

OPEN DATA SCIENCE CONFERENCE

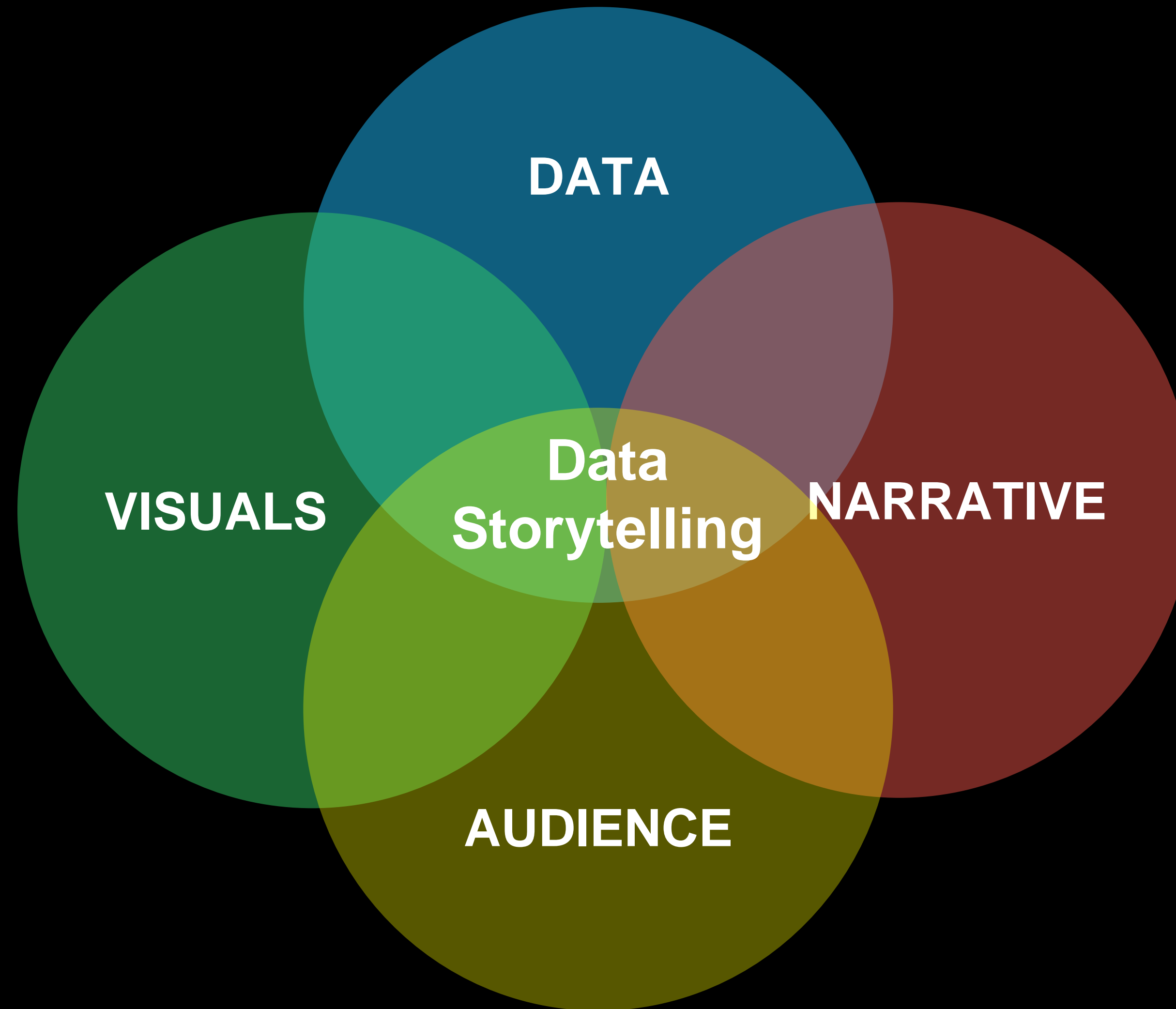
Boston | May 1 - 4 2018



@ODSC

FB: Isaac Reyes – Data Scientist
LinkedIn: [linkedin.com/in/isaacreyes](https://www.linkedin.com/in/isaacreyes)

