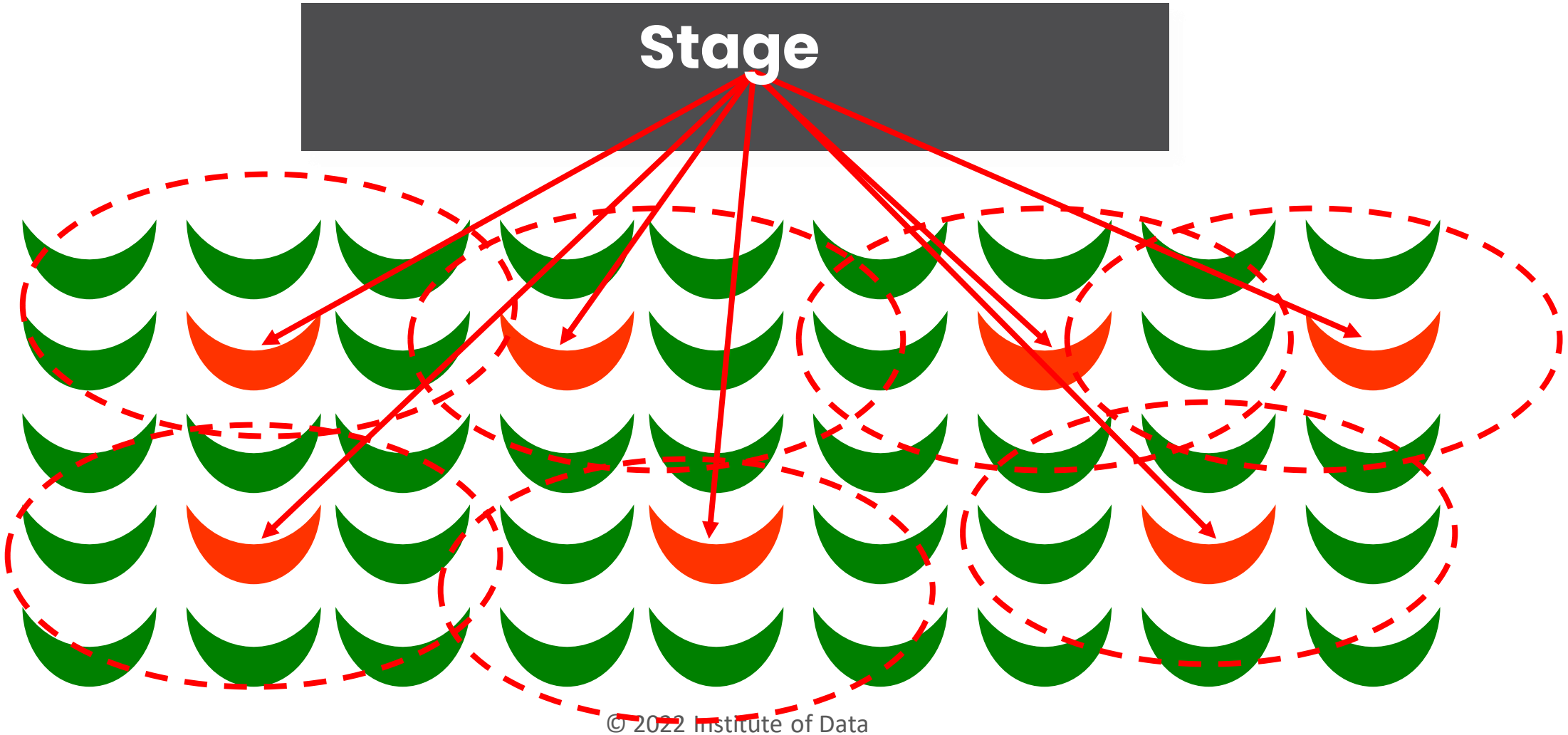
Public Speaking Eye Contact Clusters



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Confident Manner

1. Eye contact
2. Use pauses and silence to your advantage - Say nothing instead of “Um”
3. Control your pace
4. Use hand gestures appropriately
5. Move to a new position to indicate a new idea

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Exercise: Touch, Turn, Talk

- Touch - click the clicker
- Turn - to the audience
- Talk - make eye contact and deliver the message

Present from the following slides

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WHAT IS BIG DATA AND WHY IT IS IMPORTANT?

