

# STORYTELLING WITH DATA

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# BASIC DESCRIPTIVE STATISTICS

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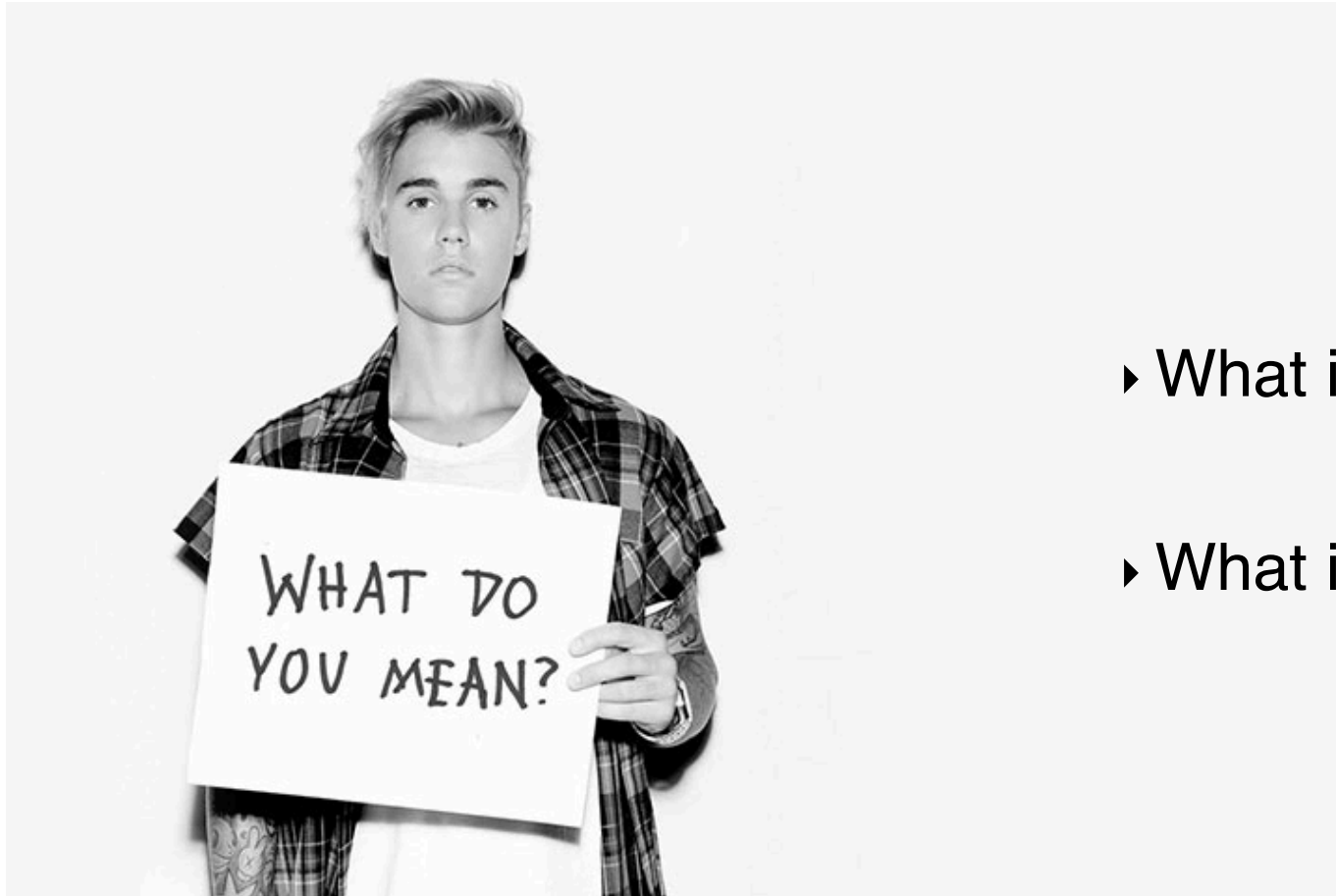
- Mean
- Median
- Mode
- Max
- Min
- Quartile
- Inter-quartile Range
- Variance
- Standard Deviation
- Correlation



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# MEAN

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- ▶ What is the mean?
- ▶ What is another name for the mean?