KEYS TO DATA STORYTELLING



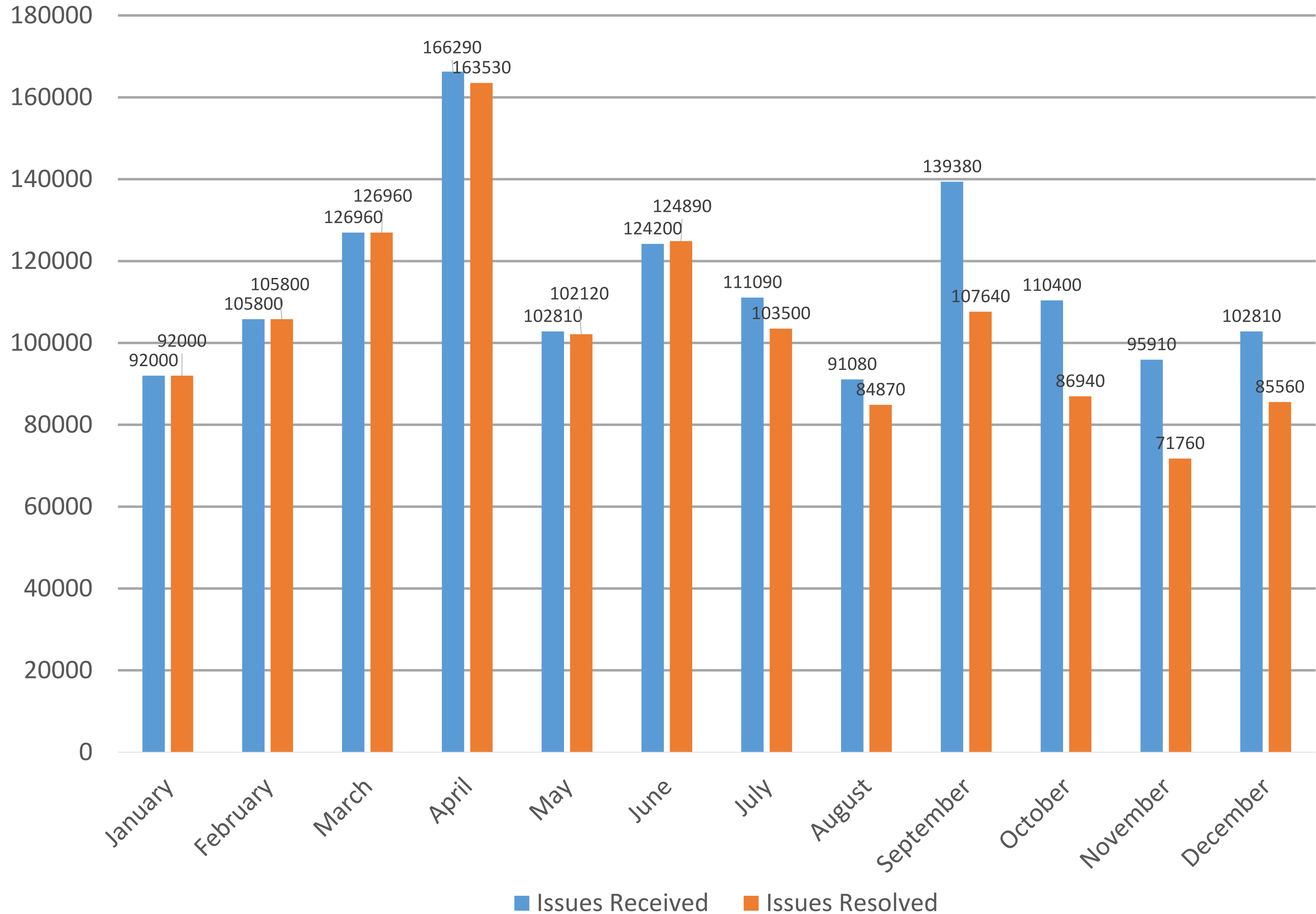
KEYS TO DATA STORYTELLING



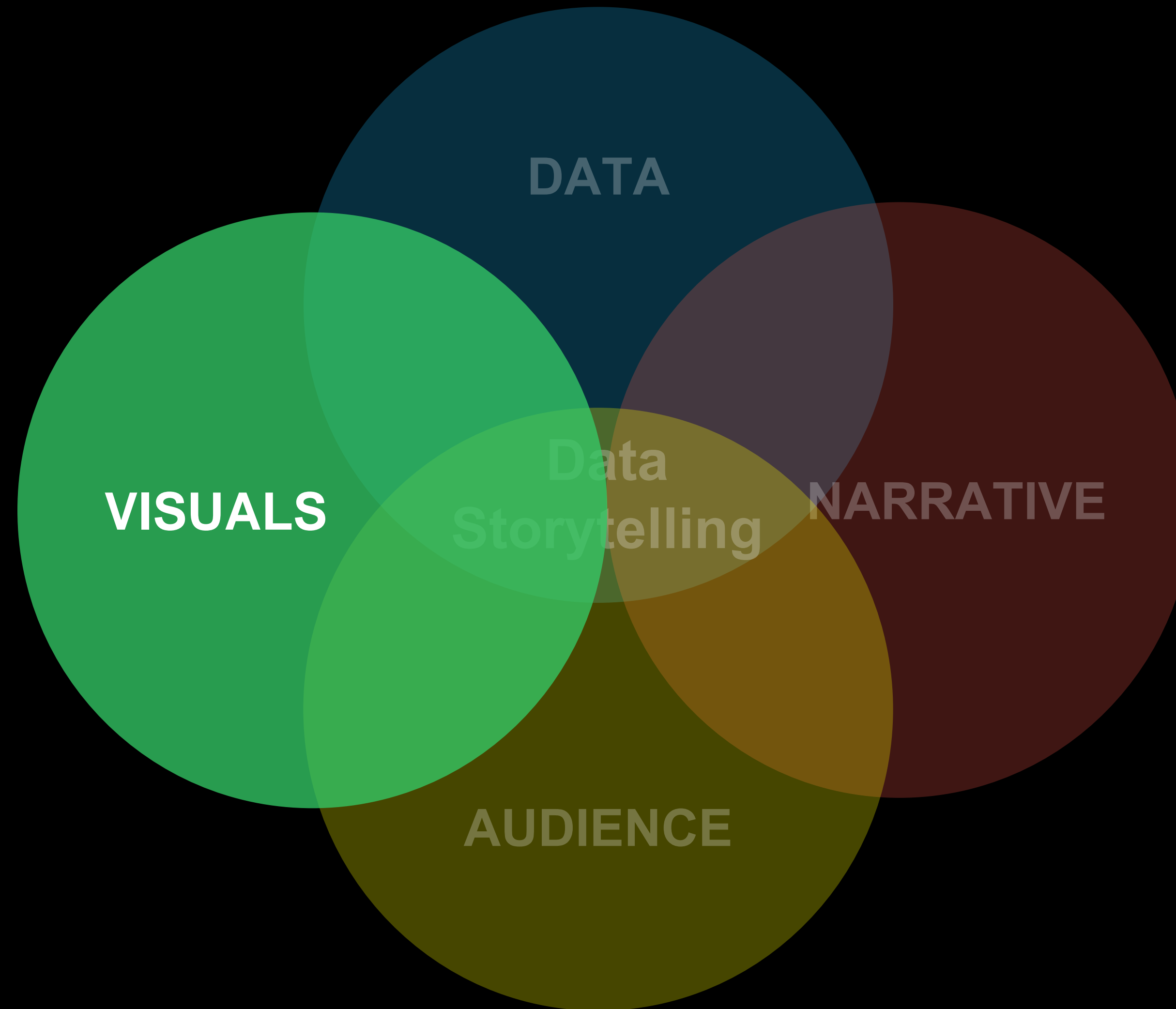
AUDIENCE

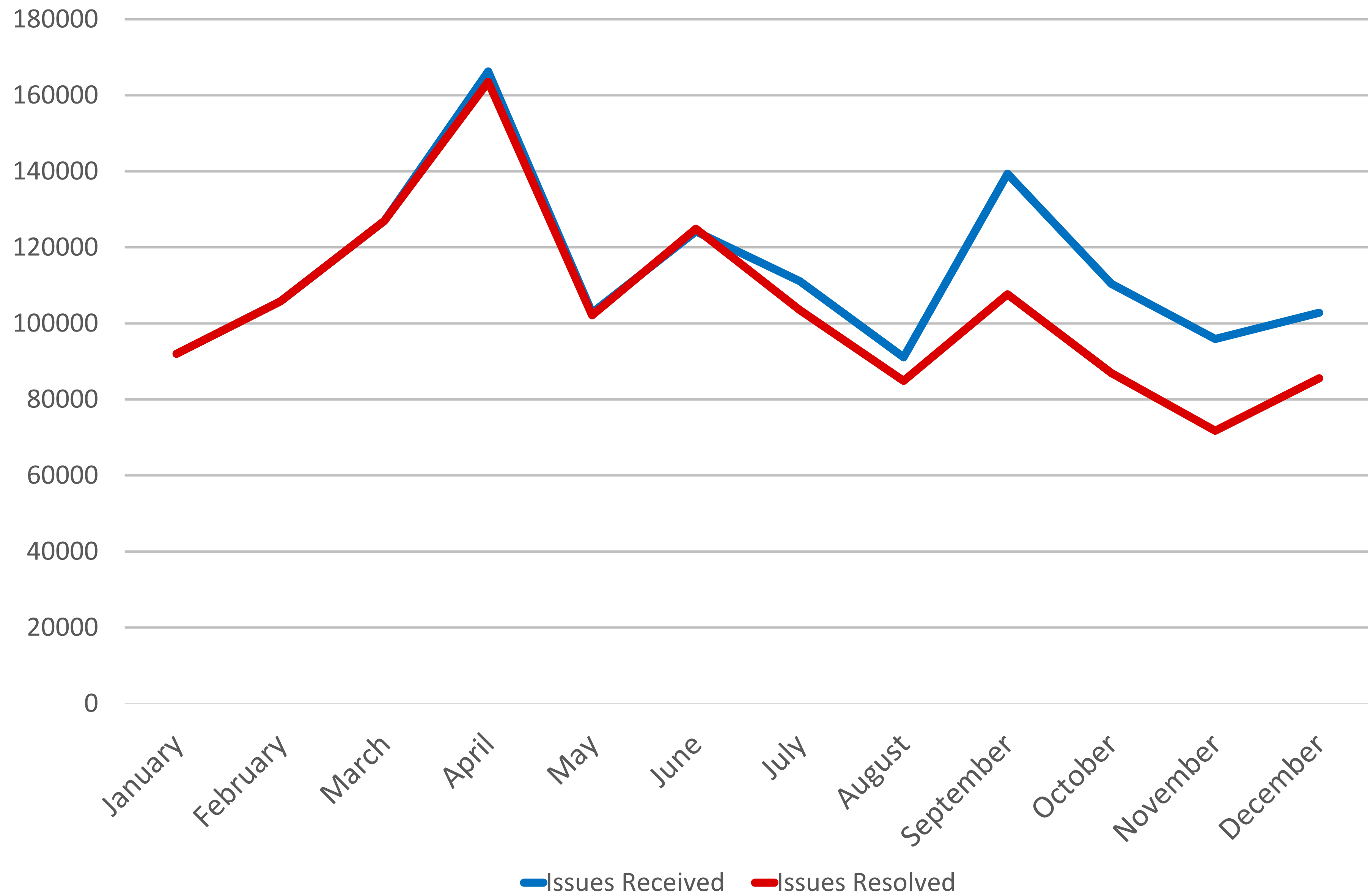


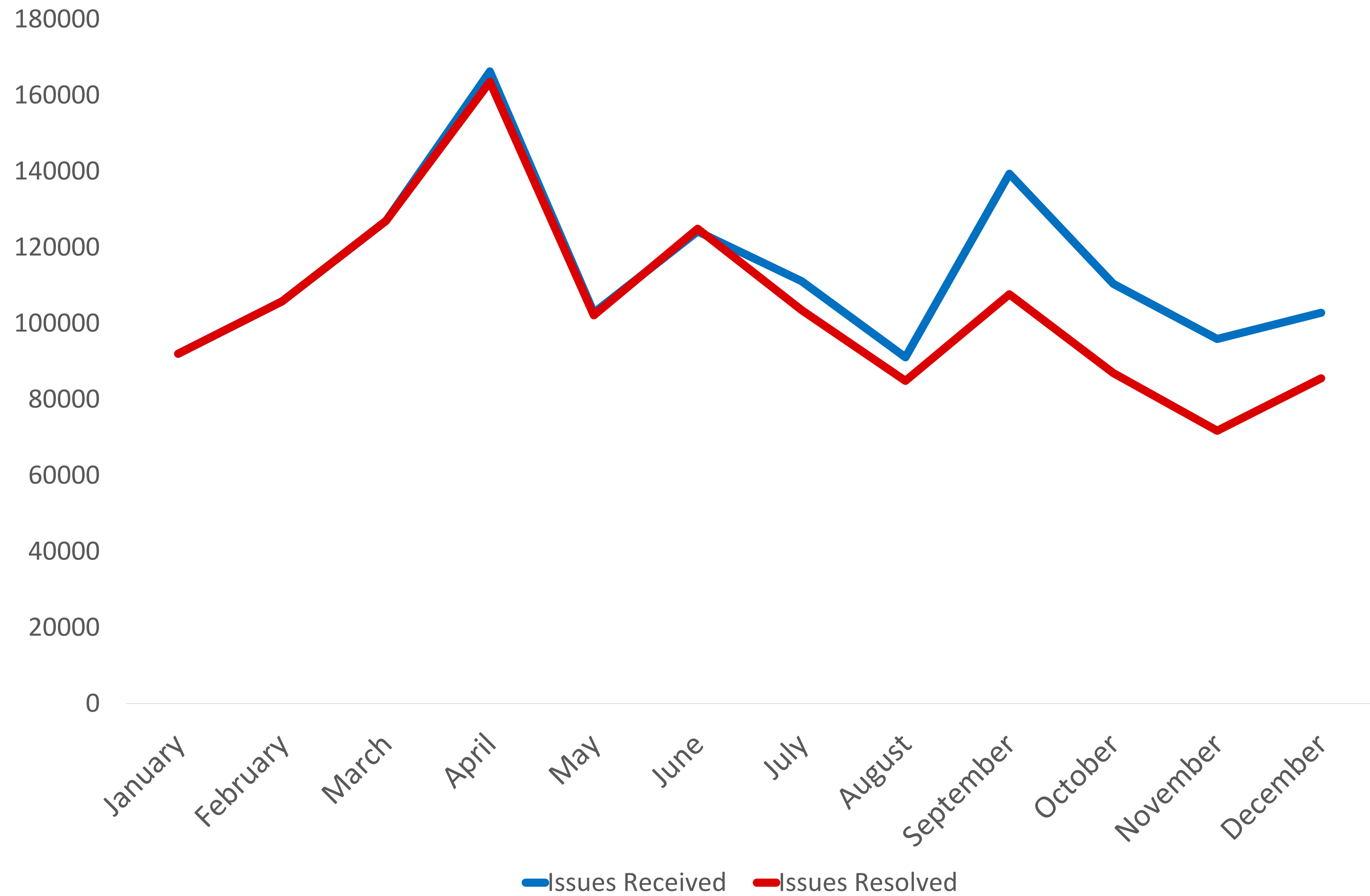
Issues received versus issues resolved over time



KEYS TO DATA STORYTELLING

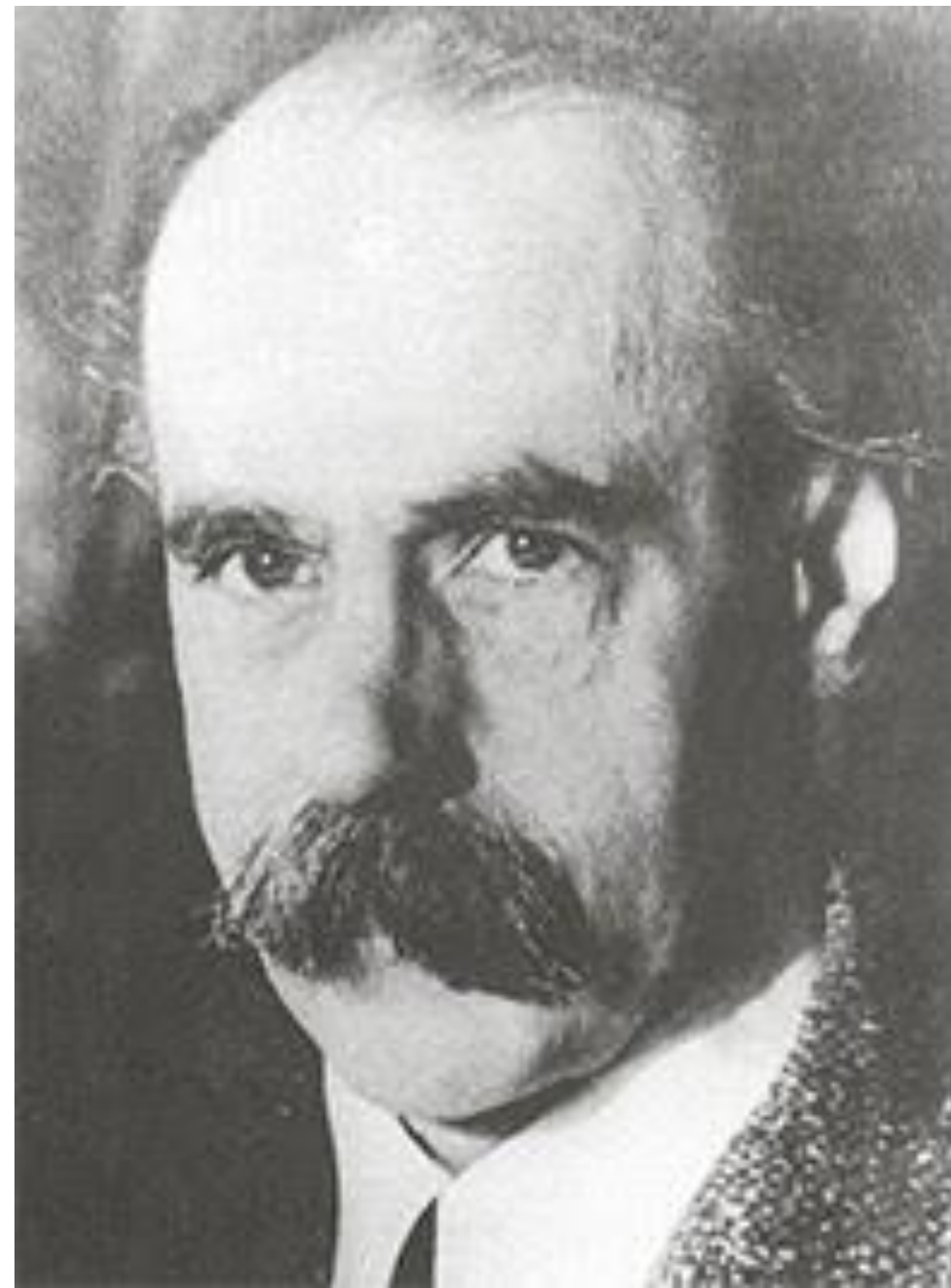








The Gestalt Laws of Visual Perception



Max Wertheimer

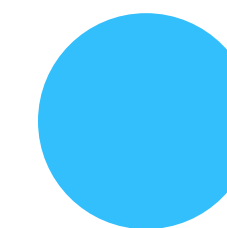
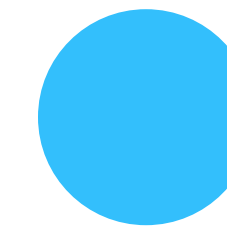
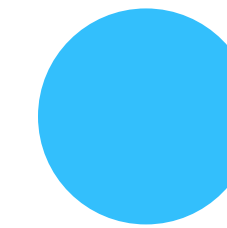
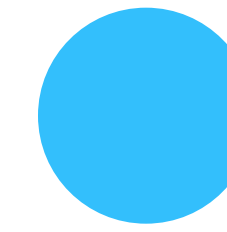
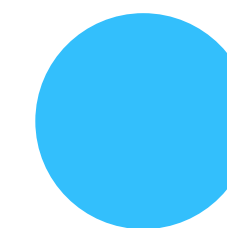
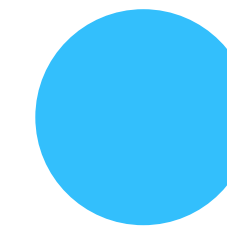
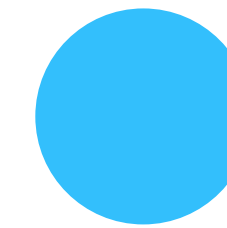
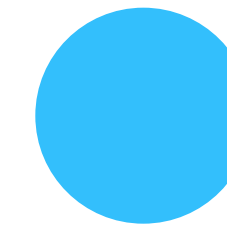
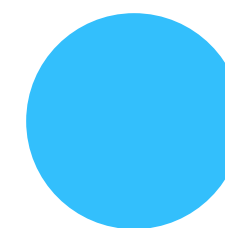
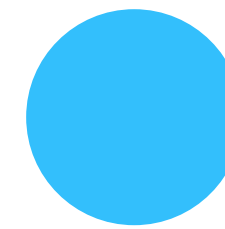
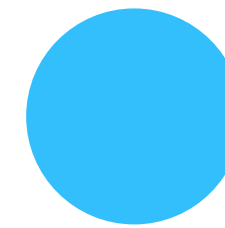
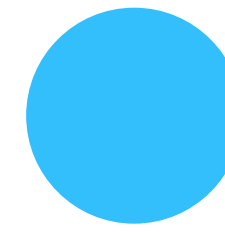


