



# Data Storytelling Bootcamp

How to present your project and survive the process, with your TAs Felipe, Julián and Salomon





1. KISS applied to Data Science
2. Must-have sections
3. Embracing the digital medium

# **KISS**

**keep.it.simple.stupid.**





<https://resources.observepoint.com/blog/10-tips-for-presenting-data>

Charts should be understandable by your mother



% Change

97.833300

79.850253

37.803941

47.709412

56.137189

65.647796



% Change

98

80

38

48

56

66

Don't scare people with numbers!





Source: <https://shop.konmari.com/pages/about#>

Everything essential first, then the rest



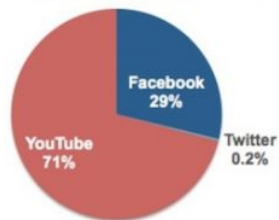


Your data is your evidence



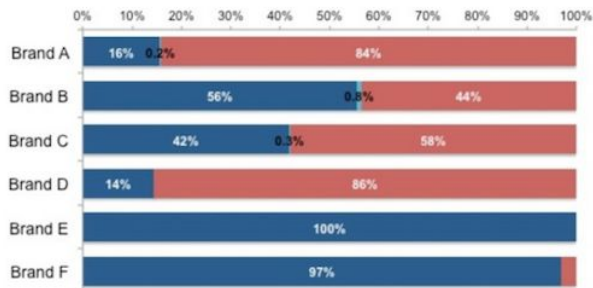
Percentage of Social Audience

■ Facebook ■ Twitter ■ YouTube



Percentage of Audience by Portfolio

■ Facebook ■ Twitter ■ YouTube



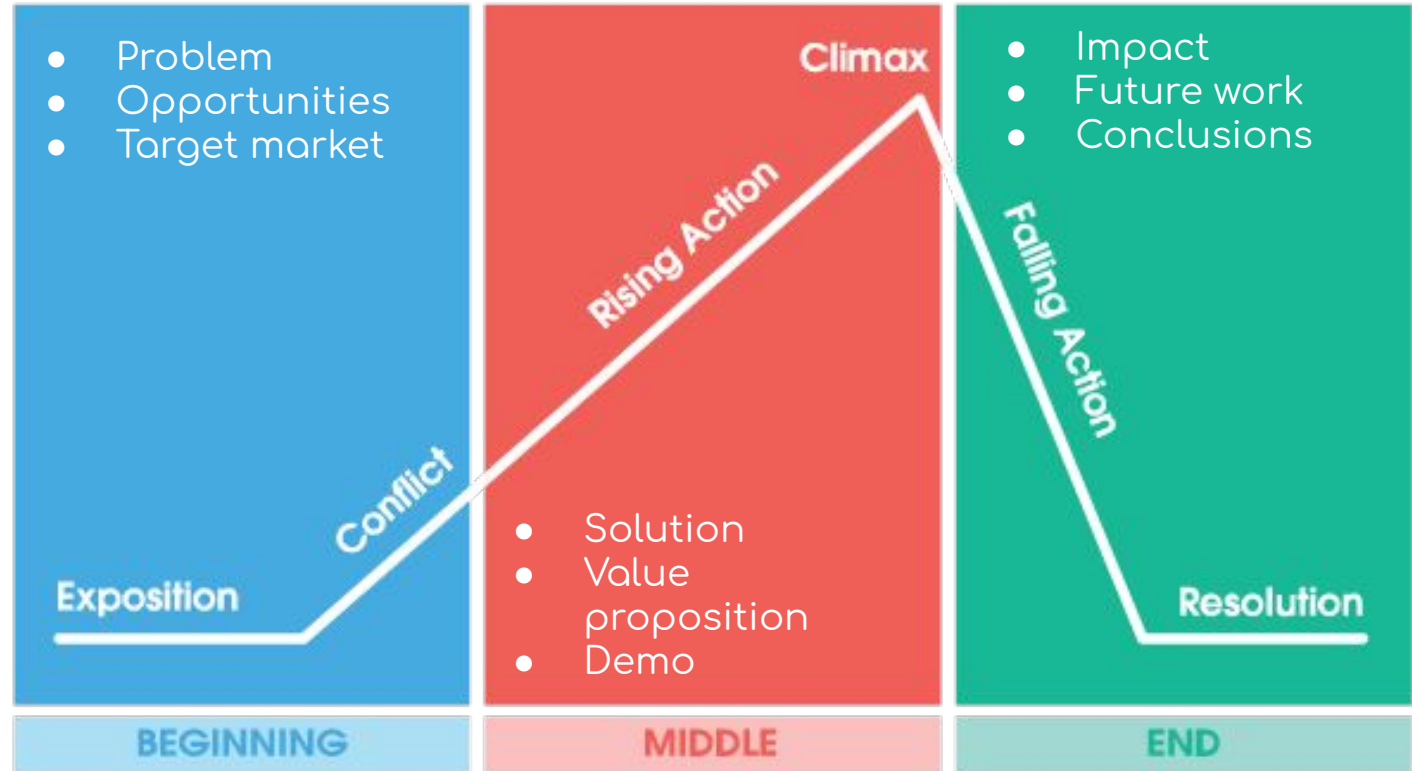
# NO PIE CHARTS

Kozak, M., Hartley, J., Whuk, A., & Tartanus, M. (2015). Multiple Pie Charts: Unreadable, Inefficient, and Over-Used. *Journal of Scholarly Publishing*, 46(3), 282-289. doi:10.3138/jsp.46.3.05

<https://blog.funnel.io/why-we-dont-use-pie-charts-and-some-tips-on-better-data-visualizations>