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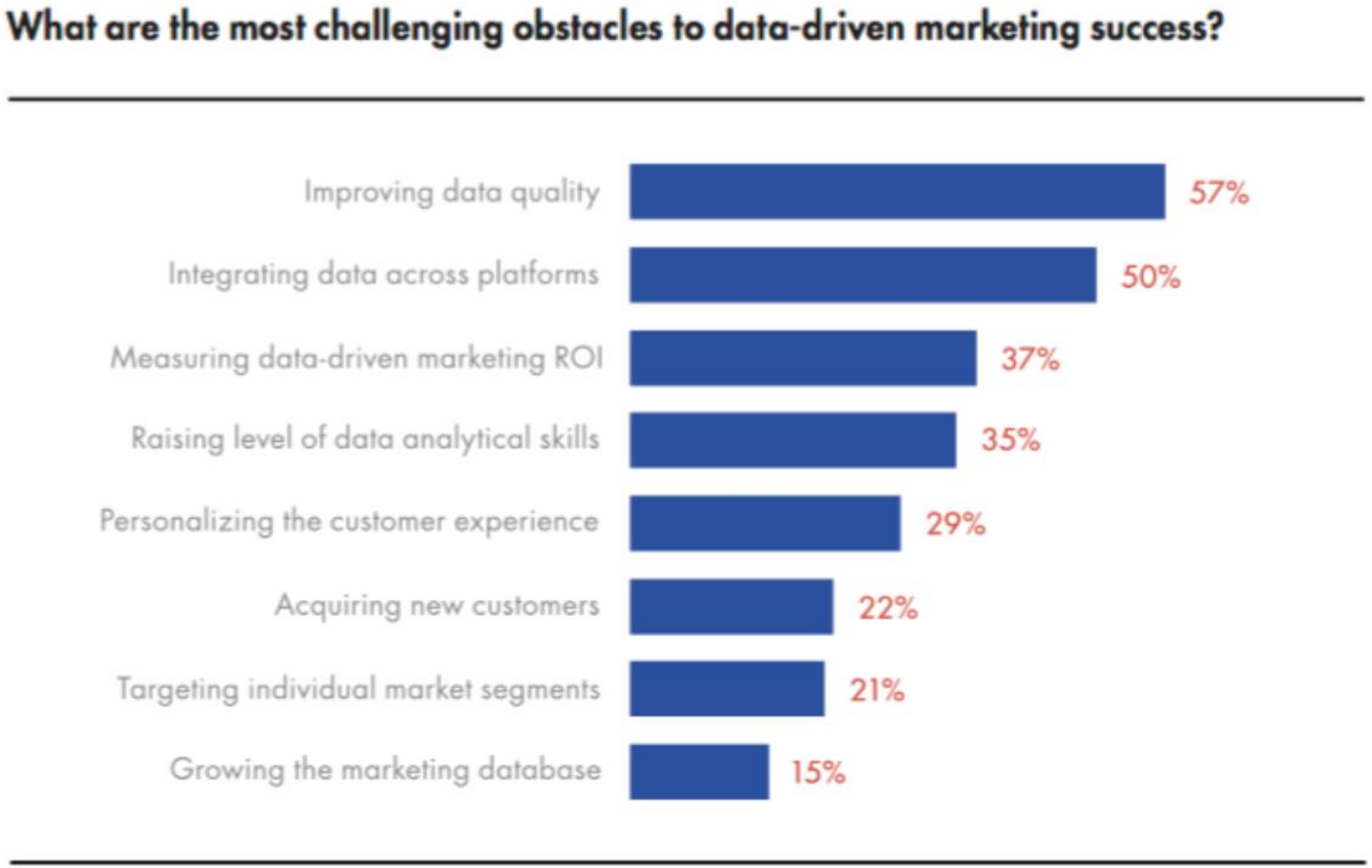