# MEAN

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- ▶ What is the mean?
- ▶ The mean of a set of values is the sum of the values divided by the number of values. It is also called the average.
- ▶ It is also known as the average.
- ▶ Example: Find the mean of 19, 13, 15, 25, and 18

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# MEDIAN

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- What is the median?
- How do you find the median?



# MEDIAN

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- What is the median?
- How do you find the median?
- Bonus: Why might the median be advantageous instead of the mean? When does this condition NOT hold?



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# MEDIAN

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- ▶ The median refers to the midpoint in a series of numbers.
- ▶ To find the median, arrange the numbers in order from smallest to largest. If there is an odd number of values, the middle value is the median. If there is an even number of values, the average of the two middle values is the median.





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# MEDIAN

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- ▶ The median refers to the midpoint in a series of numbers.
- ▶ Example #1: Find the median of 19, 29, 36, 15, and 20
- ▶ Example #2: Find the median of 67, 28, 92, 37, 81, 75
- ▶ Bonus: Median may be more useful than average in a highly skewed population.

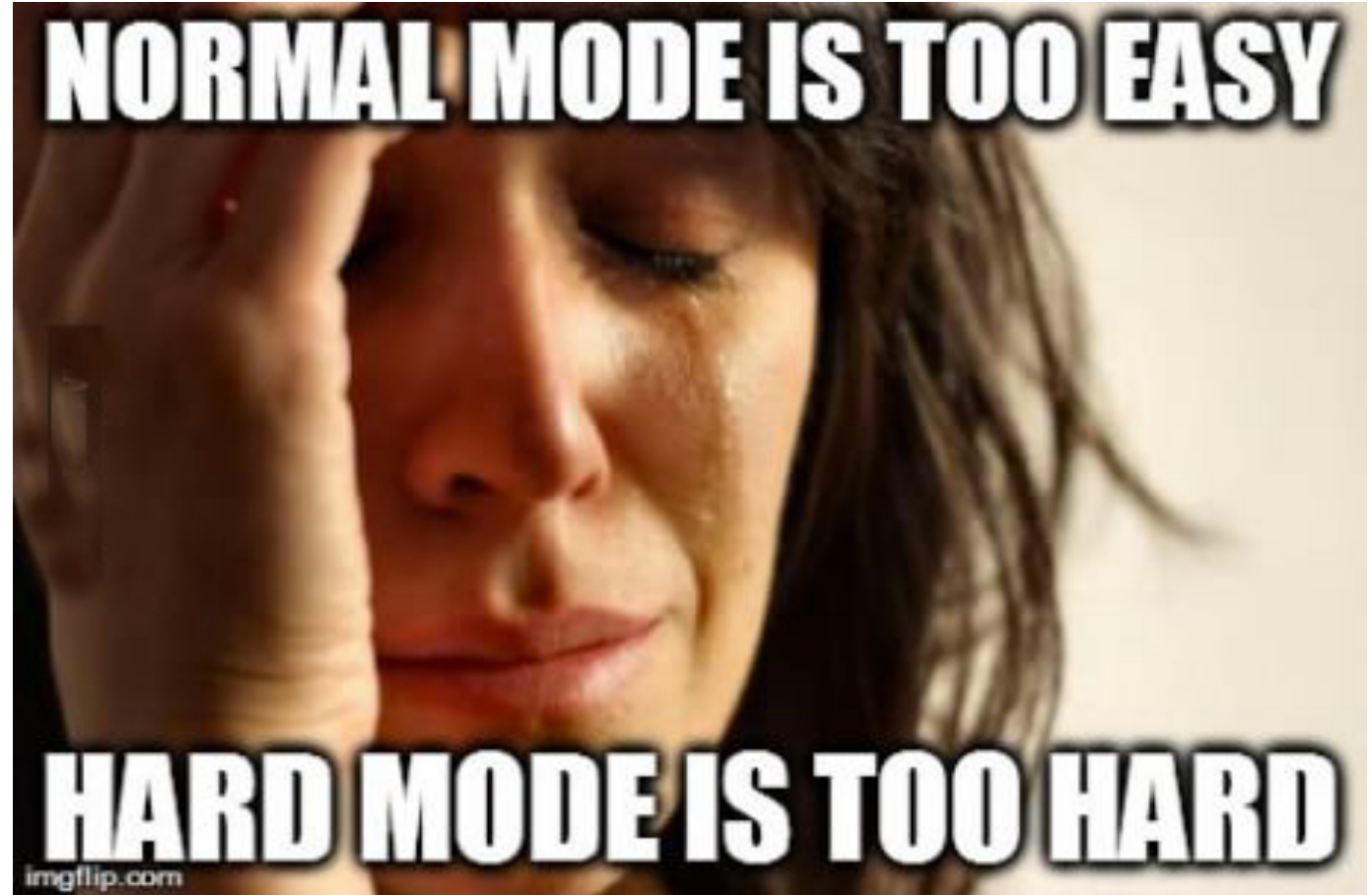