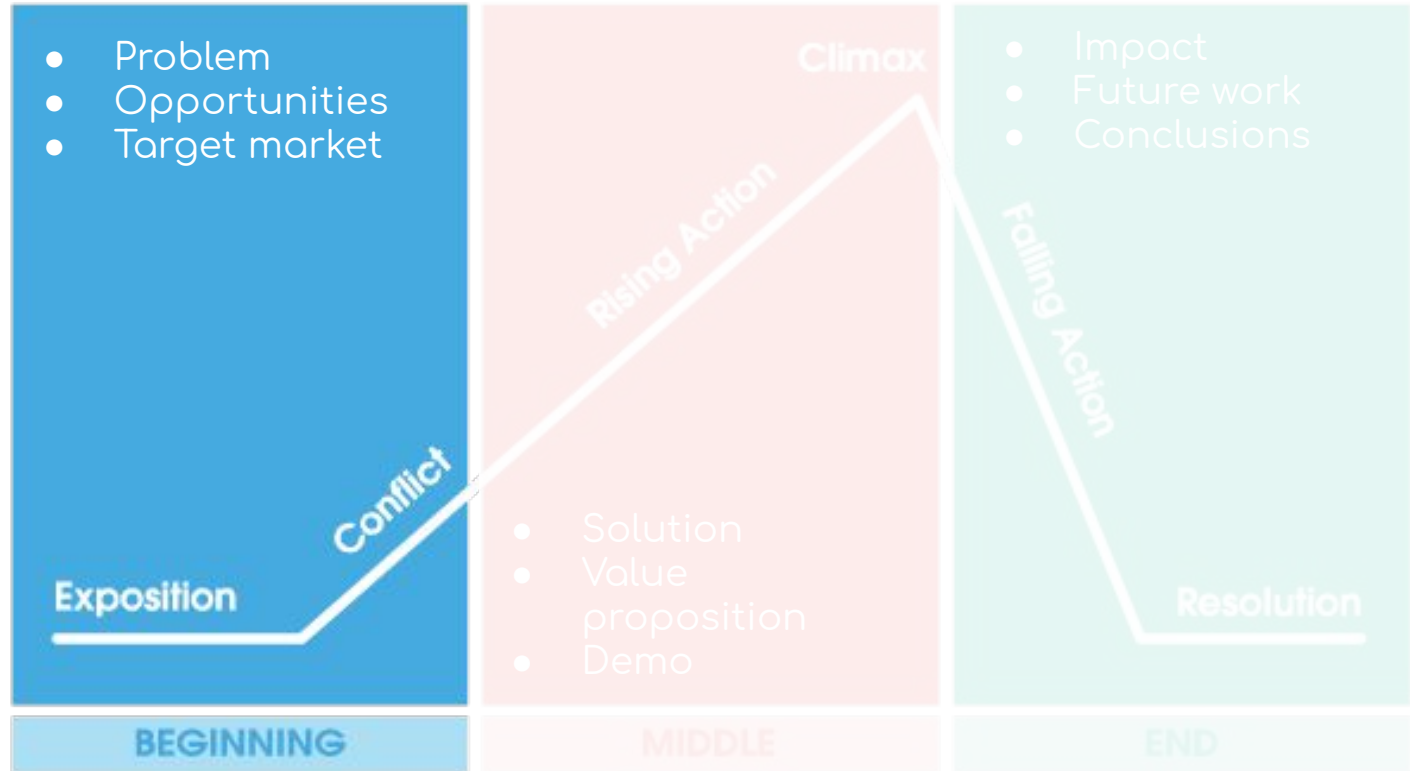
# The Story



Adapted from: Clever Prototypes. LLC, 2018.



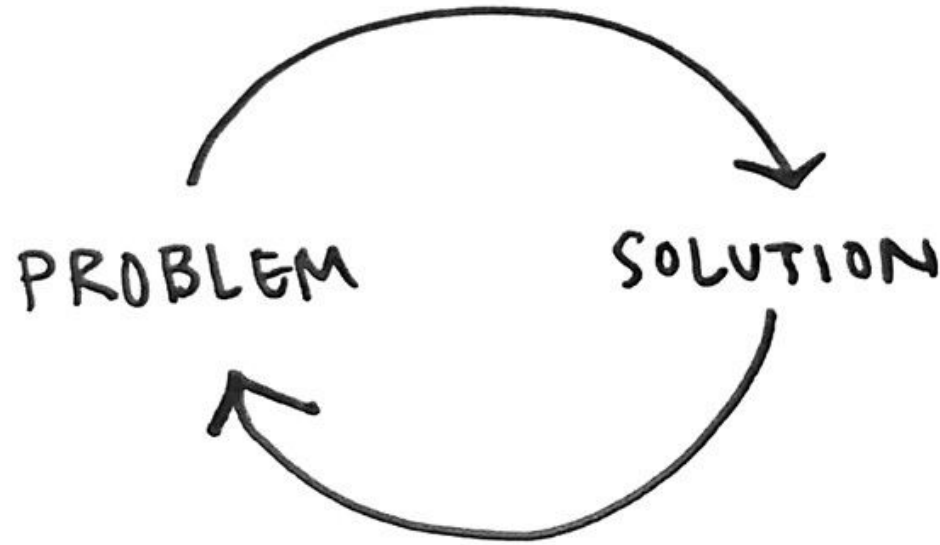
# The Story



Adapted from: Clever Prototypes. LLC, 2018.



# The Problem



Every good solution has a good problem behind it



# The Problem

A good problem must...

- Address the **root**, not a secondary effect
- Present **facts** and **clear numbers**, without ambiguity



# The Problem

## What to do and not do

### Bad problem statement

The CAC issuing process needs to be improved. We received numerous complaints from Civilians, and the authorities are limiting their production.

### Good problem statement

The CAC process has shown an increase of effectiveness of 15% since 2012. The Civilians expect the CAC issuing process lead time to be less than 2 hours, although the nowadays process takes 6.5 hours.

Common Access Card (CAC)