Kurt Koffka

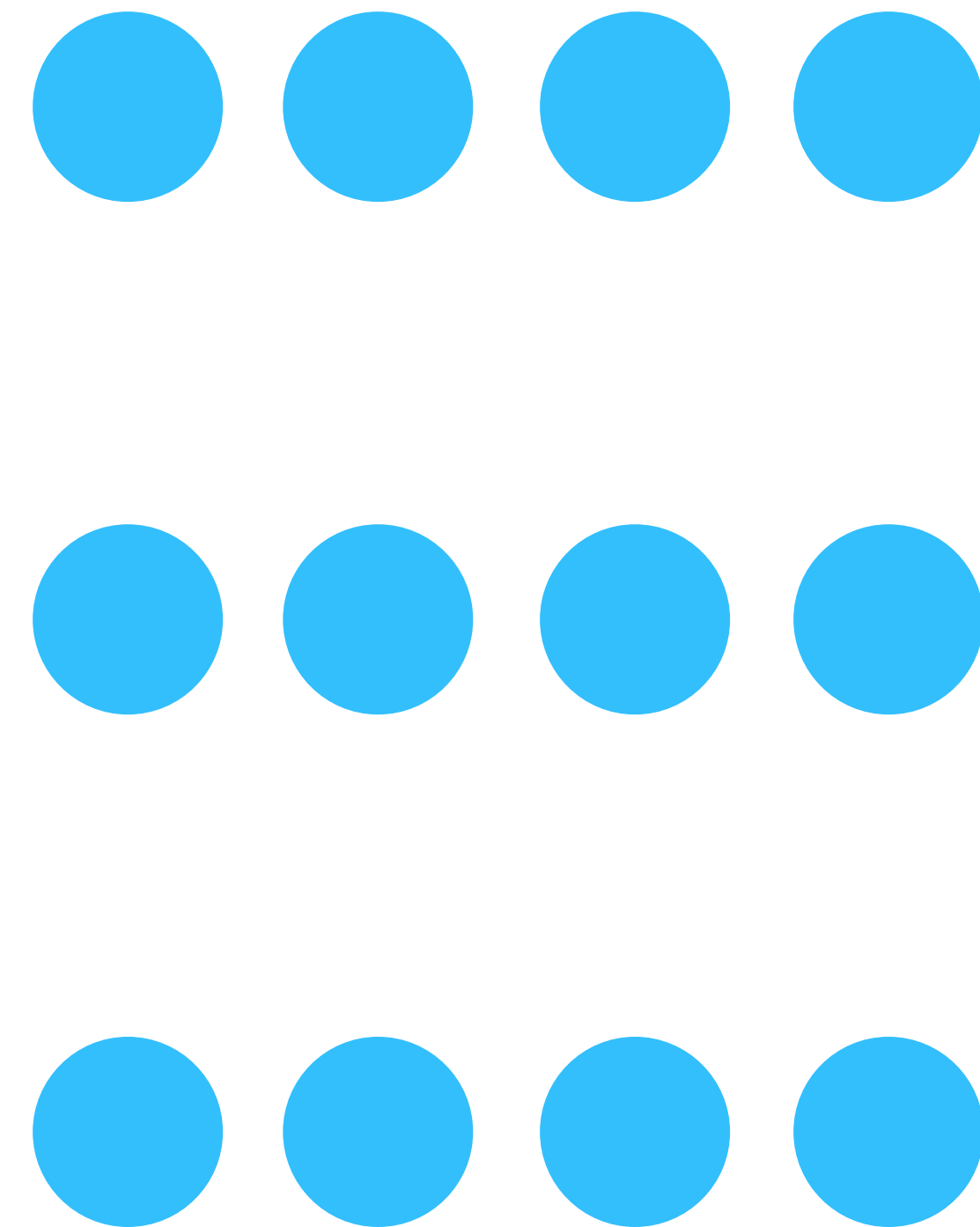


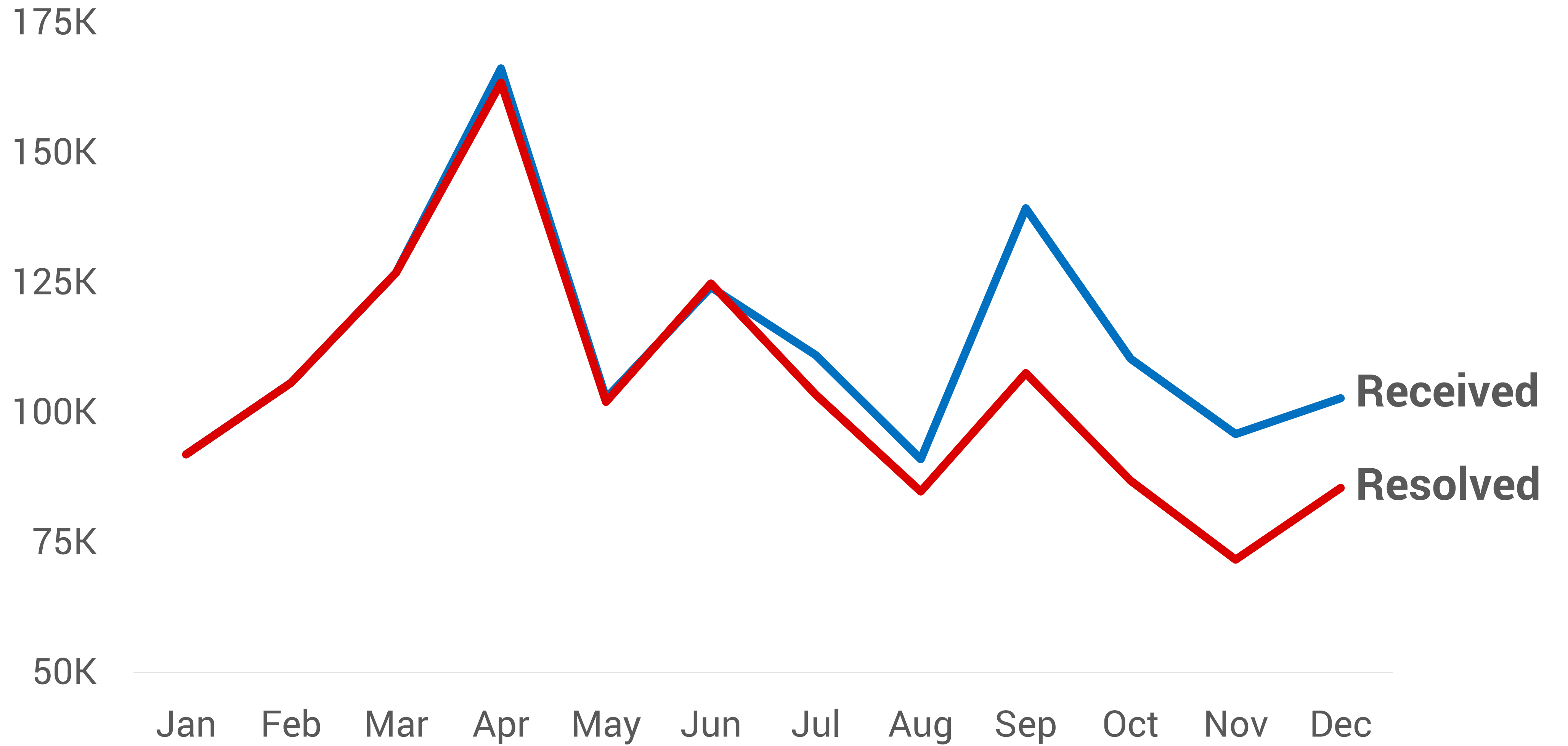
Wolfgang Kohler

The Gestalt Law of Proximity

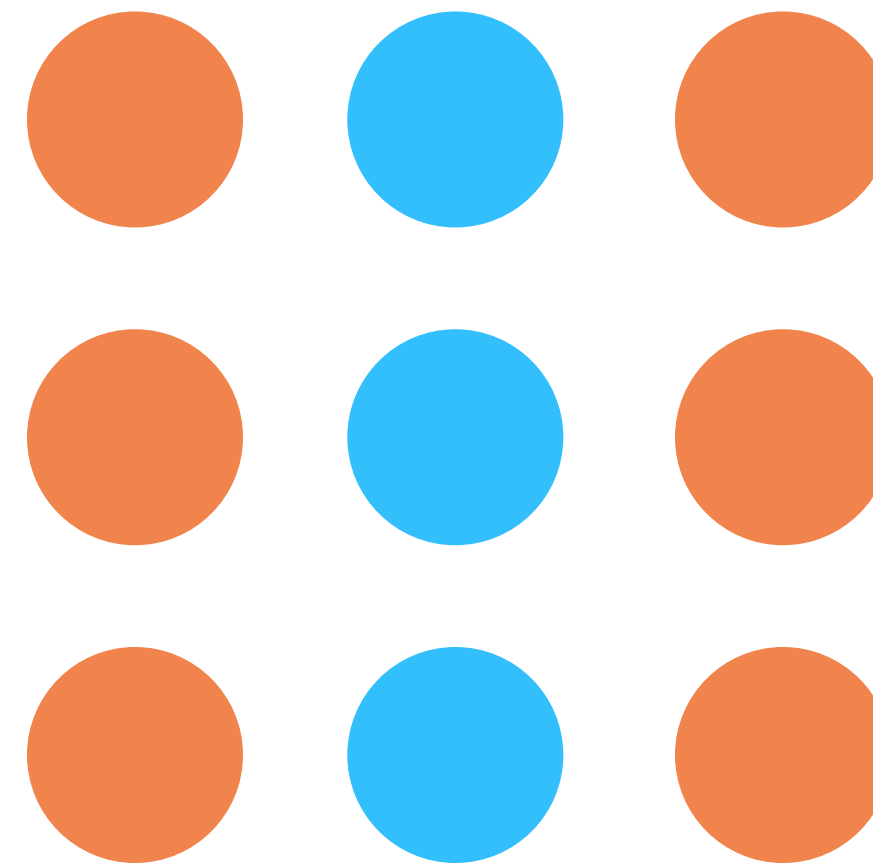


The Gestalt Law of Proximity

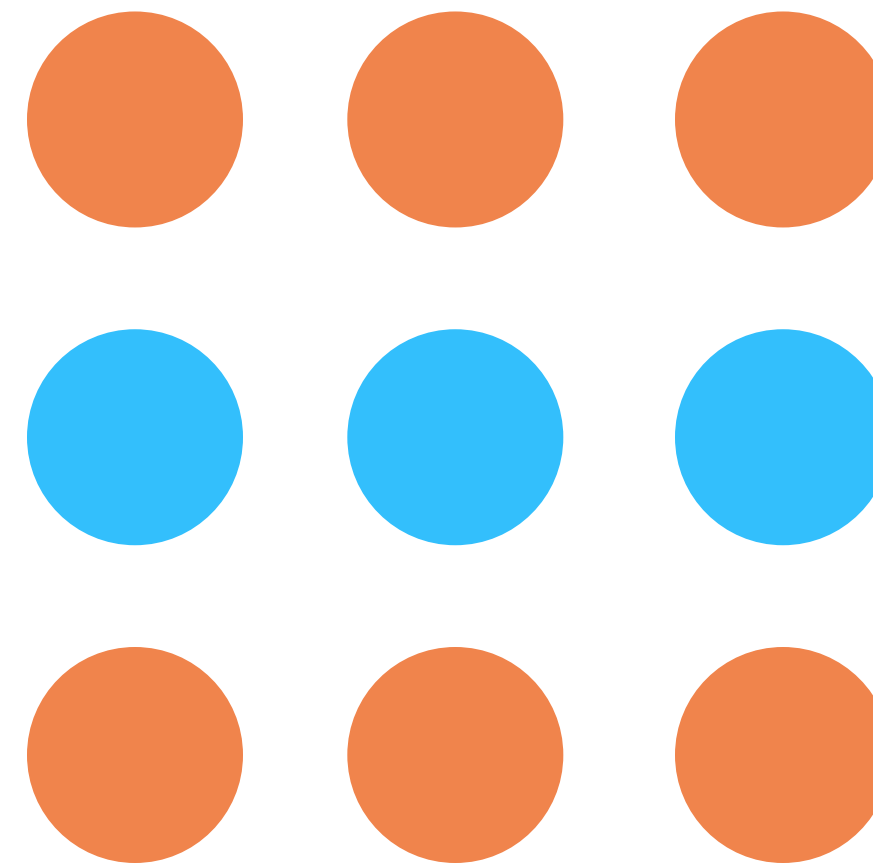


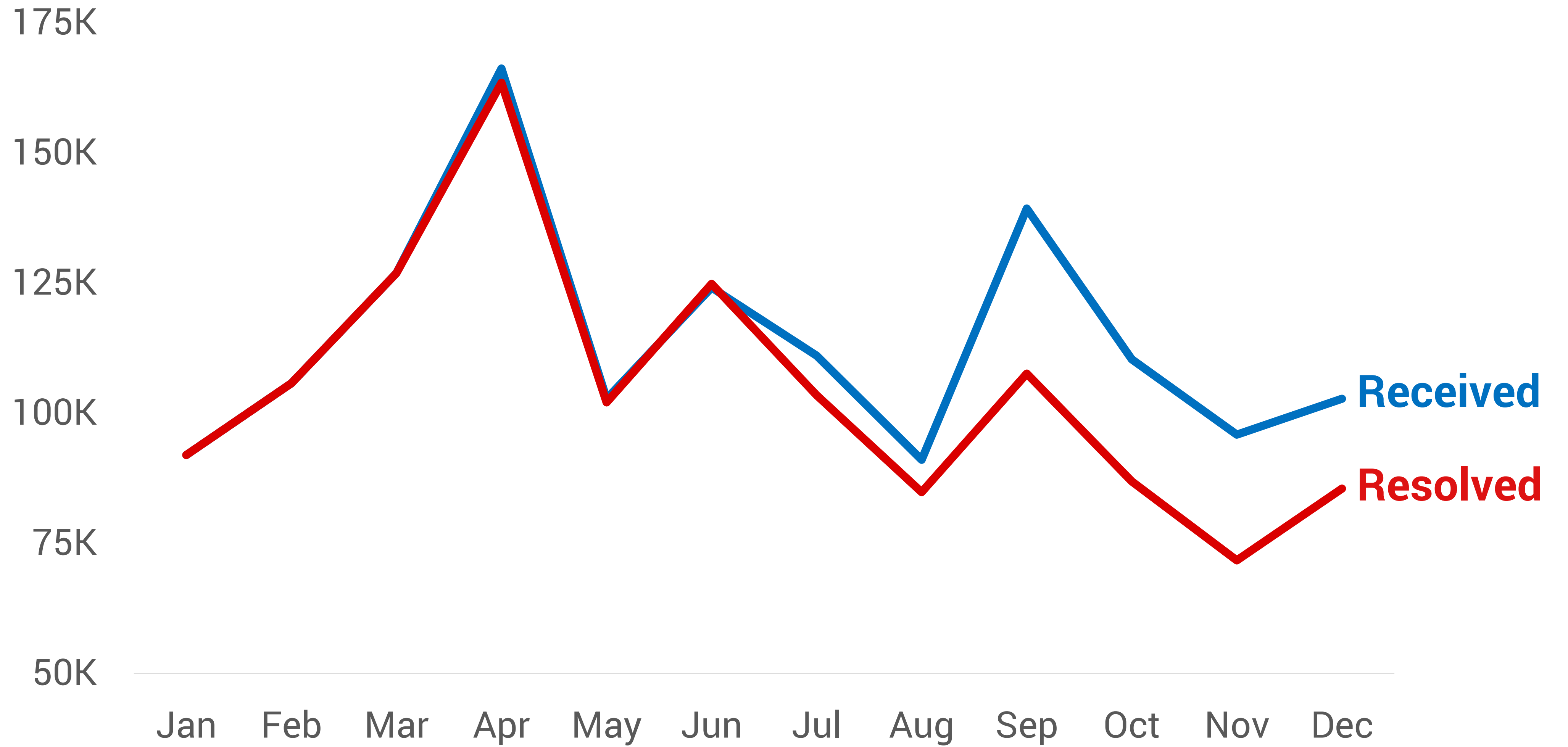


The Gestalt Law of Similarity

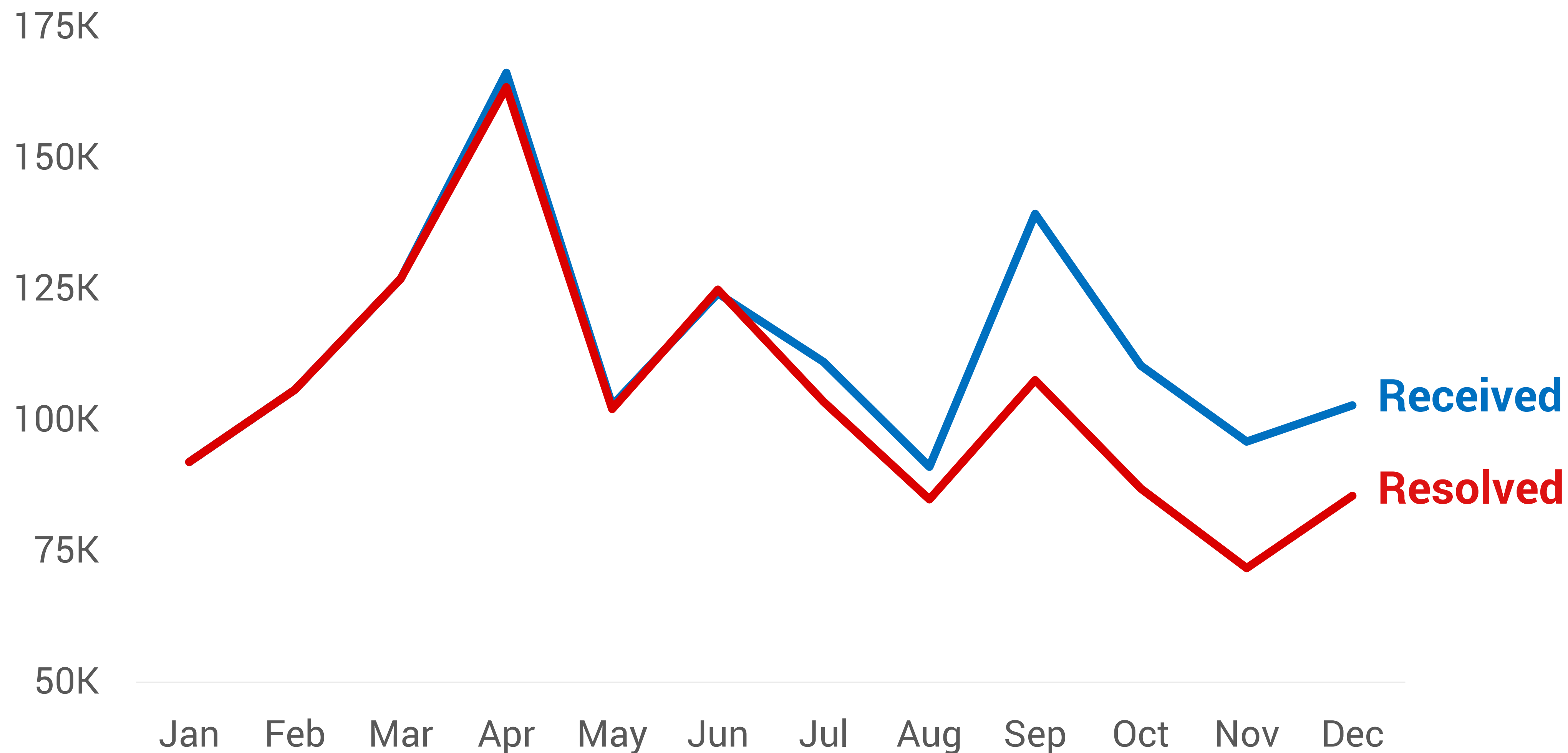


The Gestalt Law of Similarity