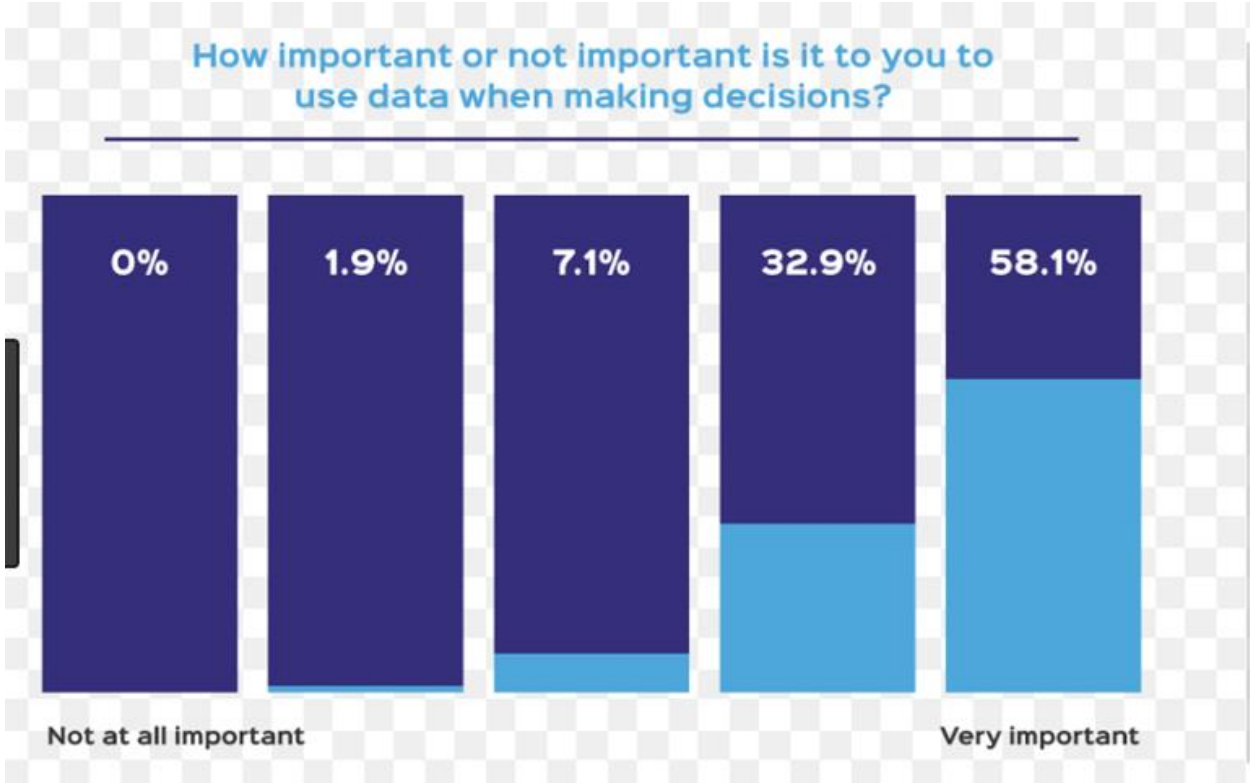
Data Driven Marketing