Source: <https://www.af.mil/News/>





# The Problem

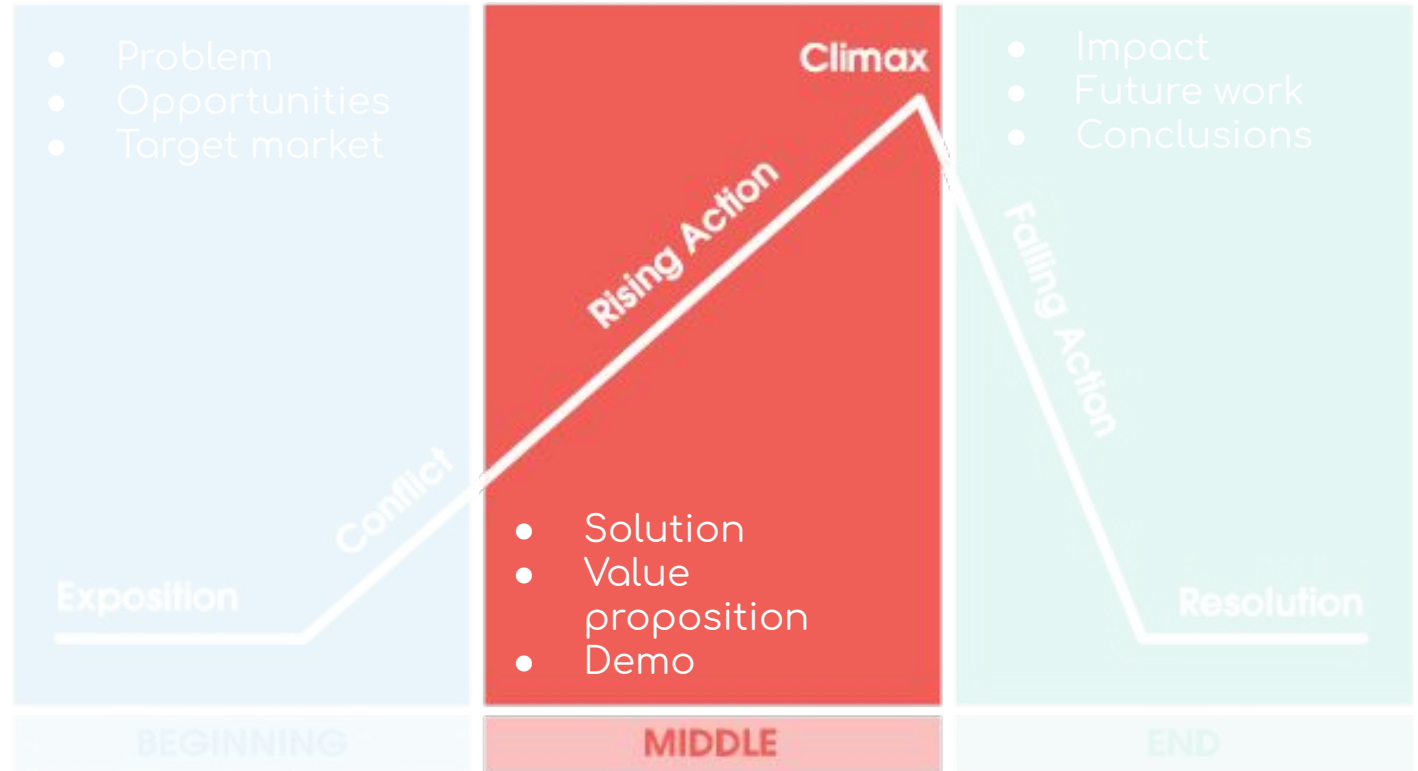
Problems derive from  
**opportunities** for  
reaching business goals,  
as well as **target**  
**market** needs



Source: <https://www.modernanalyst.com/>



# The Story



Adapted from: Clever Prototypes. LLC, 2018.



# The Solution

What your  
solution  
*does*



How your  
solution  
*works*

Highly generalized  
Less technical

Less generalized  
Highly technical



# The Secret Sauce

What makes your solution different?