# MODE

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- What is the mode?
- What is the mode in the following: 1, 2, 3, 4, 5



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# MODE

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- What is the mode?
- The mode of a set of values is the value that occurs most often.
- A set of values may have more than one mode or no mode.



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## CHECK FOR UNDERSTANDING

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► For the following groups of numbers, calculate the mean, median and mode by hand:

► A. 18, 24, 17, 21, 24, 16, 29, 18

► B. 75, 87, 49, 68, 75, 84, 98, 92

► C. 55, 47, 38, 66, 56, 64, 44, 39



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## CHECK FOR UNDERSTANDING

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- ▶ Answers:
- ▶ A. Mean = 20.875 Median = 19.5 Mode = 18, 24 Max = 29 Min = 16
- ▶ B. Mean = 78.5 Median = 79.5 Mode = 75 Max = 98 Min = 49
- ▶ C. Mean = 51.125 Median = 51 Mode = none Max = 66 Min = 38



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# HOW TO LIE WITH STATISTICS

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- For each picture:
- 1) What could go wrong
- 2) How to fix it

# HOW TO LIE WITH STATISTICS

Mean

What would my  
starting salary be?



I'll put it this way:  
our average starting  
salary is \$80,000!





# HOW TO LIE WITH STATISTICS

you → \$ 30,000

all your coworkers { \$ 30,000  
\$ 30,000  
\$ 30,000  
\$ 30,000  
\$ 30,000  
\$ 30,000

CEO's son → \$ 430,000

Average: \$80,000.