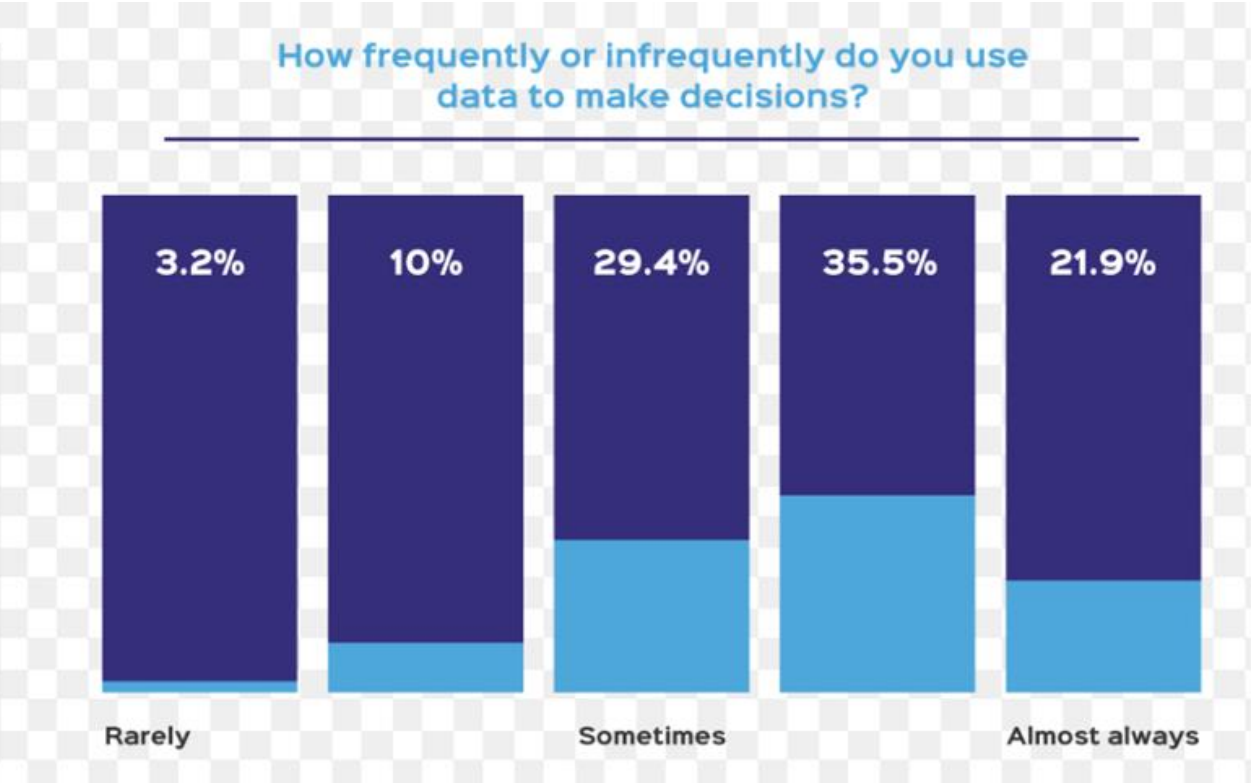


Source: Data-Driven Marketing Trends Survey by Informatica in partnership with Dun & Bradstreet and Ascend2.

N = 158 Data Quality Benchmarks.

Data Driven Decisions





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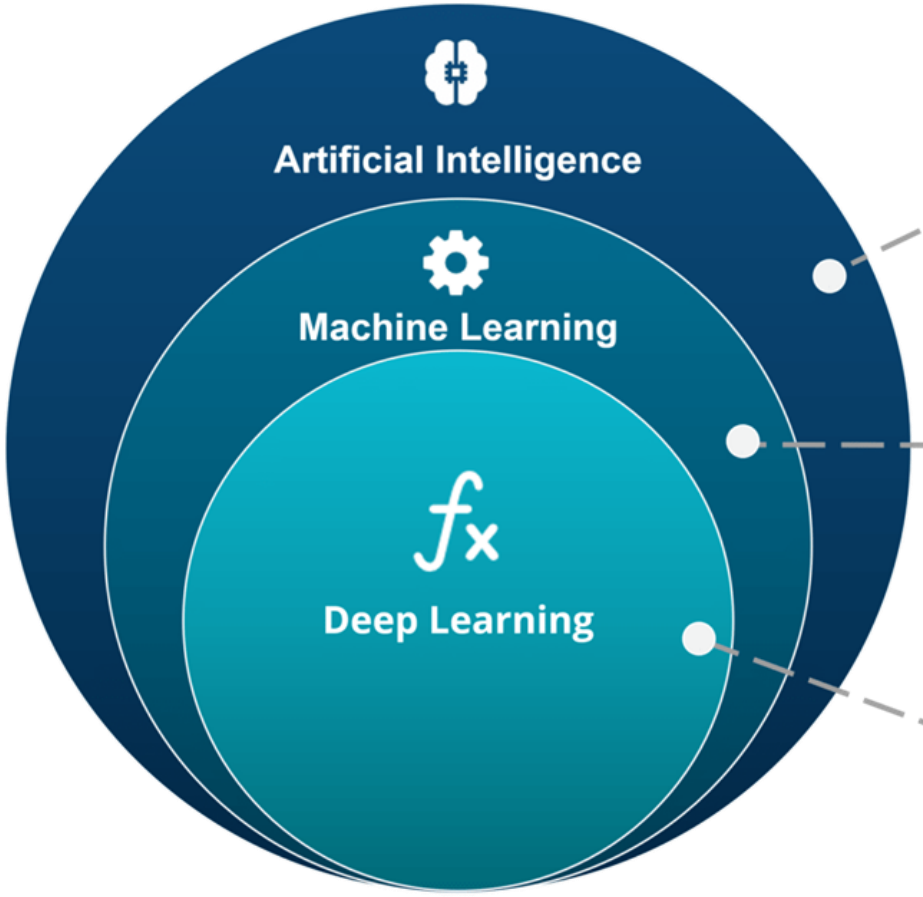
AI, ML & DL