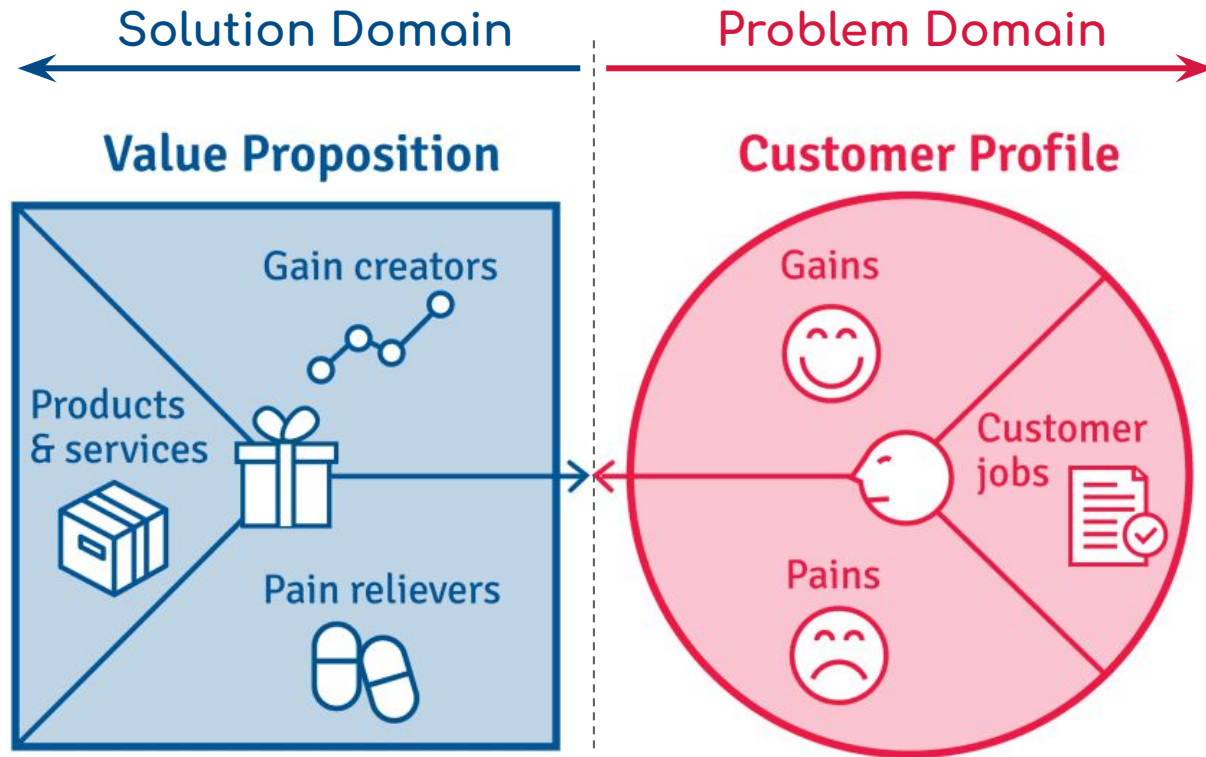
- New functionalities
- Target market/users
- Impact