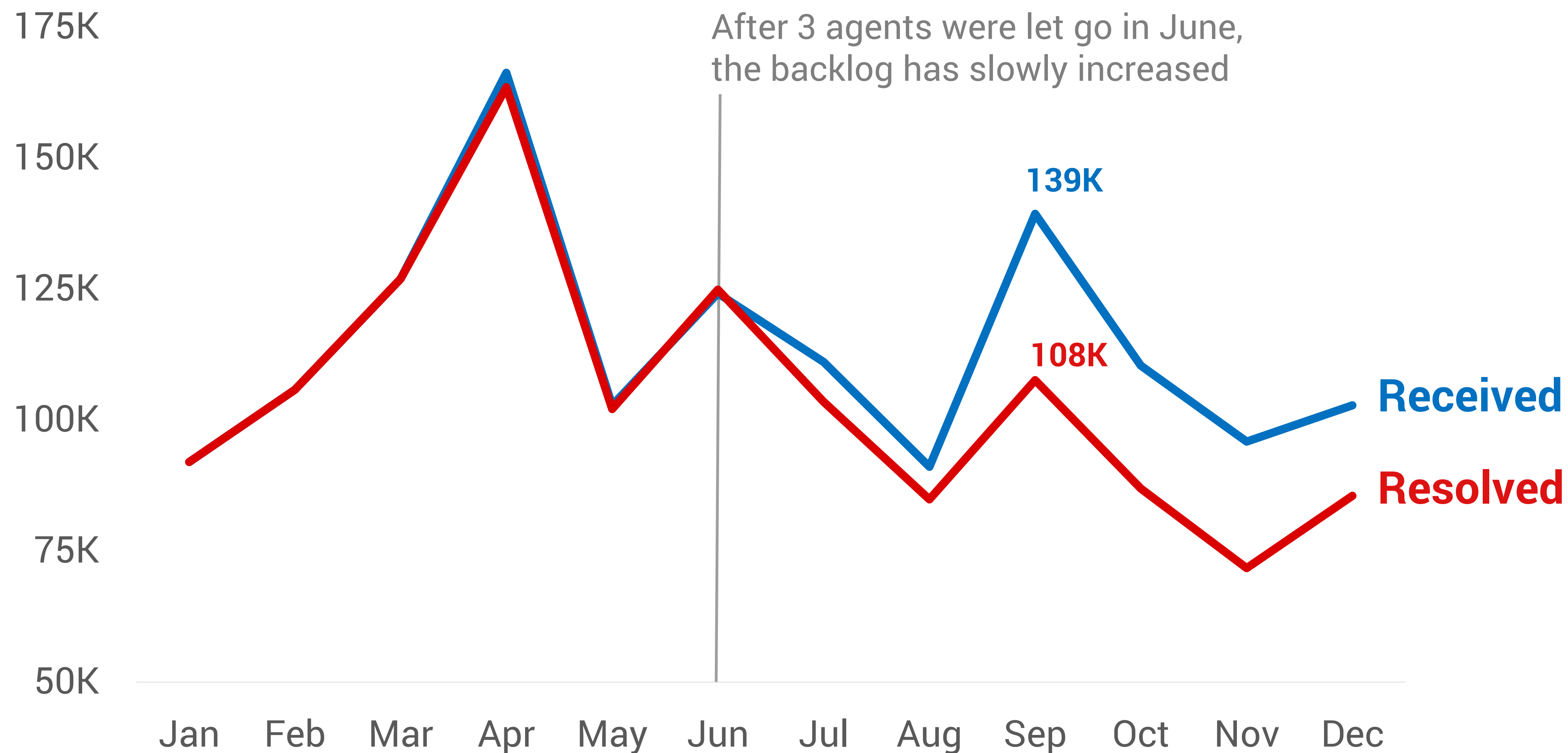




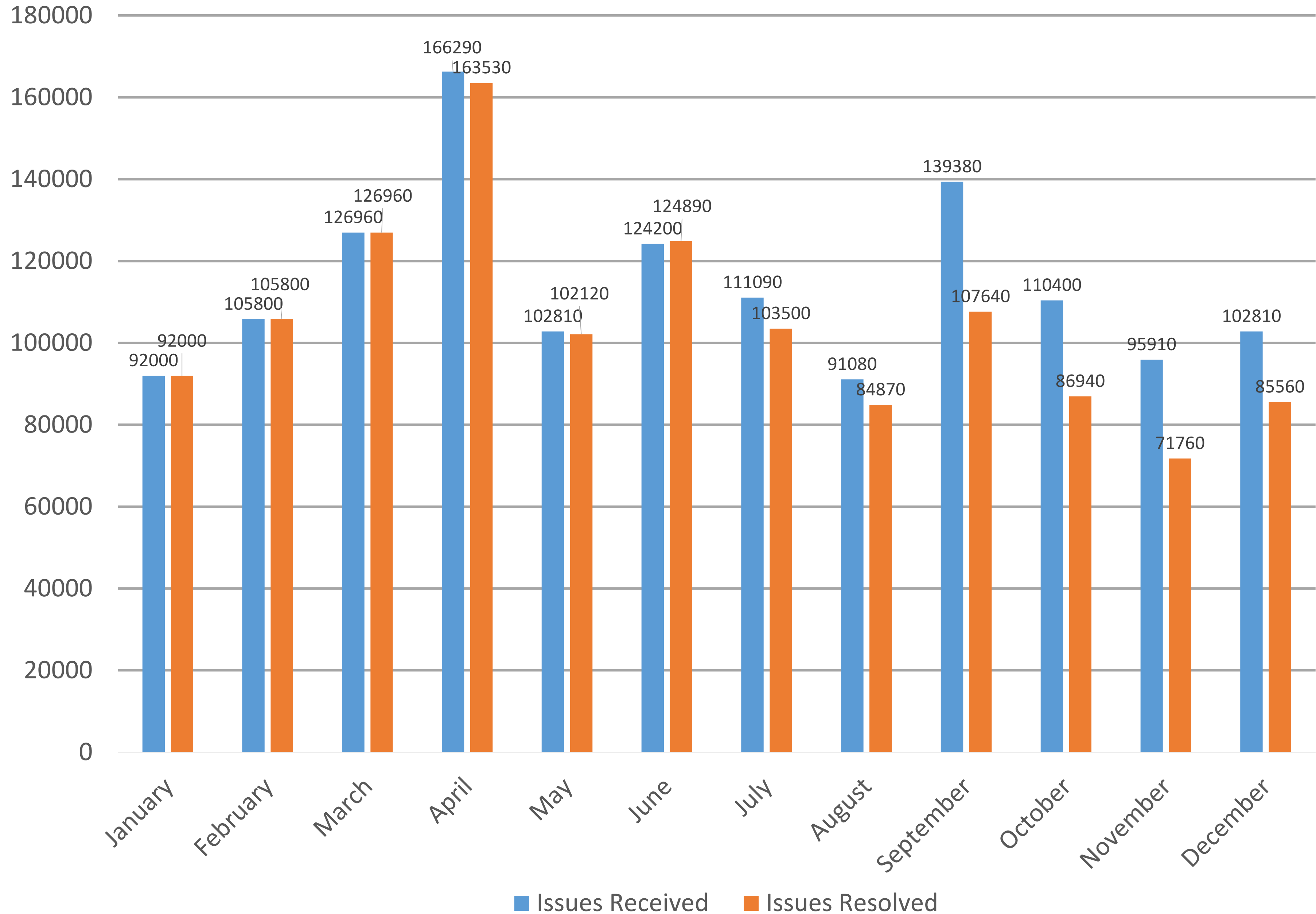
Please approve replacements for the 3 agents who were fired in June



Please approve replacements for the 3 agents who were fired in June



Issues received versus issues resolved over time





The Latest



Elon Musk has completely stopped hiding his contempt for Wall Street — and he's paying the price

