

Sharing data stories

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01 | 03/23

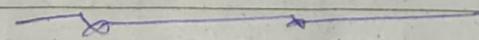
- > Understand →
- > Focus →

Logically organised → Interesting → Communicate key messages clearly!

Effective presentation supports your presentations / narrative by making it interesting than words alone.

- * Narrative you share with stakeholders needs.
- > Characters : people affected (why they care?)
- > Setting : Describes current situation (what, where, why)
- > Plot : creates tension in current situation (challenge from competitor, inefficient process, etc)
- > Big Reveal : Show how data solves the problem.
- > Aha moment → Explain why it'll help company.
(Sharing Recommendations)

Outlining is a great way to start.



Characters, setting, plot, Big Real & Aha moment.

- > Slideshow should look professional & appealing
- > Catch audience & keep em focused!

Theme → Fun / Professional — type

Choose a theme that matches your tone & info

make presentation consistent & support the argument you're trying to make.

- * Presentation should include date as date created or date last updated:
- * Keep text less than five lines and 25 words per slide
- * You won't then to focus on what you're saying not busy reading slides.
 - > Avoid slangs & abbreviations, words or phrases specific to region
- * When sharing visuals don't share too many details at once

* Create visuals don't leave room for interpretation
as the meaning is instantly understood!

(*) What's the single most important thing I want my audience to learn from my analysis?

If you have too much to show:

create a new visual for each point

Add arrow, callout, clearly labeled element

direct audience to what you want them to look at

Finally the Aha Moment

[Conclusion]

when to copy & paste link or embed a visual into slideshow.

o Copy & paste → Directly edit in your slideshow
↓

~~original~~ won't change when edit slideshow

o Link → live at the original place while
dynamically updating on the presentation
(connected by URL)

o Embed → lives at original source file but the
embedded copy is independent, change
in ppt won't affect source.

Theme | Text | visual | Reveal | Paste | Link | Embed

Sugars, Analytical lead!

Imposter syndrome is completely normal.

> Pep talk ("You deserve it")

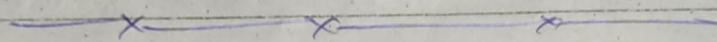
> Log of success & failures

↓

when you feel you do not belong here,

(look at your achievements).

> Worked hard & earned it!



02/03/23

Week 4

Y4

Part 2 Science of an Effective Presentation

Q: Who your audience is?

Q: What they need to know?

Need a FRAMEWORK.

The framework of your presentation starts with
your understanding of the business task.

IS THE KEY

Ex: Business Task: Identify trends in online searches
for avocados to help make seasonal stocking
decisions

Speaker Notes: Imp points you wanna remember during presentation ahead of time

Aren't visible to Audience in Presentation Page No.
Mode

By showcasing what business metrics you used, you can help your audience understand the impact your findings will have.

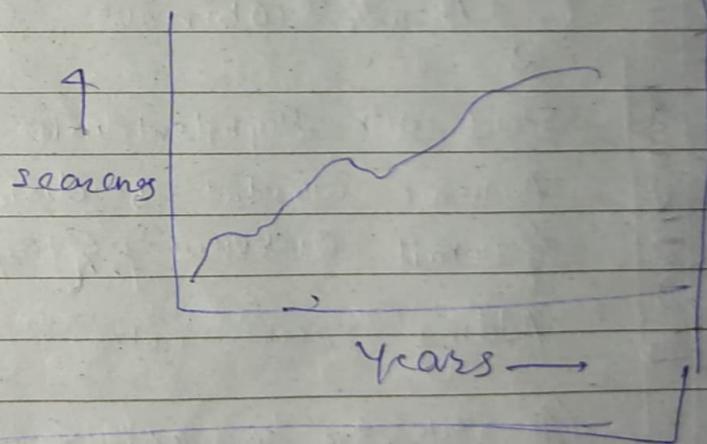
Here, we tracked no. of avocado searches online over period of time (months to years) to anticipate trends & demand.

↓
By explaining this it becomes easy for audience to understand how we used our data.

↓
Raw data, numbers, dates aren't useful to the audience but when we explain it makes sense.

data overview >

- 2004 - 2018 data from google search
- Search queries limited to USA
- Trend score normalized at 100.



Purpose of FRAME-WORK?

- > Give your audience context to better understand your data
- > Create logical connection that tie back to business talk
- > Help focus on imp info.

Presentation is just as important as the content.

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Showing data in your presentation!

> It's helpful for your audience to understand what data was available during data collection.

> Establish initial Hypothesis

Hypothesis = Theory you're trying to prove or disprove with data.

Helps audience understand data.

Here comes McCandless Method

① Introduce the graphic by name.

↳ "Yearly Avocado searches"

② Answer obvious questions before they're asked.

↓

Start with High-level info & work toward smallest detail

Audience wouldn't be distracted.