Source: <https://www.amazon.com/>



# The Secret Sauce



Adapted from: <https://www.b2binternational.com/>

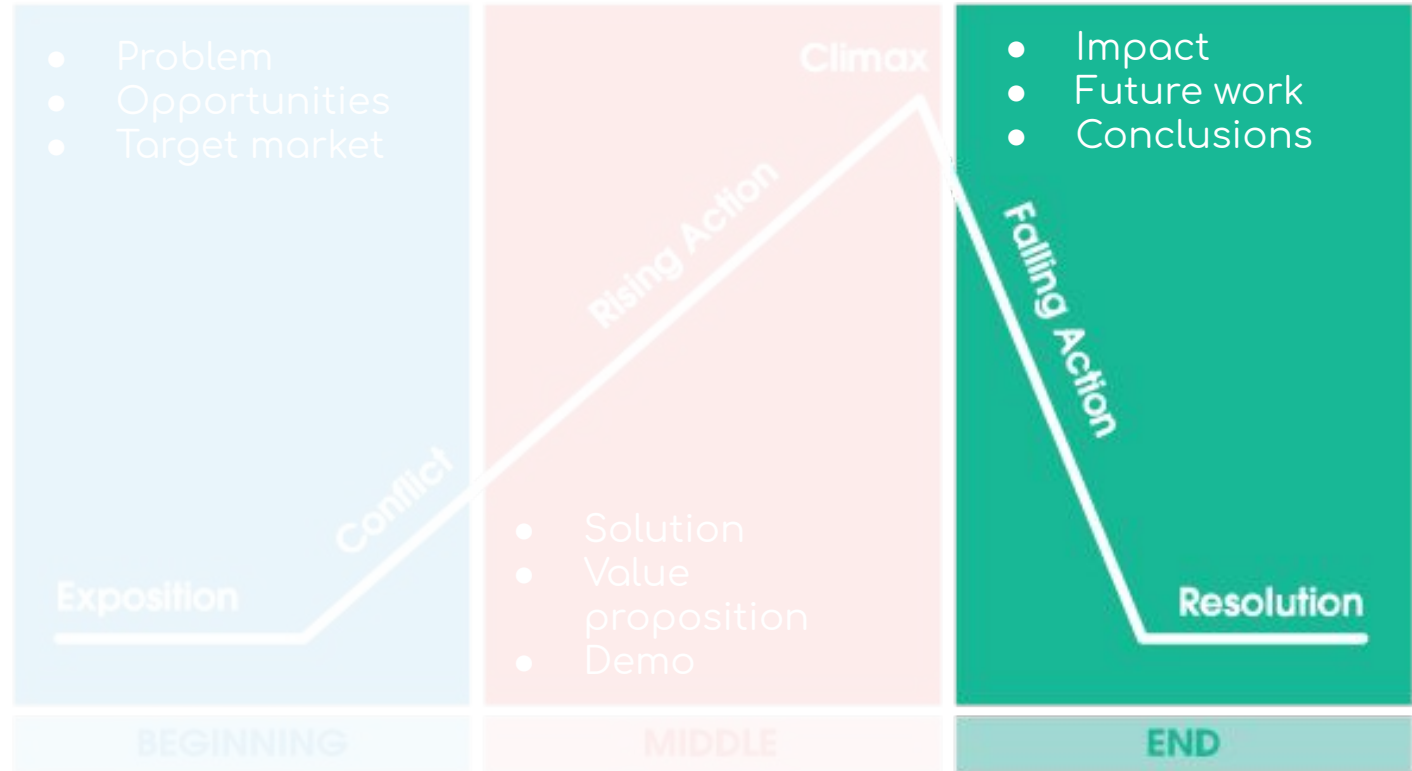


# The Demo

- ★ Impacting
- ★ Short and simple
- ★ General over Technical



# The Story



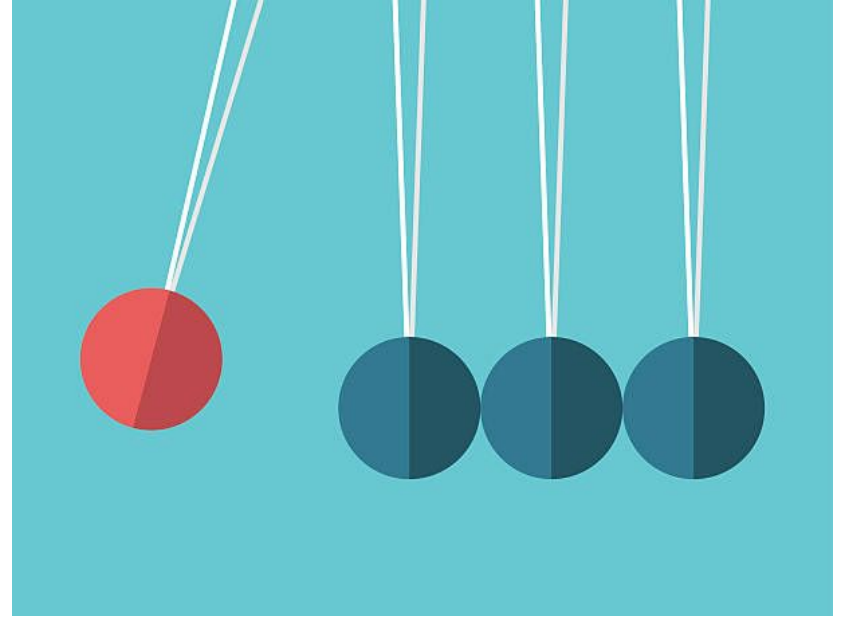
Adapted from: Clever Prototypes. LLC, 2018.





# The Impact

Numbers  
+  
Feelings



Source: <https://www.100daysinappalachia.com/>



# The projections and future work

Think ahead and go beyond



Advance further  
proposals, not  
dreams

Source: <https://remote.co/why-the-future-of-work-is-remote/>



Remember to  
give credit to  
your teammates

## The Team



Source: <https://www.vectorstock.com/royalty-free-vector/>

correlation.  
one

DS  
4A

DATA  
4ALL





Sound



# Language





Cleanliness & Movement





zoom

# Edition



# Examples: Winning team DS4A 2.0

A three-part interactive application

1. Data exploration



Maps and statistics

2. Identifying relevant features



Clustering and classification





# Examples: 2nd place DS4A 2.0



## CRIMES CHARACTERIZATION

minjusticia.rt4apps.com

### 1. CRIMES SIMILARITY

~25% of prisoners commit the same crime when they relapse.  
76% when it comes to theft

1

### 2. RECIDIVISM

More than ~50% of inmates relapse in less than 2 years

2

3

### 3. SECOND RELAPSE

~80% of the prisoners have a second relapse.