Matthew DeBord  18m  7,334

 Like 0

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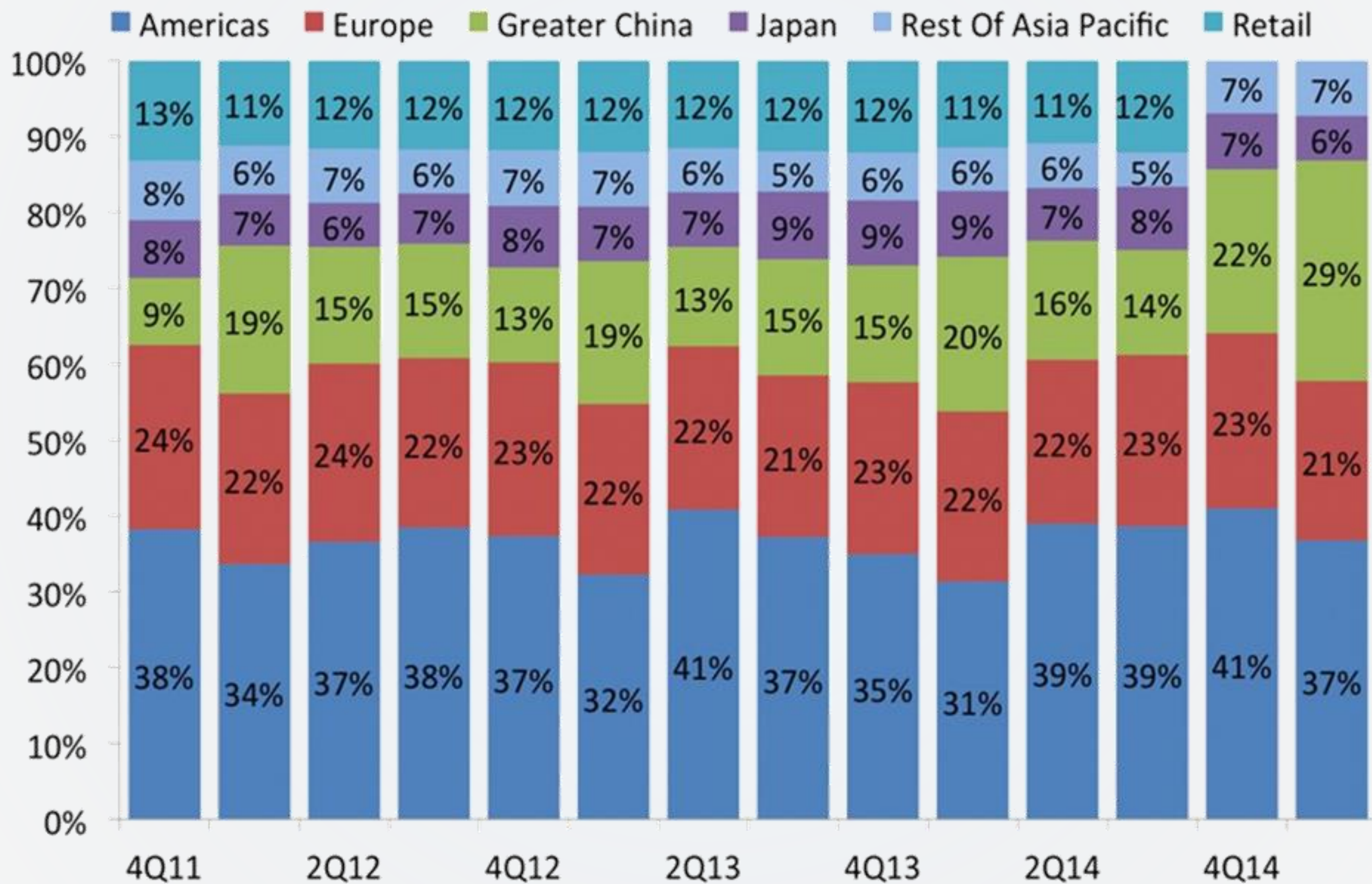


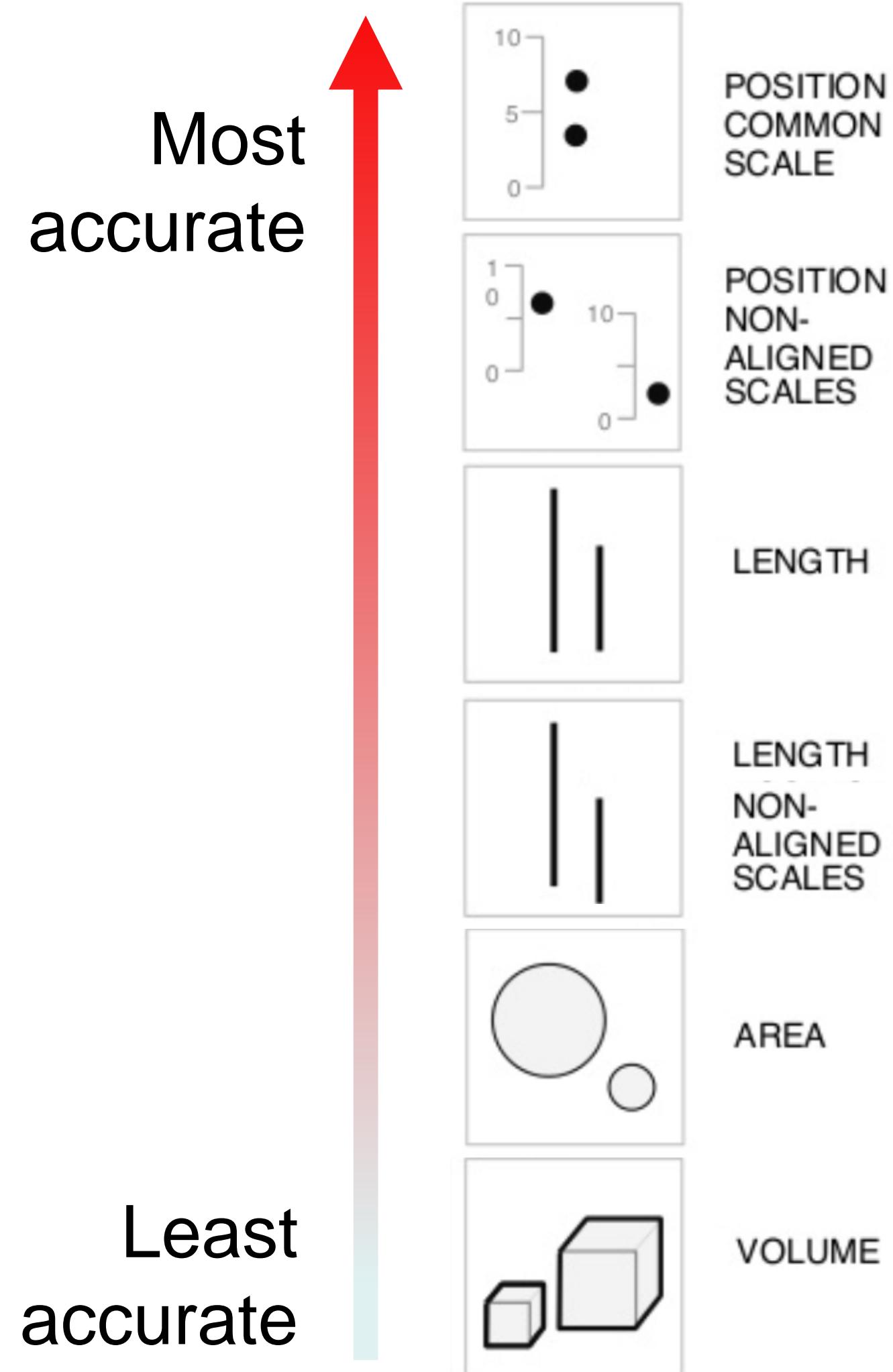
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Apple Global Revenue Share