ARTIFICIAL INTELLIGENCE
A technique which enables machines to mimic human behaviour

MACHINE LEARNING
Subset of AI technique which use statistical methods to enable machines to improve with experience

DEEP LEARNING
Subset of ML which make the computation of multi-layer neural network feasible

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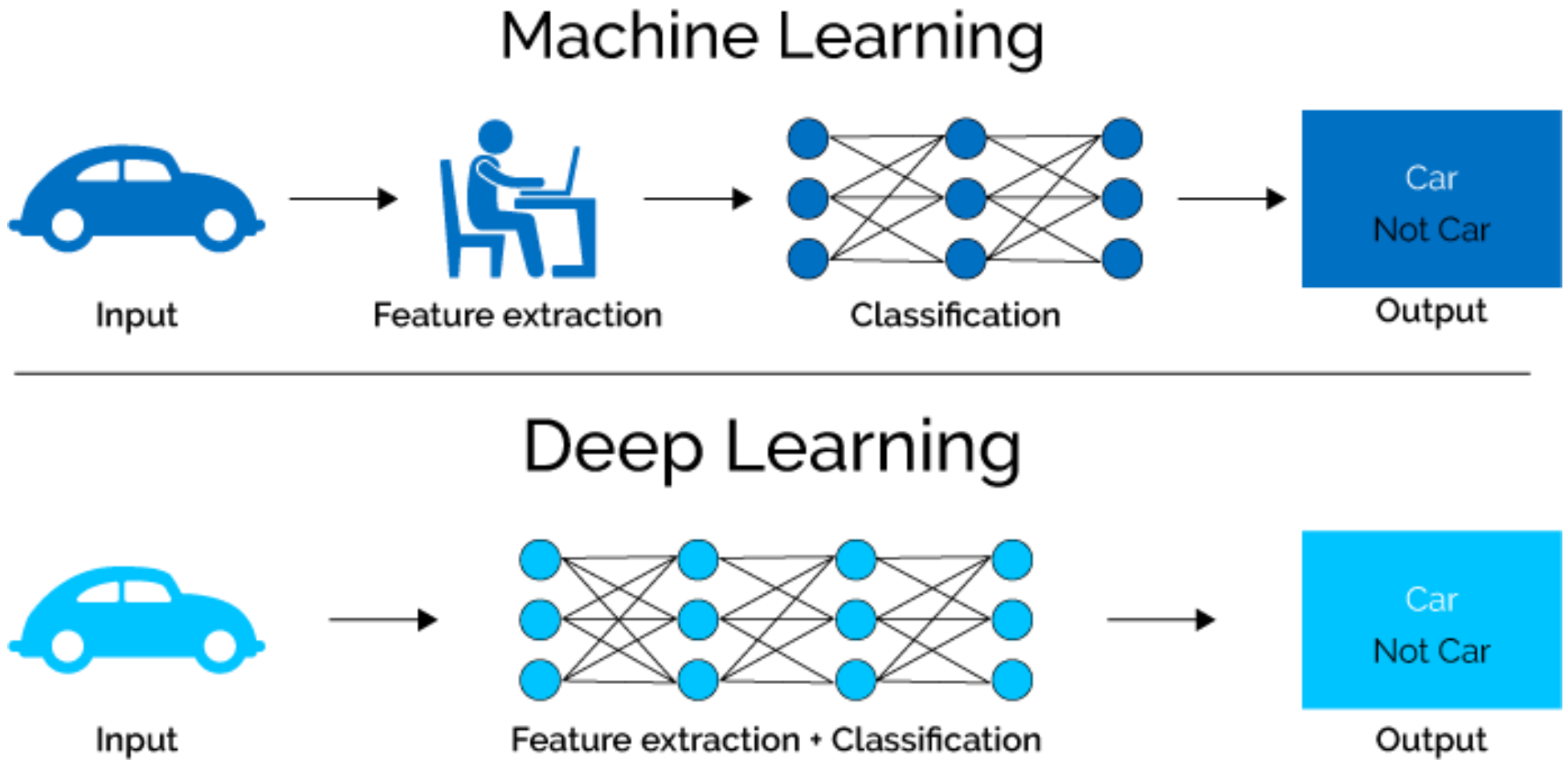
ML v DL