4

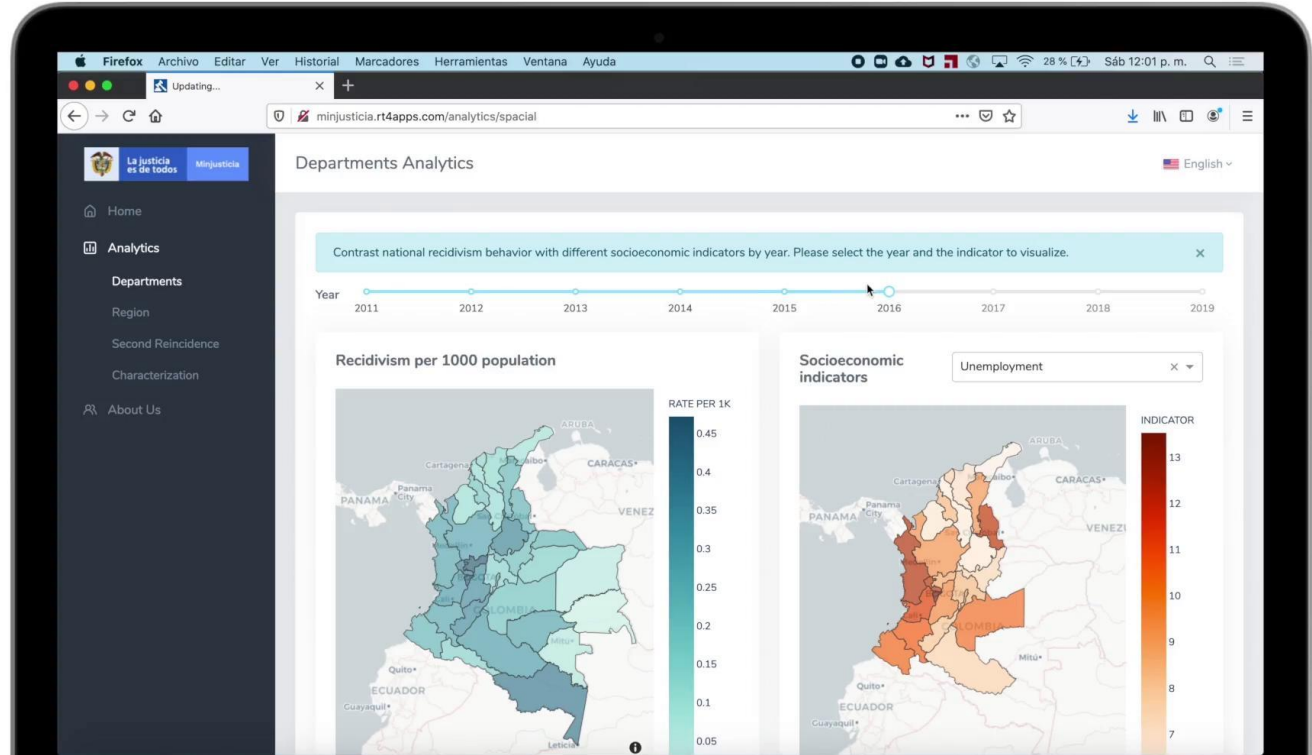
### 4. KEY REGIONS

The departments of **Caldas**, **Quindío** and **Santander** present the highest recidivism rate





# Examples: Product demo





# Resources

- Slide Software
  - <https://www.canva.com/>
  - <https://slidebean.com/>
  - <https://slidesgo.com/es/>
  - <https://www.beautiful.ai/>
- Data Visualization
  - <https://datavizcatalogue.com/>
  - <https://observablehq.com/@d3/gallery>
  - <https://datavizproject.com/>
- Video/Audio Software
  - <https://obsproject.com/>