{ Detail Overview } { Key Takeaways }

Adding (Speaker notes)

③ State the insights ← of your graphic

④ Call out data to support that insight.
Show what data lead you to that conclusion.

⑤ Tell your audience why it matters.

↳ present possible business impact of solution and clear actions stakeholders can take

Take a second &
Ask yourself
Does this data point / chart
support what
I want people to walk away with? ↴

The most hard part about the job is convincing people to do something they themselves aren't confident in.

> Take Multiple conversation, Multiple rounds.

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Britney, Analytical lead

> Keep thing "Kindergarten Simple"

Keep the concepts that you're presenting as simple and straightforward as possible.

> The people in the room will be of varying interest levels, varying subject matter expertise, etc.

④ "Eyesore charts": Way too many data, too many colours, busy, can't get the idea.

* Make presentation fun:

> games, quizzes, video, ask question to audience to make sure they're engaged.

④ Story-telling → Everybody loves a good story. And when you do it right, you are able to connect and make your audience engage in a way that they probably wouldn't if you weren't telling that story.



Make sure you have an ally in the room

For big presentations

> find 1/2 people that'll be in room & present to them ahead of time.

>>> gives feedback & nodding heads

> Allies come to rescue when room asks a lots of questions & try to poke holes in analysis.

~~Common: messy Example of Data Presentation~~

> Title slide:

lengthy title, generic image
Nothing really compelling

> First slide:

Lot of data (chart) & text

they don't know what they're looking at
No statement of purpose

No introduction slide, don't know who I am

They don't know why they're there

What are we talking about?

why? What should they walk away with?

DoE

⇒ Import aspect of every slide is it should have a title.

Title, subtitle, etc. helps people discuss what this slide will be discussing.

Audience will try to read the slide, trying to decipher what's going on, etc.

↓

Don't let them get distracted.
Control what's going on

> Second slide: Good but still no titles, etc.

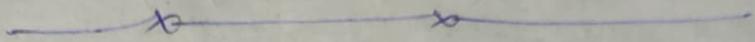
> Third: Too much text & bad placement.

Direct their gaze

To text means they look there
2 here You!
Animations are underutilized

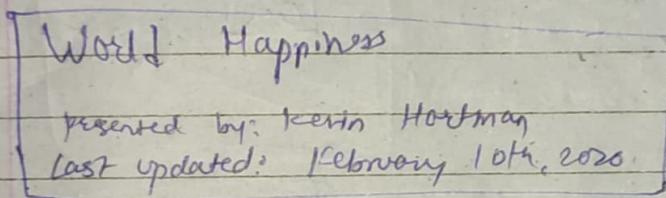
What was wrong?

- > No story, no logical flow
- > No titles
- > Too much text
- > Hard to understand
- > Uneven and inconsistent format, no theme
- > No conclusion or recommendation slide.



* Let the bogs show How its Done ↗

① Title slide ↗



must include the date.

① Table of Contents {conclusion and Appendix also}
Transition slide in a narrative manner ex. what are we

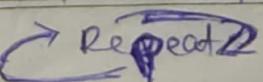
② Objective
transition Present for data talking about?

③ Geographic : title + visual but no text {map}
walk the audience through data that will be
using.

Explain processes & date using at

Animation make the annotation appear as you're
discussing it.

> 1 bullet points pops up, discuss

Damn Nice > Again  Repeat

Scatter plots are difficult to follow in presentations.

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Transition \rightarrow no slide, use speaker notes to explain that it's over & what's next.

④ Population \Rightarrow

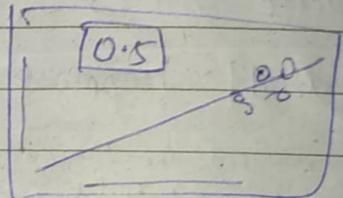
Label the scatterplot through annotations while simultaneously explaining this Animation

pop-up bullet point, explain cool

Transition \rightarrow Next we go to Health \cdots blah blah

⑤ Health \Rightarrow

- positive correlation between
- happiness & health



You used a new concept of Correlation now explain what it means.

The closer to 1 the similar they are, the more positively corr they are. $\nearrow \nearrow$

Vice-versa. $\nwarrow \nwarrow$

Closer to 0. \rightarrow Not corr

Transition \rightarrow Happy people healthy? or healthy people happy?
what contributes to longer life expectancy?
what is that helps create longer life expectancy?

Q. 2

(logical flow)

(6) Wealth &

We then analyzed GDP & Health
we found strong corr

- Even stronger corr GDP & Happy
- Richer country are Happier,

Transition :-

(7) Conclusion →

(1)

Wealthier are Happier

(2)

Healthier are Happier

(3)

Suggest they

Healthier also tend to
be wealthier

Wealth, Health &

Happiness

go together

(8) Thank You

Ask Question

Doesn't mean one causes

Another

→ → → → → ↓

Week 4
2/9

It's natural to feel your adrenaline levels high before a presentation, it's excitement

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Proven Presentation Tips

Two key responsibilities:

1. Analyze the data

2. present your findings effectively.