By Region And By Retail Sales





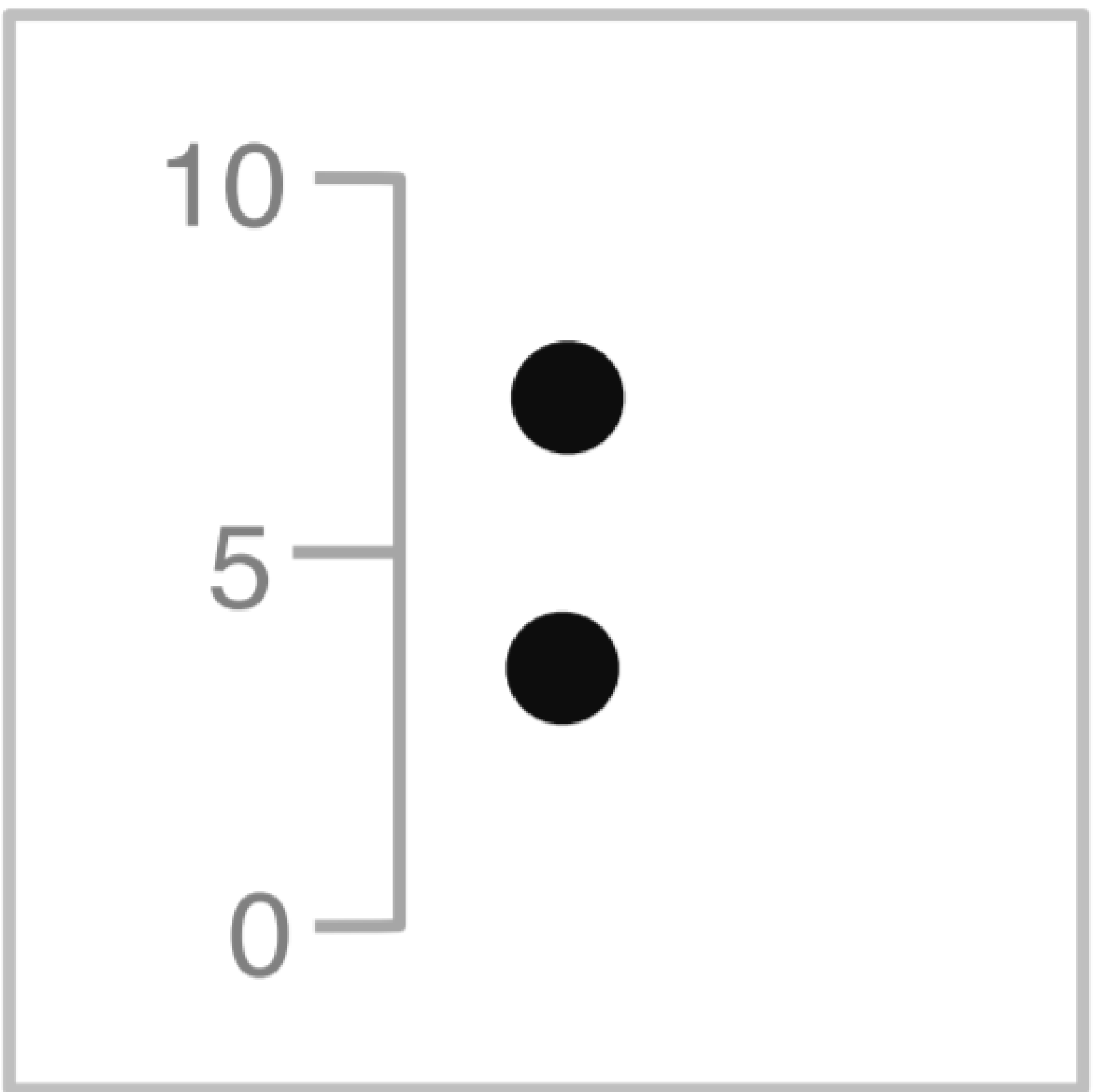
Ranking of Elementary Perceptual Tasks

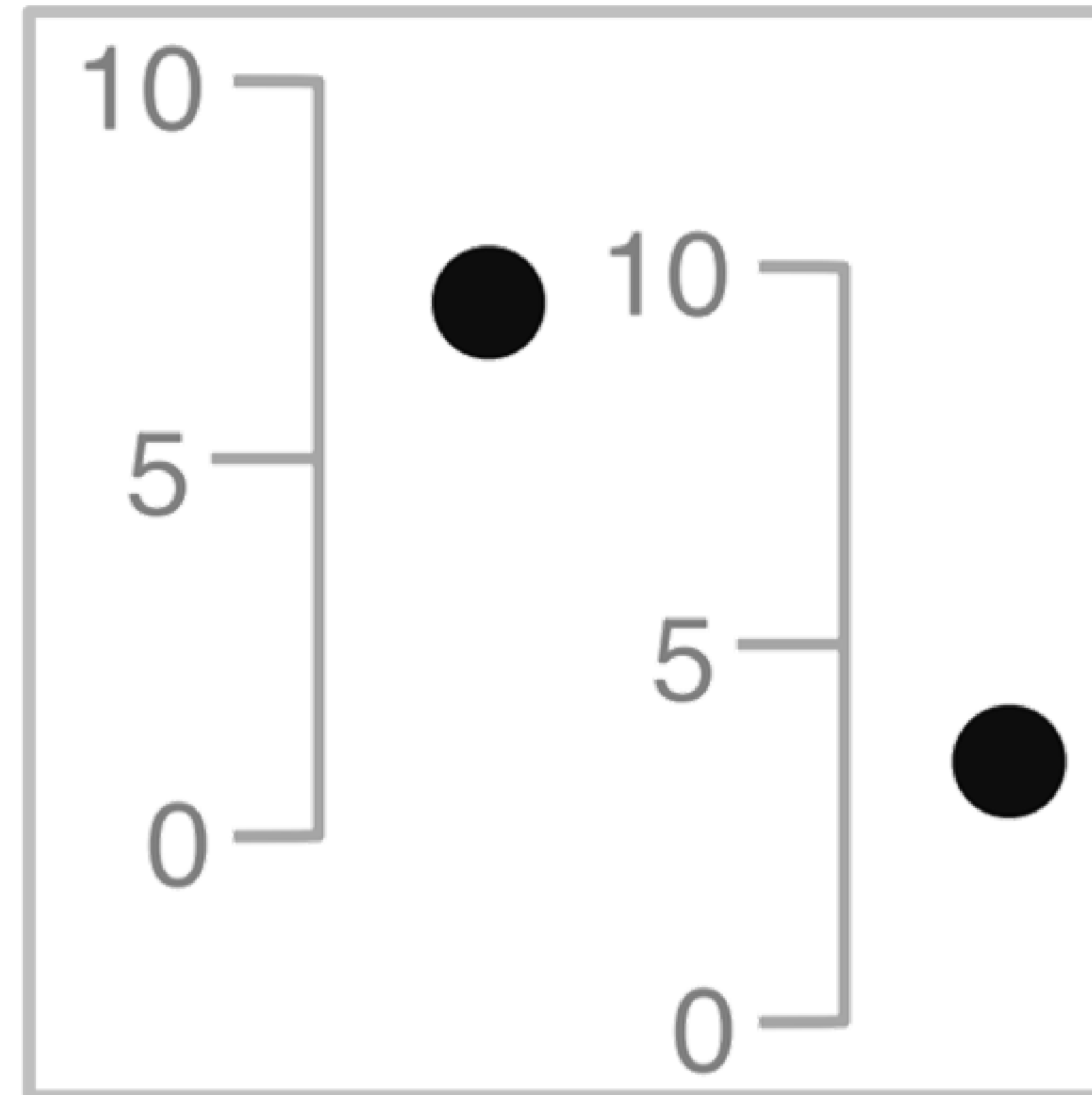
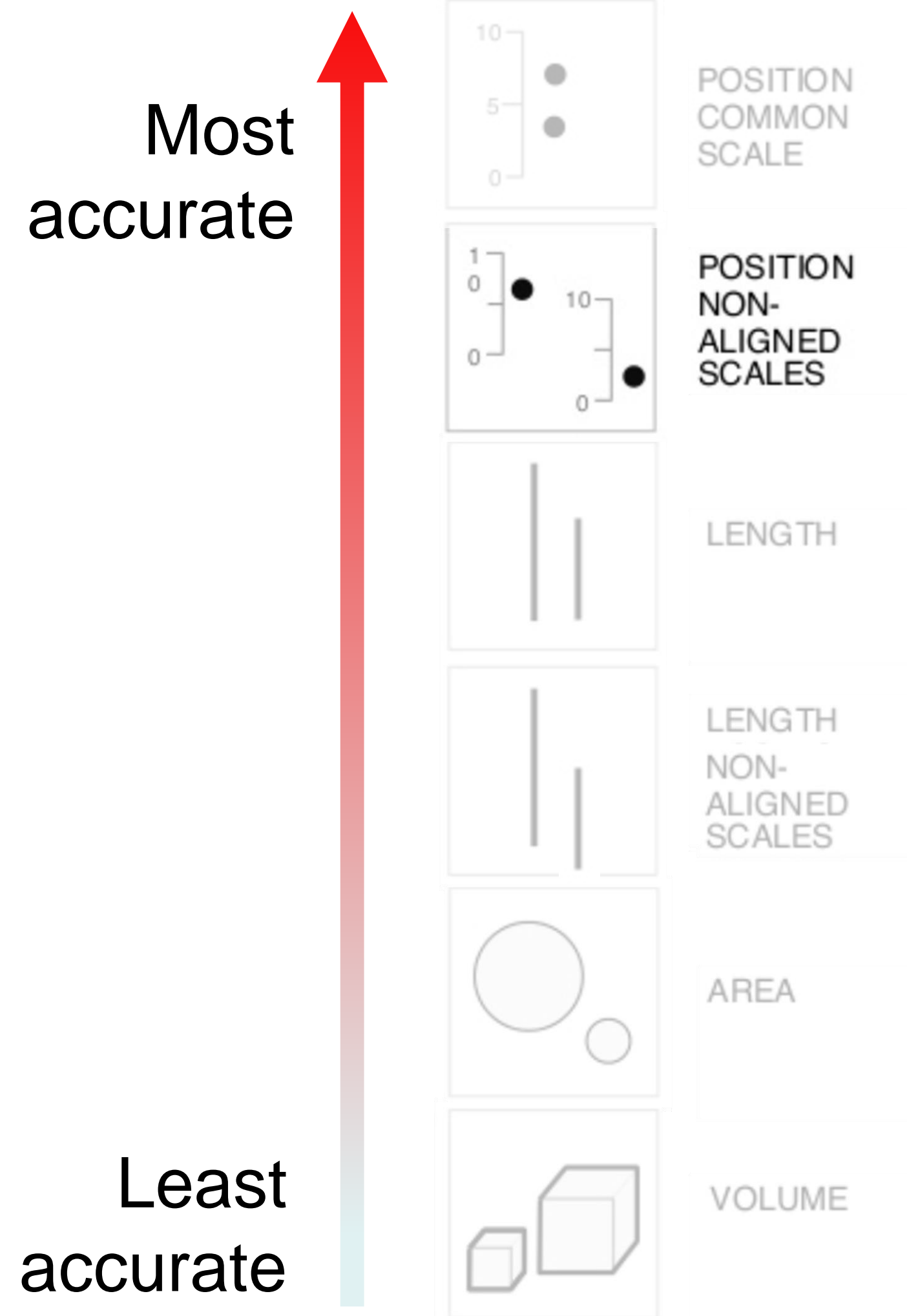
William S. Cleveland
and Robert McGill

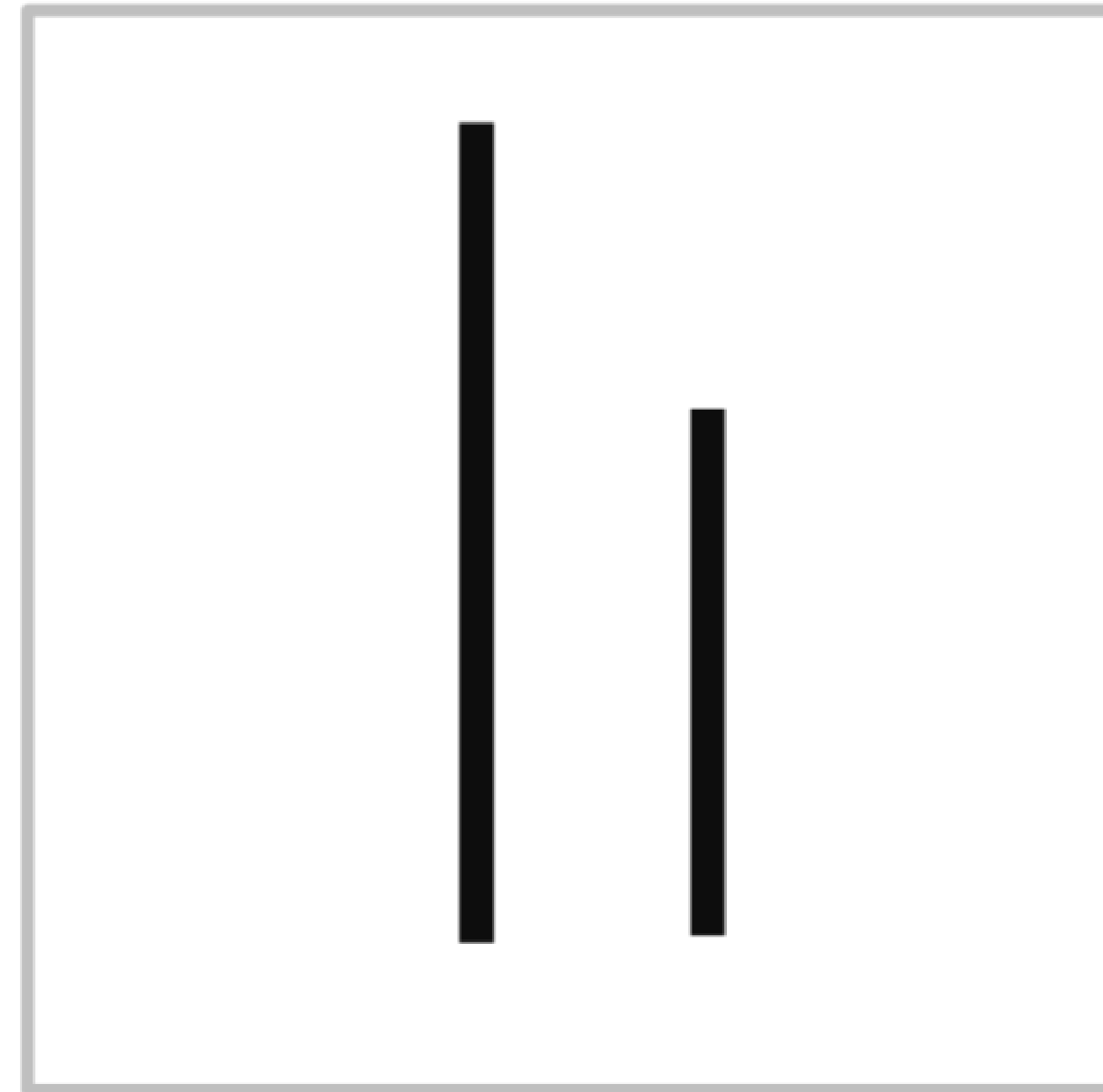
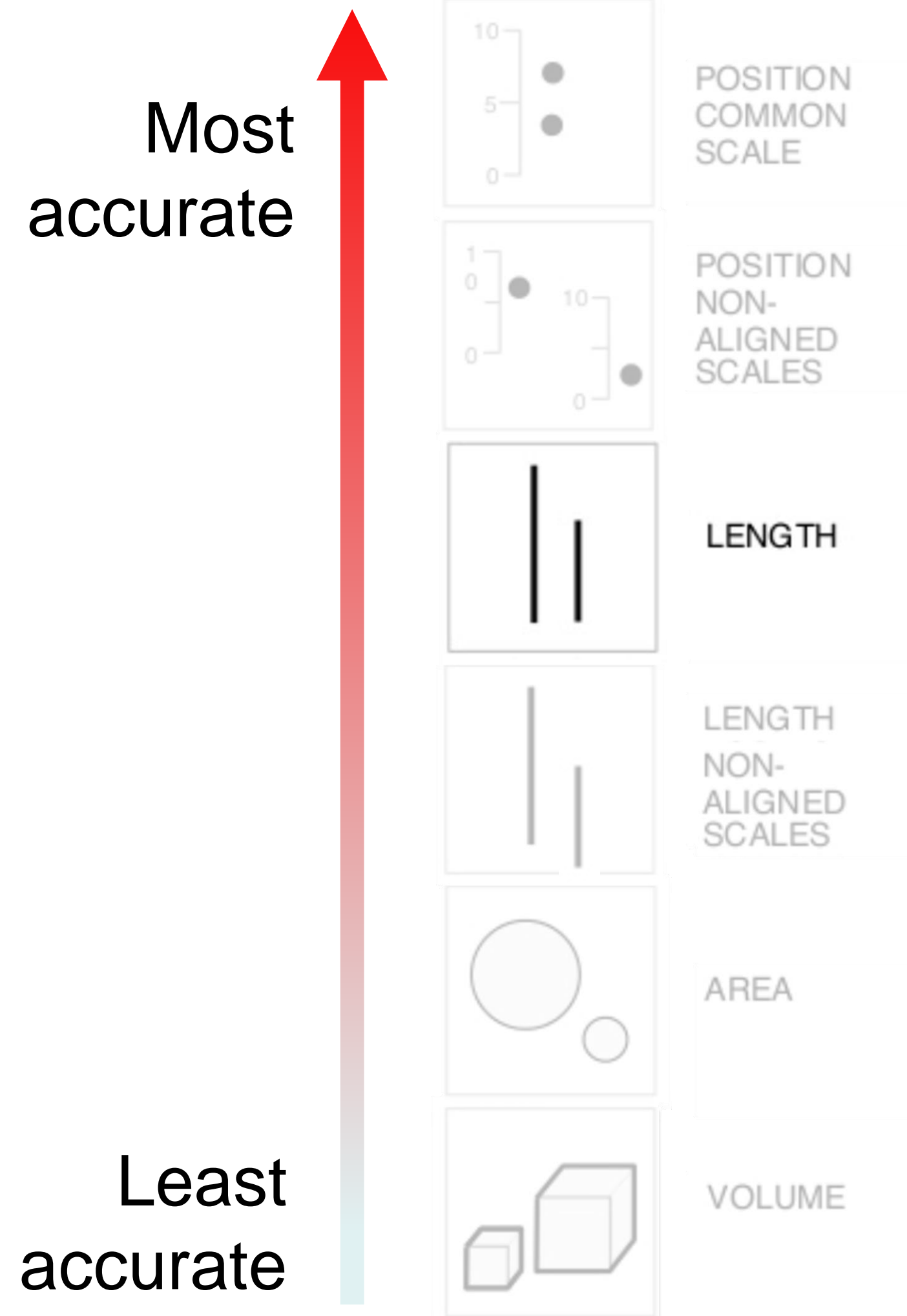
Most accurate