# HOW TO LIE WITH STATISTICS

Median

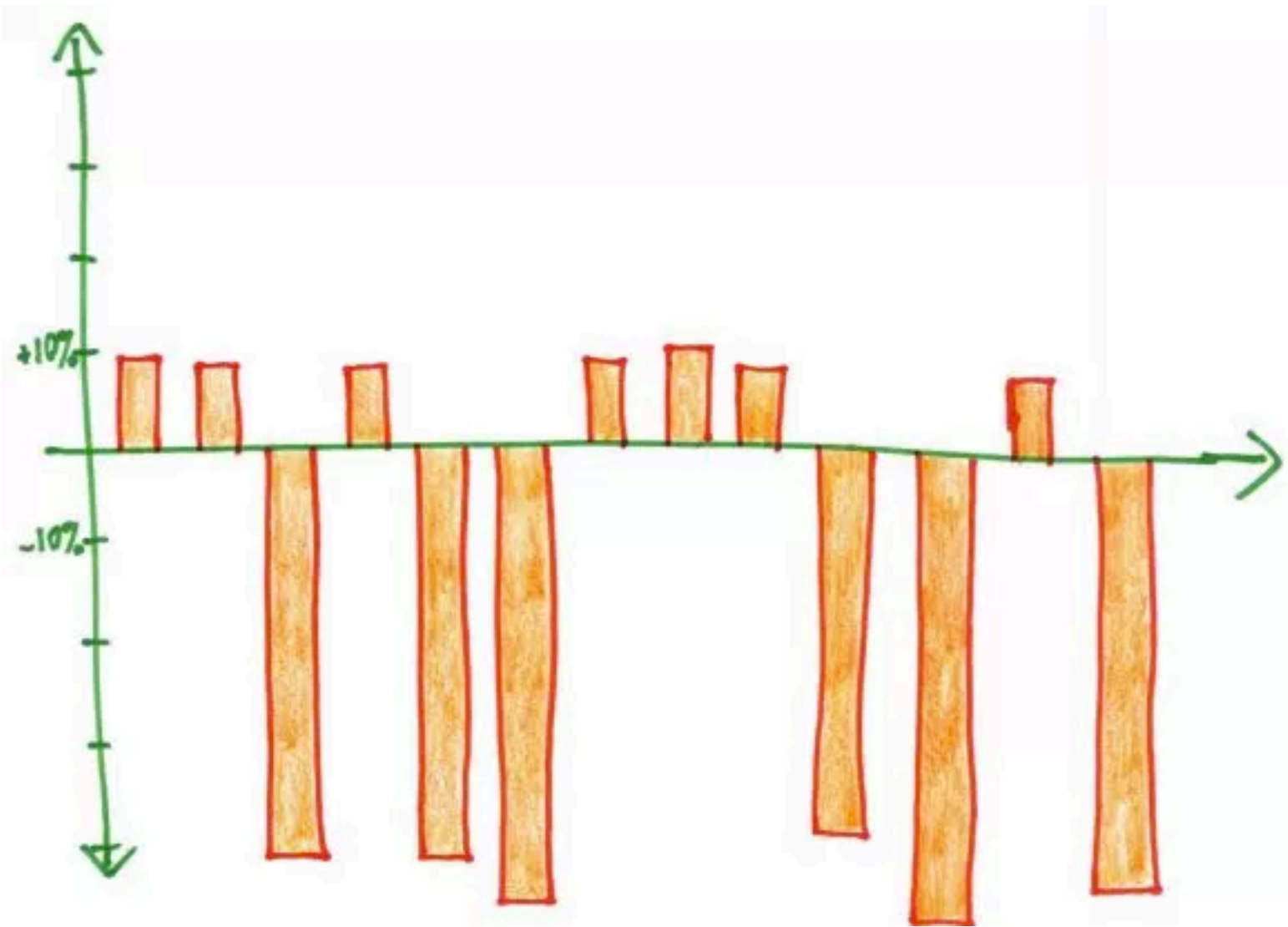
So, why should I  
invest with you?



Well, not to brag, but  
my fund has a median  
gain of 8% per year!



