

The art and science of an effective presentation

- Video:** Pulling it all together
57 sec
- Video:** Presenting with a framework
5 min
- Video:** Weaving data into your presentation
7 min
- Reading:** Learning Log: Review a slide presentation
20 min
- Video:** Brittany: Presentation skills for new data analysts
3 min
- Reading:** Step-by-step critique of a presentation
10 min
- Video:** Connor: Messy example of a data presentation
5 min
- Video:** Connor: Good example of a data presentation
15 min
- Discussion Prompt:** Putting evaluation of presentations into practice
10 min
- Practice Quiz:** Test your knowledge on effective presentations
4 questions

Identify presentation skills and practices

Caveats and limitations to data

Listen, respond, and include

Weekly challenge 4

Course wrap-up

Learning Log: Review a slide presentation



Overview

By now, you have started learning how to create effective slide presentations to share your findings. Now, you'll complete an entry in your learning log to evaluate a slide presentation using what you have learned. By the time you complete this entry, you will have a stronger understanding of how to create an effective slide presentation using best practices from this course. This will help you evaluate your own work later on.

Evaluate a series of slides

Spend a few minutes going through the slide deck: [Turning revenue losses into profit opportunity](#).

OR

Download the presentation:

Positive and negative trends in annual sales
PPTX File

This deck is incomplete and each slide might have room for improvement.

Use your knowledge of presentations to ask yourself: What do you like about each slide? How would you improve each slide? To help guide your review, consider the following best practices for slide decks:

- Include a title, subtitle, and date
- Use a logical sequence of slides
- Provide an agenda with a timeline
- Limit the amount of text on slides. Your audience should be able to scan each block of text on your slides within 5 seconds
- Start with the business task. Focus on the business task and frame the information in the context of the business task.
- Establish the initial hypothesis
- Show what business metrics you used
- Use visualizations
- Introduce the graphic by name
- Provide a title for each graph
- Go from the general to the specific
- Use speaker notes to help you remember talking points
- Include key takeaways

You can also make edits directly to the presentation to improve it.

Complete the evaluation table

Now that you have reviewed the deck by yourself, use the evaluation table in the learning log template linked below to record your thoughts about this table. The table will have a column for you to take notes on what worked well in each slide and what could be improved. It will appear like this in your template:

Slide #	What works well	What could be improved
1		
2		
3		
4		
5		
6		
7		

Once you have completed the evaluation table, you'll have a chance to reflect on the overall presentation and how effective it is!

Access your learning log

To use the template for this course item, click the link below and select "Use Template."

Link to learning log template: [Review a slide presentation](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

Learning Log Template_ Review a slide presentation
DOCX File

Reflection

Now that you've reviewed the slide presentation and completed the evaluation table, take a moment to reflect on the work you just did. In your learning log template, write 2-3 sentences (40-60 words) in response to each question below:

- How effective was the overall presentation?
- What would you do differently for this presentation? What would you do the same?
- How can you use presentation best practices to help you create your own slide decks in the future?

When you've finished your entry in the learning log template, make sure to save the document so your response is somewhere accessible. This will help you continue applying data analysis to your everyday life. You will also be able to track your progress and growth as a data analyst.

Mark as completed