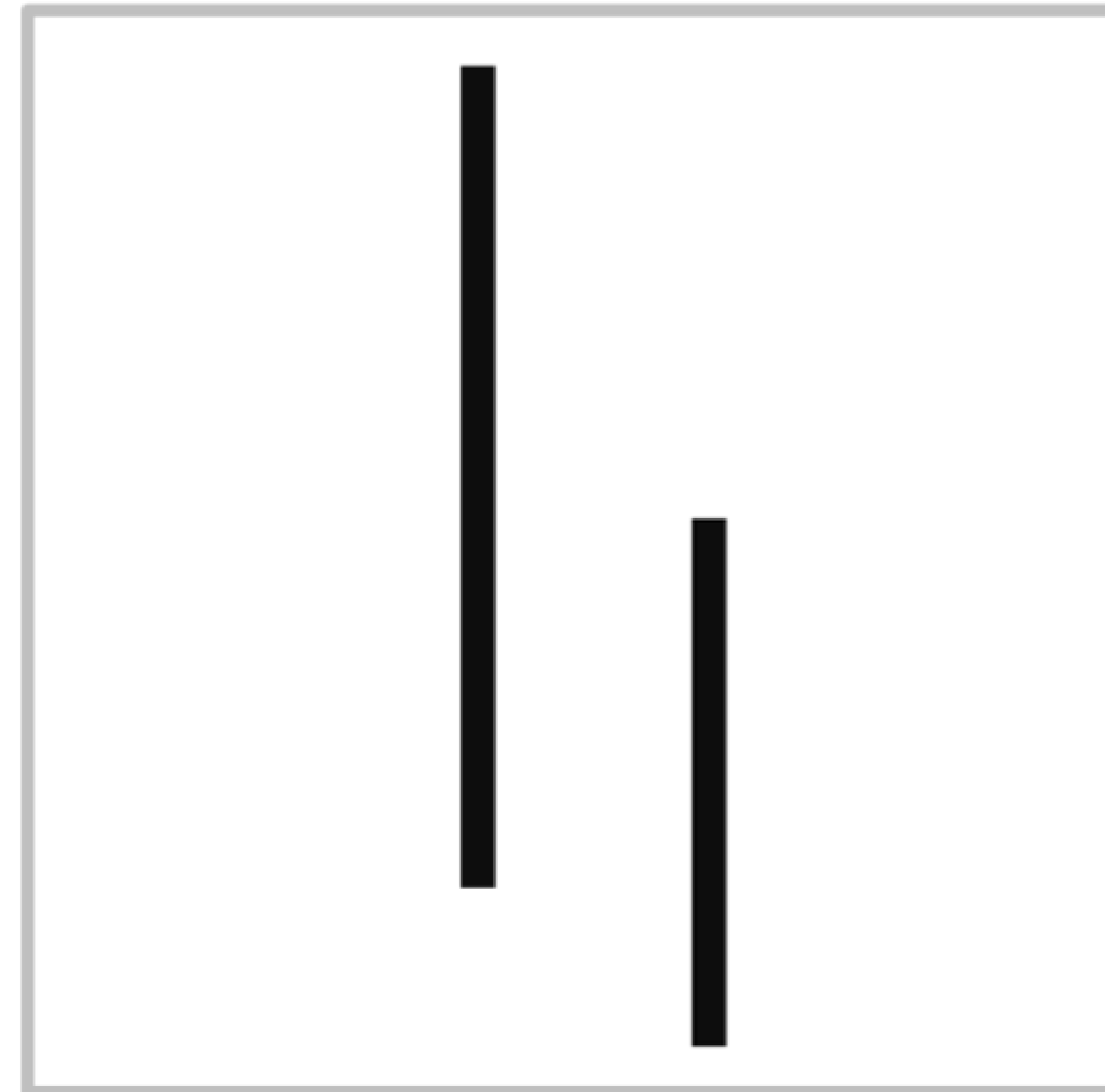
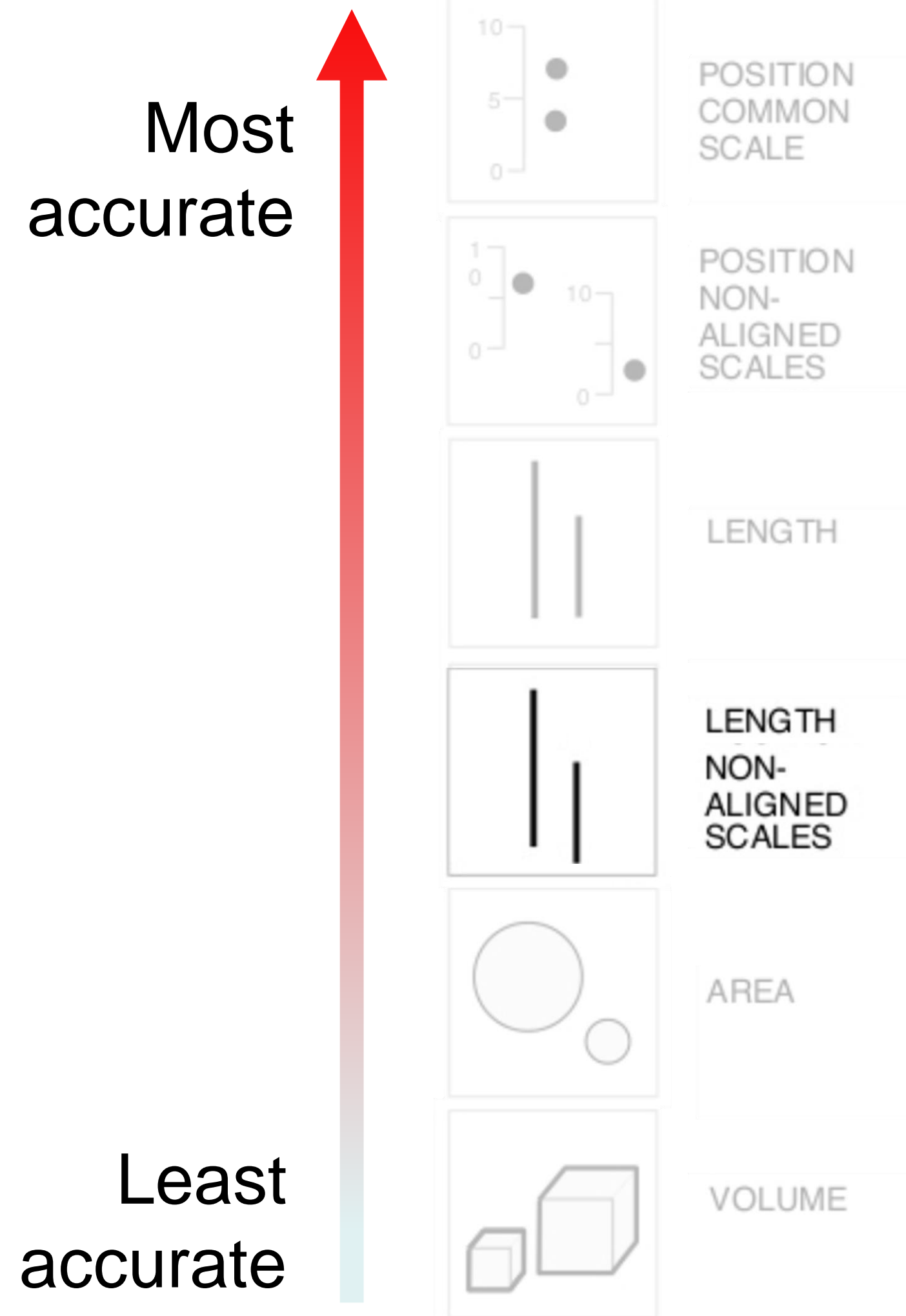