# HOW TO LIE WITH STATISTICS



# HOW TO LIE WITH STATISTICS

Mode

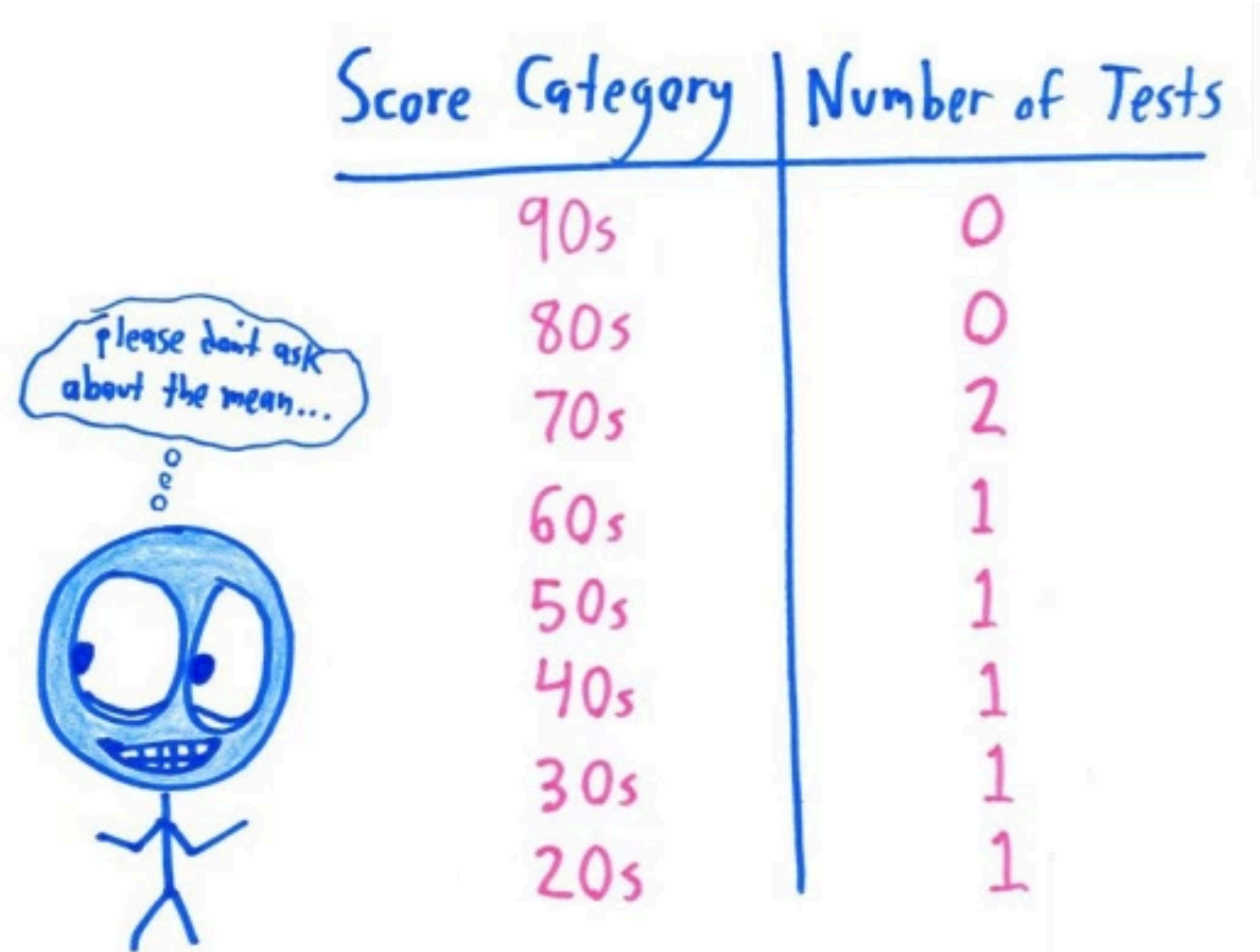
How are you doing  
on your tests?



My modal category  
is 70-80%!