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3 things I like about Cats

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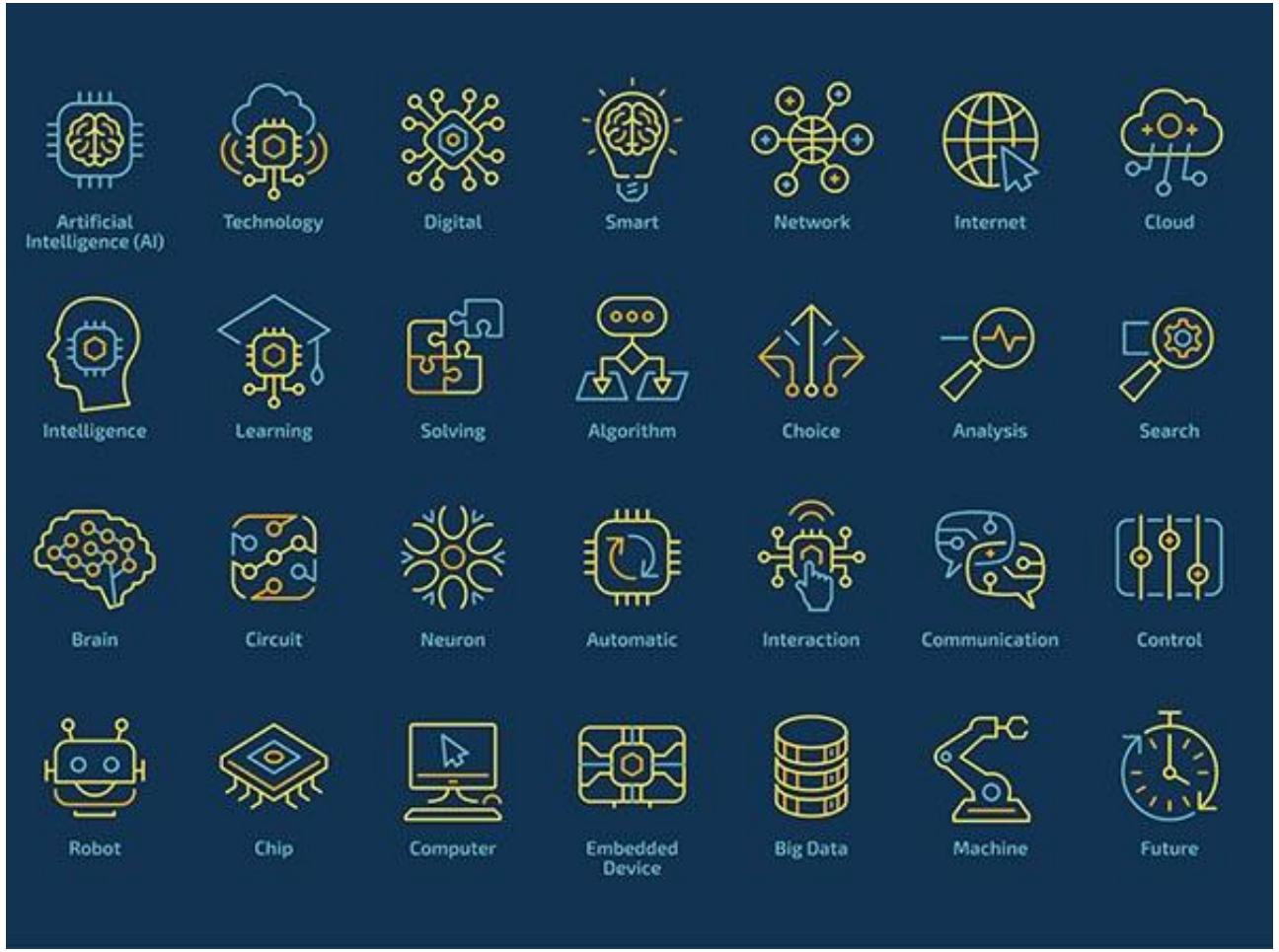
Why Data is better than Ideas