Raw info → knowledge → communicate

E-mails, memos, dashboards, & presentations.

④ Presentation Tips ↗

① Channel your excitement

② Start with broader ideas

③ Use 5-second rule

> wait 5-second after showing a data viz.

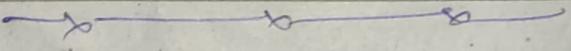
> ask if they understand

> If not explain

> Give another 5-seconds, to let that sink in

> Tell them the conclusion.

④ Preparation is key, (Rehearsal, script, etc)
visualize yourself, etc



* Present like a pro:

Your Audience:

? Will not always see the steps you took to reach a conclusion.

Curse of Knowledge

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- ① Has a lot on their mind
- ② Is easily distracted
- ③

How You Speak

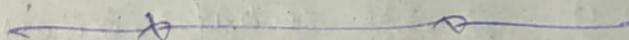
- > Keep your sentences short
- > Build in intentional pauses
- > Keep the pitch of your sentences level

Be mindful of nervous habits →

- > stay still and move with purpose
- > practice good posture.
- > make positive eye contact

Remember that these are skills that you can practice with every presentation.

Accept & seek feedback from people you trust



Anticipate Questions

- > Understand your stakeholders expectation
- > Make sure you have a clear understanding of the objective and what the stakeholders wanted
- If you misunderstood the stakeholder's expectations or the project objectives, you won't be able to correctly answer their questions.



Now you can start identifying possible questions

* The Colleague test

Do a test run of your presentation



Show a colleague who has no previous knowledge about it & see what questions they ask.

For ex. How are you measuring Happiness score?



We might want to add this info directly into our presentation.

OR

Anticipate type of questions might be asked

Start with zero Assumptions.

- o Don't assume audience to be familiar with jargon, acronyms, past events or other necessary background info.

Ex: including definition of GDPR

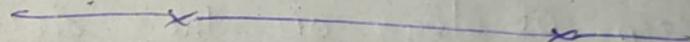
Work with your team to anticipate questions & draft responses.

Finally, be prepared to consider and describe to your stakeholders any limitation in your data.

By

- > Critically analyzing correlations
- > Looking at the context
- > Understanding strengths and weaknesses of tools.

•



* Predicting Questions:

- ① Focus on Stakeholder expectation & project goals.
- ② Identify possible question with your team
- ③ Review your presentation with 0 assumptions.
- ④ Consider limitations of your data

Sometimes, audience may raise objection before/after presentation.

Handling Objections

Types of Objections:

- About the data
- About your analysis
- > About your findings.

- Where you got the data?
- What system it came from?
- What transformations happened to it?
- How fresh and accurate is the data?

↓

Can include these info in beginning of your presentation. to set up data context.

- Is your analysis reproducible? ↗, [log]

We keep of log of the actions we perform on the original data.

That log can help us answer these questions.

- > keep it in your presentation appendix for easy referencing.

- Who did you get feedback from?
- Imp when analysis reveal insights opposite to audiences get feeling.

- Do these findings exist in previous time periods?
- Did you control for the differences for your data?

→ → →

Responding to possible objections

- Communicate any assumptions.
(Showing we cleaned & formatted data, etc.)
- Explain why your analysis might be different than expected.
- Acknowledge that some objections are valid and take steps to investigate further.

→ → →

weekly / 6/03/23
4/4 TQ&A

Best practices

① Listen to the whole question!

Before trying to calculate what are they asking and figuring out a solution, wait for them to finish their question.

② Repeat the question (if necessary)

> helps you understand

> gives them chance to correct if you're not

> gives you a moment to collect your thoughts

- o Listen
- o Repeat
- o Understand
- o Involve

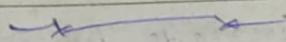
o Short

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Appendix

keep all the extra information which isn't necessary for the presentation in Appendix slides.

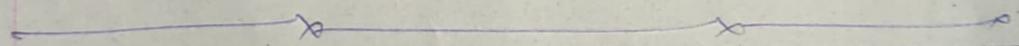
- ① Understand the context of the questions.
- ② Involve the whole audience, if someone has insight ask them for their thoughts.
- ③ keep your responses short & to the point
 - give basic answer, if they've question
 - go in detail.



You don't have to answer every question on the spot.

A tough question might need addition analysis or research.

Tell them • you'll get back to them
& follow along in timely manner (mail, etc.)



Conver, marketing Analytics.

Presenting data is probably the most important aspect of being a data Analyst.

You are the data translator!

Data Translator

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Important aspects to a presentation.

- > Define your purpose
- > keep it concise
- > Have some logical flow to your presentation
- > make the presentation visually compelling
- > How easy is it to understand?