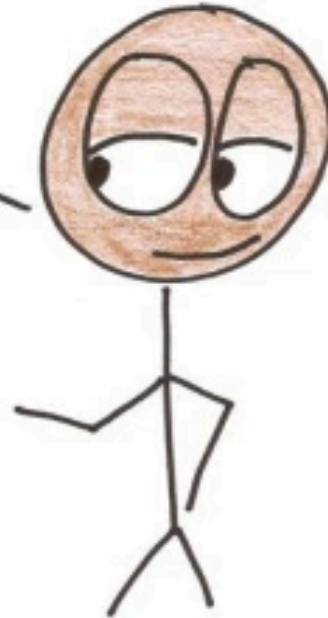
# HOW TO LIE WITH STATISTICS



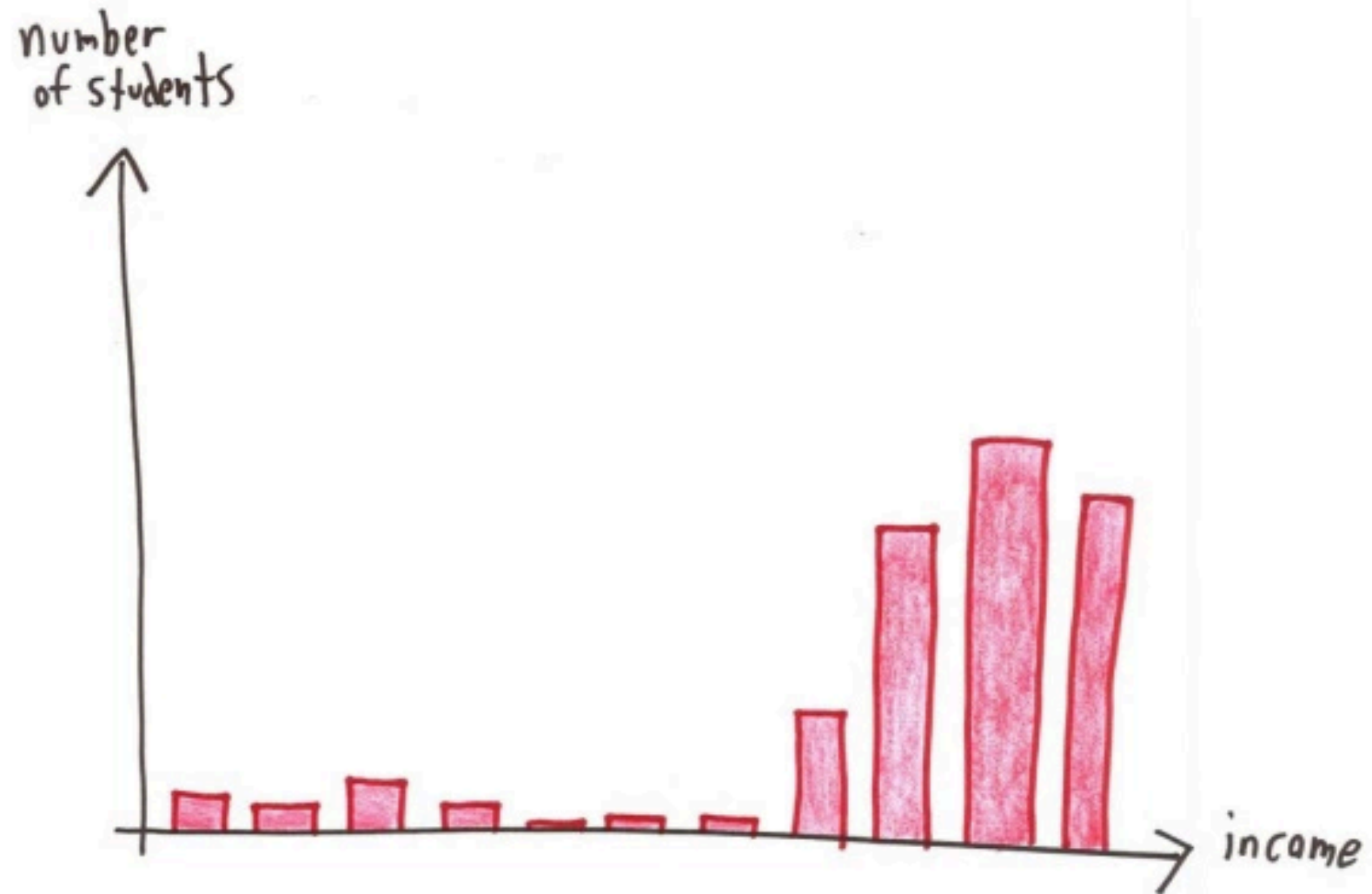
# HOW TO LIE WITH STATISTICS

Range

Our students come from a  
wide range of  
socioeconomic  
backgrounds...



# HOW TO LIE WITH STATISTICS



# HOW TO LIE WITH STATISTICS

Correlation  
Coefficient

Try our energy drink —  
it's highly correlated with  
performance!