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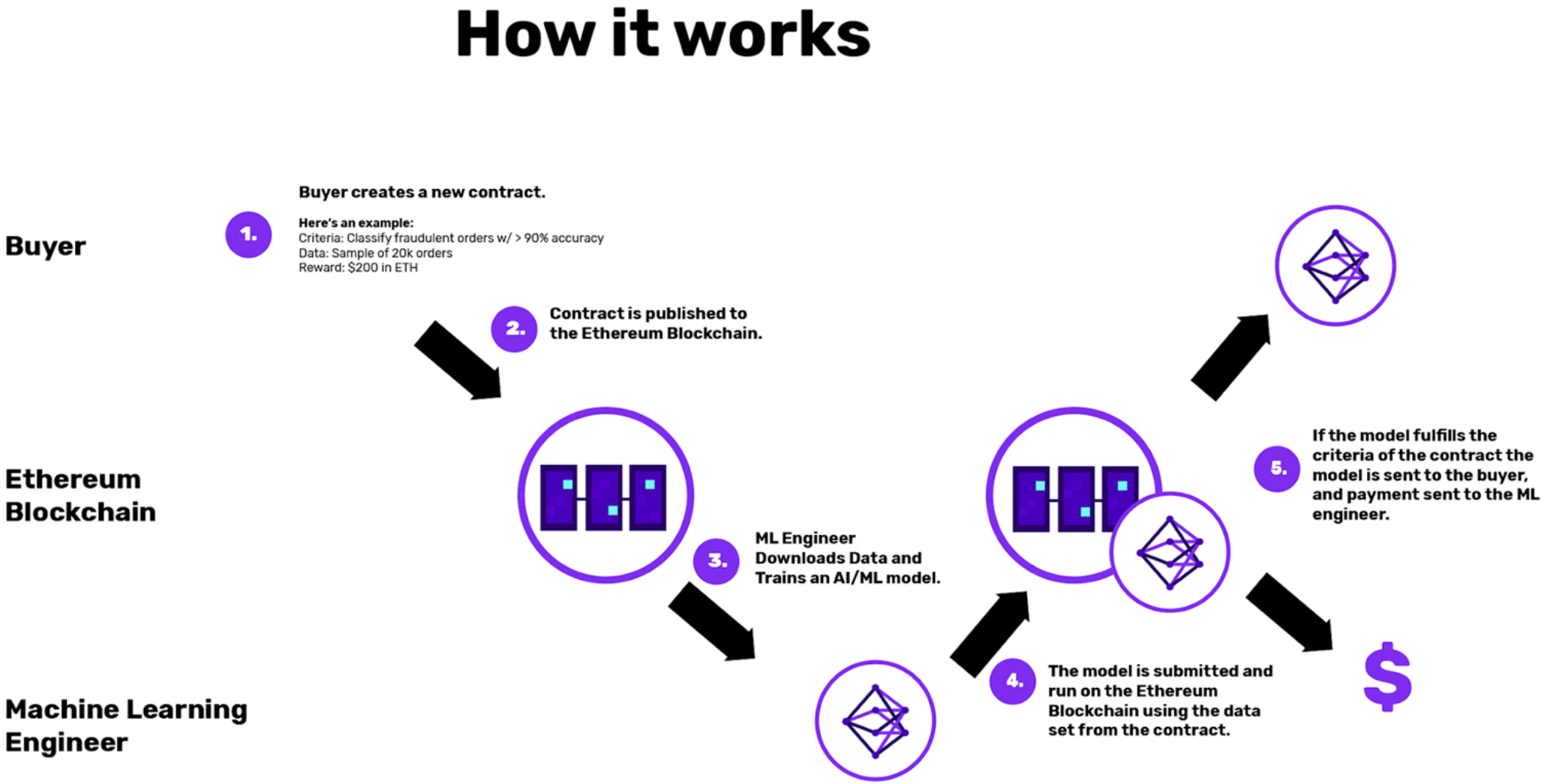
How Blockchain Works



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Exercise: Capstone Project Presentation

- Revise Capstone Presentation in light of short presentation outline or formal presentation structure
- Present!

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Wrap up

Today we covered:

1. Planning frameworks
2. Delivery techniques
3. Practical exercises

Do that and you'll present with Impact and Effectiveness.

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