# HOW TO LIE WITH STATISTICS

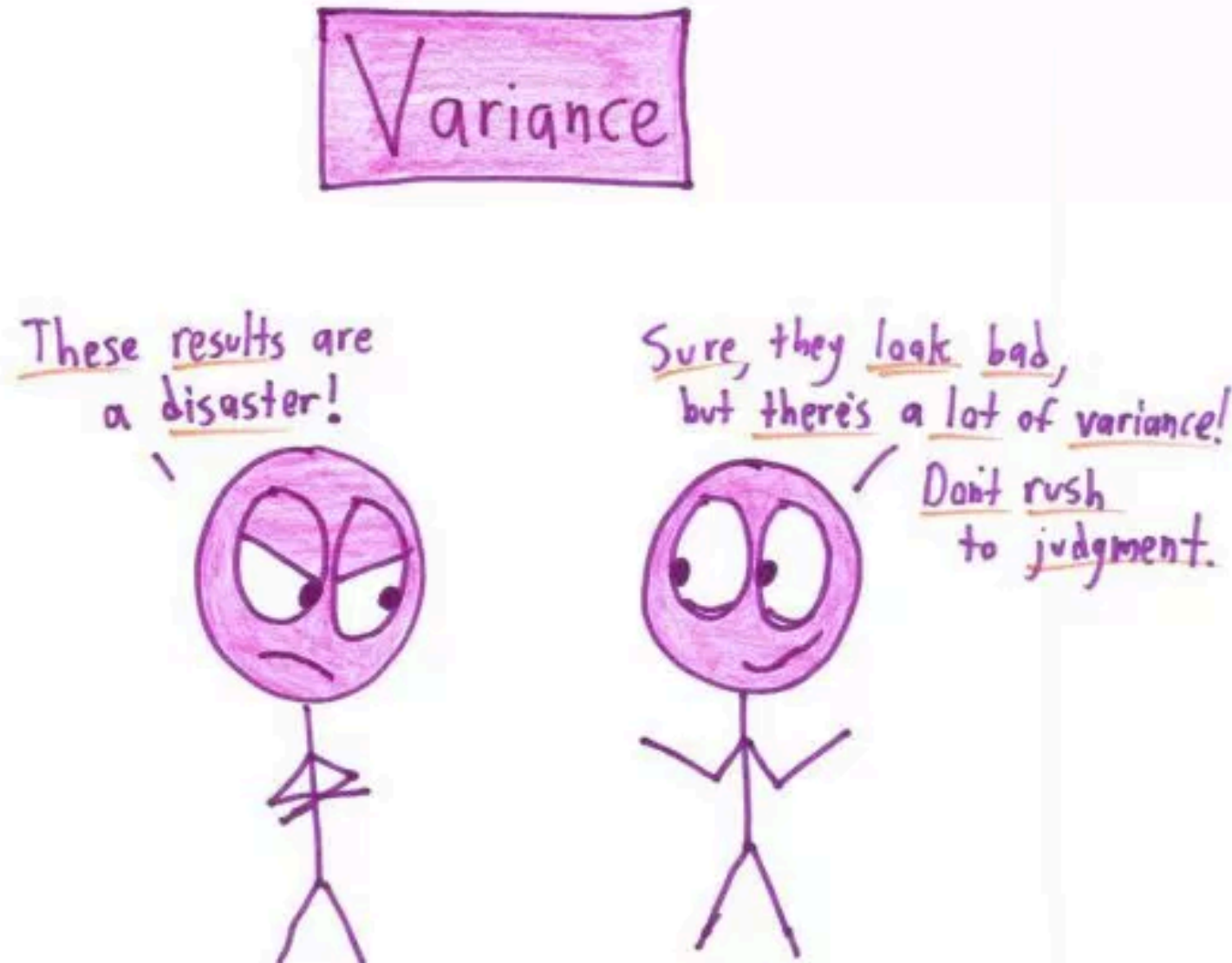
athletic  
performance

professional athletes we  
paid to guzzle the stuff



amount of  
drink consumed

# HOW TO LIE WITH STATISTICS

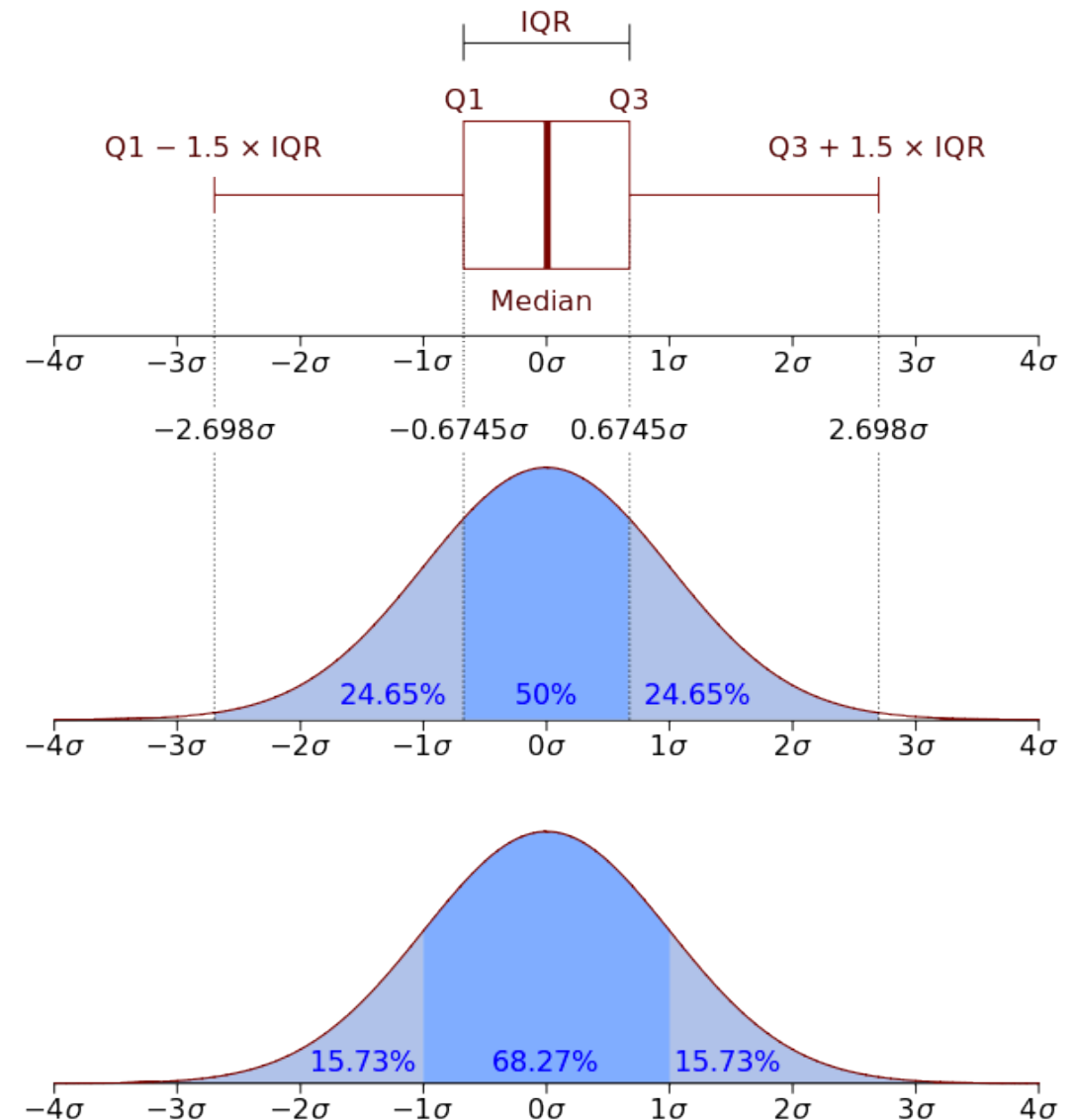


# HOW TO LIE WITH STATISTICS



# QUARTILES AND THE INTER QUARTILE RANGE

- ▶ Quartiles divide a rank-ordered data set into four equal parts.
- ▶ The values that divide each part are called the first, second, and third quartiles; and they are denoted by Q1, Q2, and Q3, respectively.
- ▶ The interquartile range (IQR) is a measure of variability, based on dividing a data set into quartiles. It is the “middle 50” of your data. Also called the H-spread.  
$$\text{IQR} = Q3 - Q1$$
- ▶ Outliers:  $Q1 - 1.5(\text{IQR})$ ,  $Q3 + 1.5(\text{IQR})$



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# CRITERIA FOR GOOD VISUALIZATION

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