Least accurate



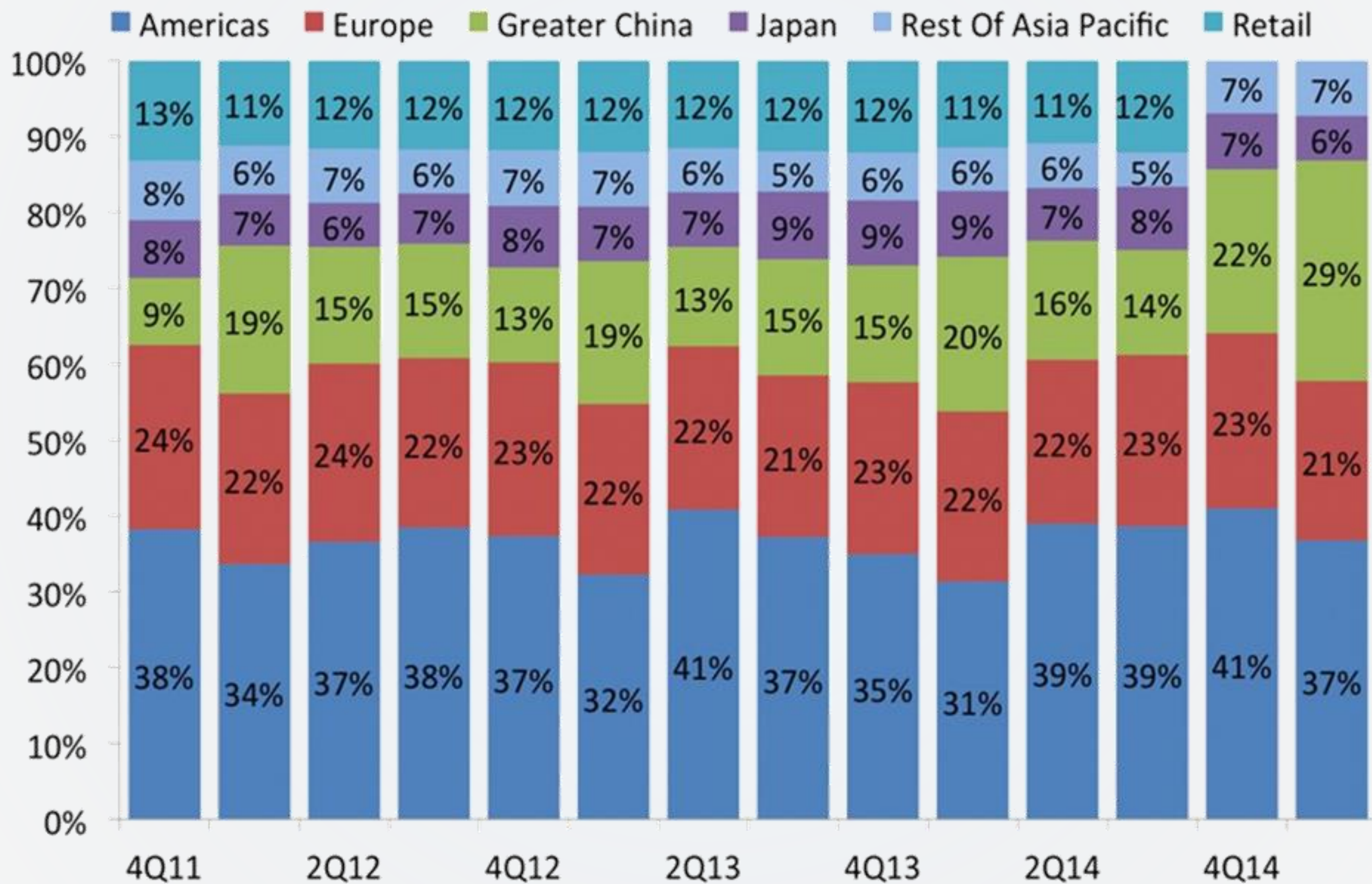




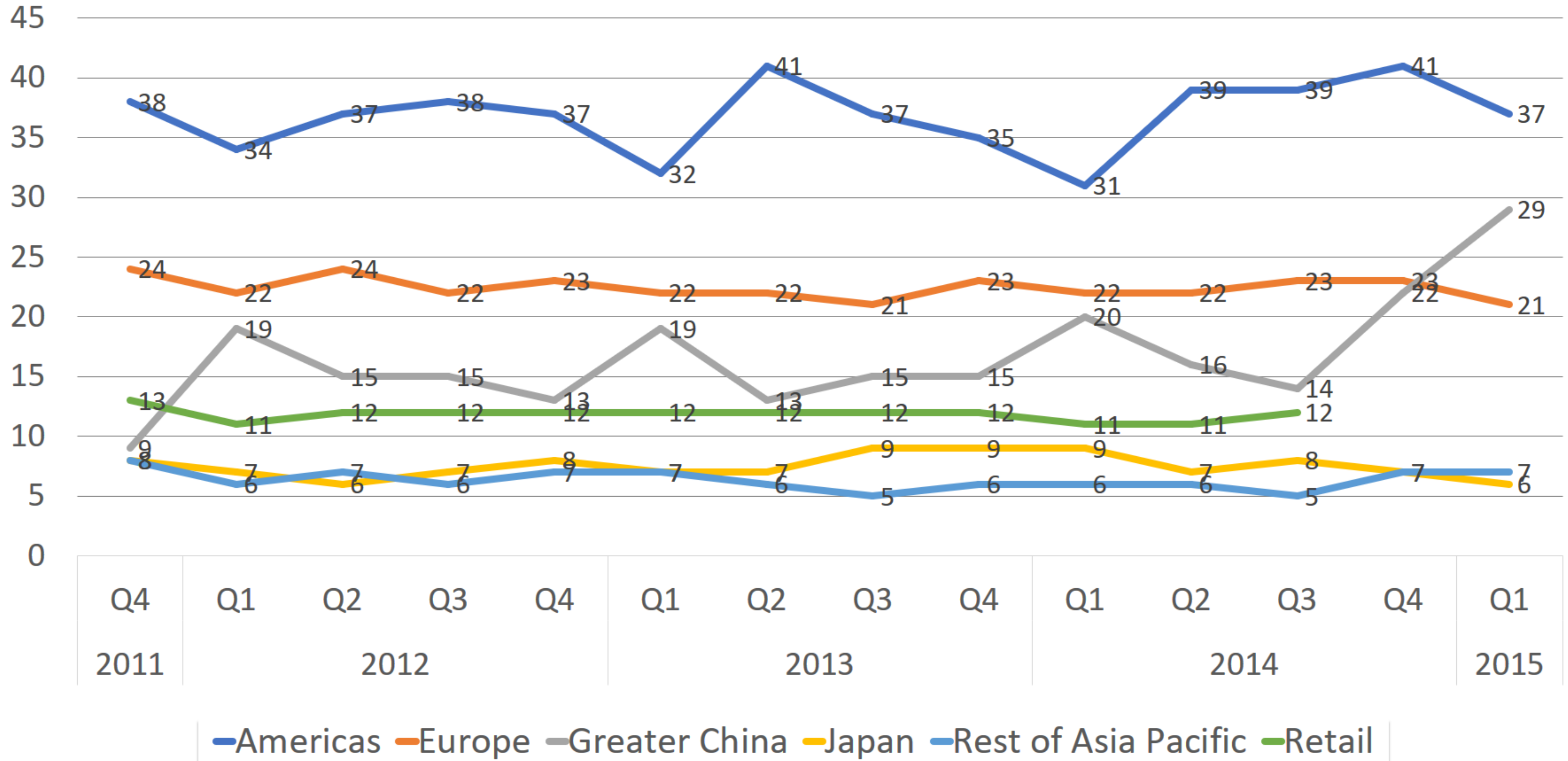


Apple Global Revenue Share

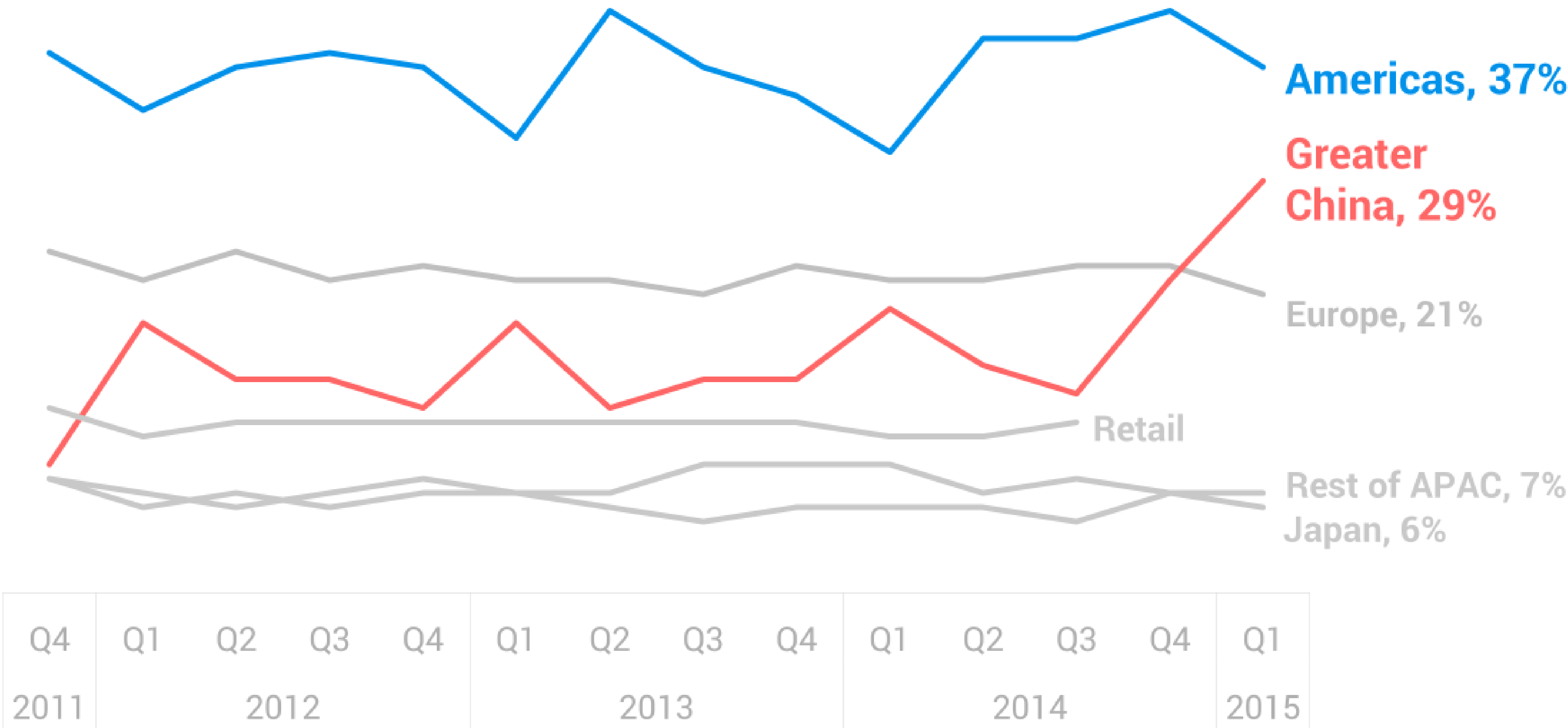
By Region And By Retail Sales



Apple's Global Revenue Share by Region Over Time

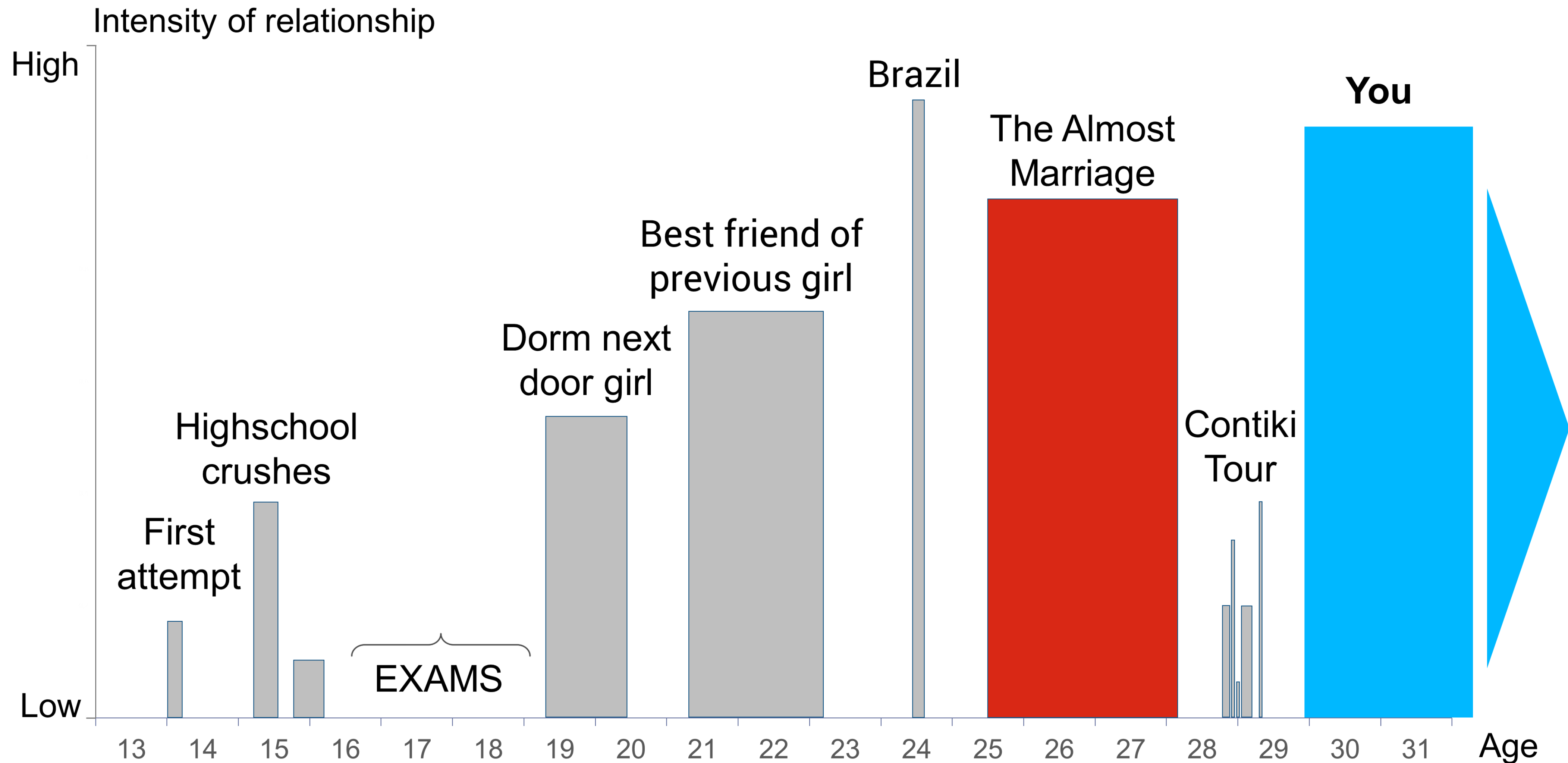


Greater China is on track to overtake the **Americas** as Apple's largest market



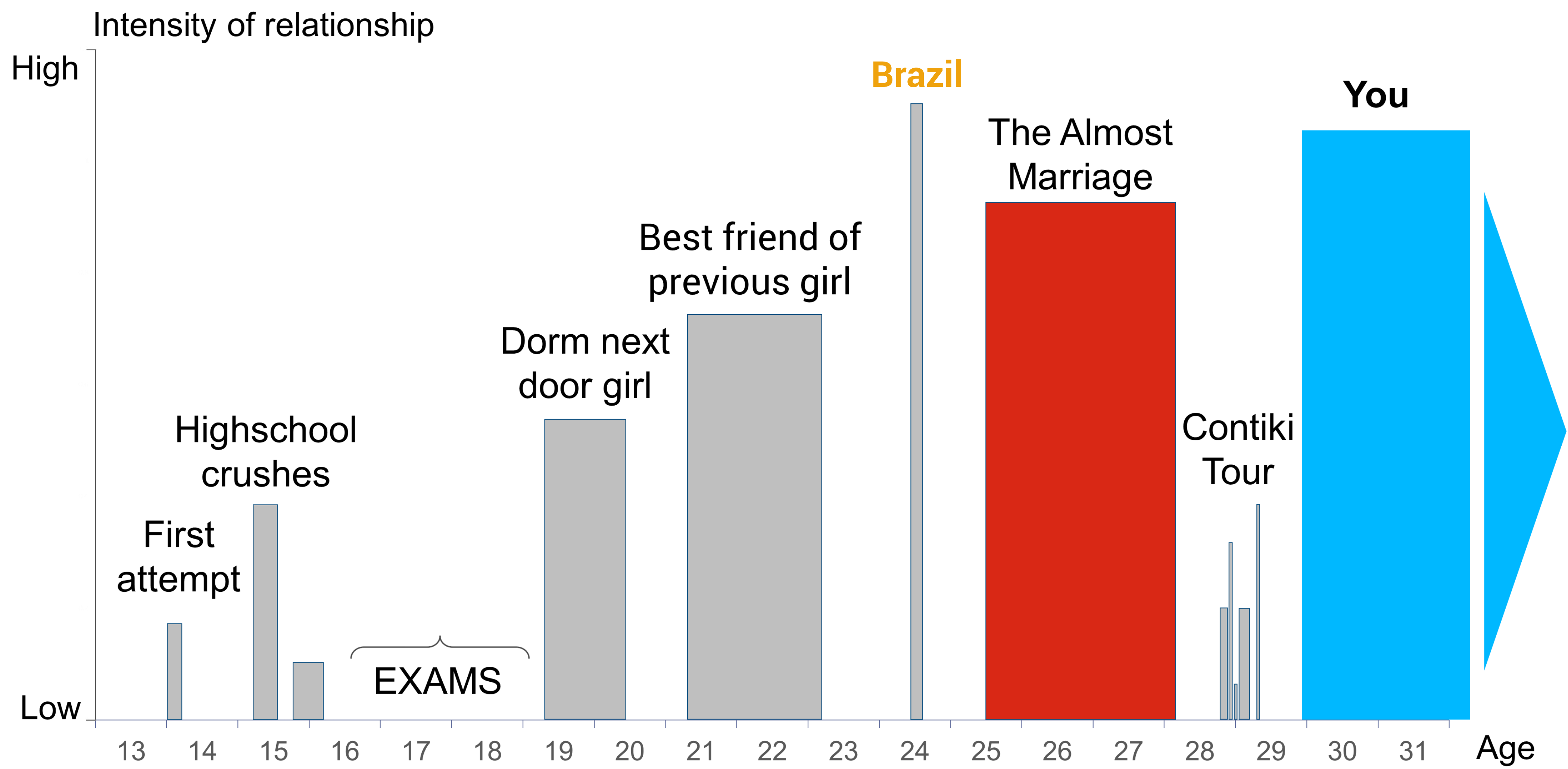
~~Intensity of relationship versus age~~

Replace with
storytelling title

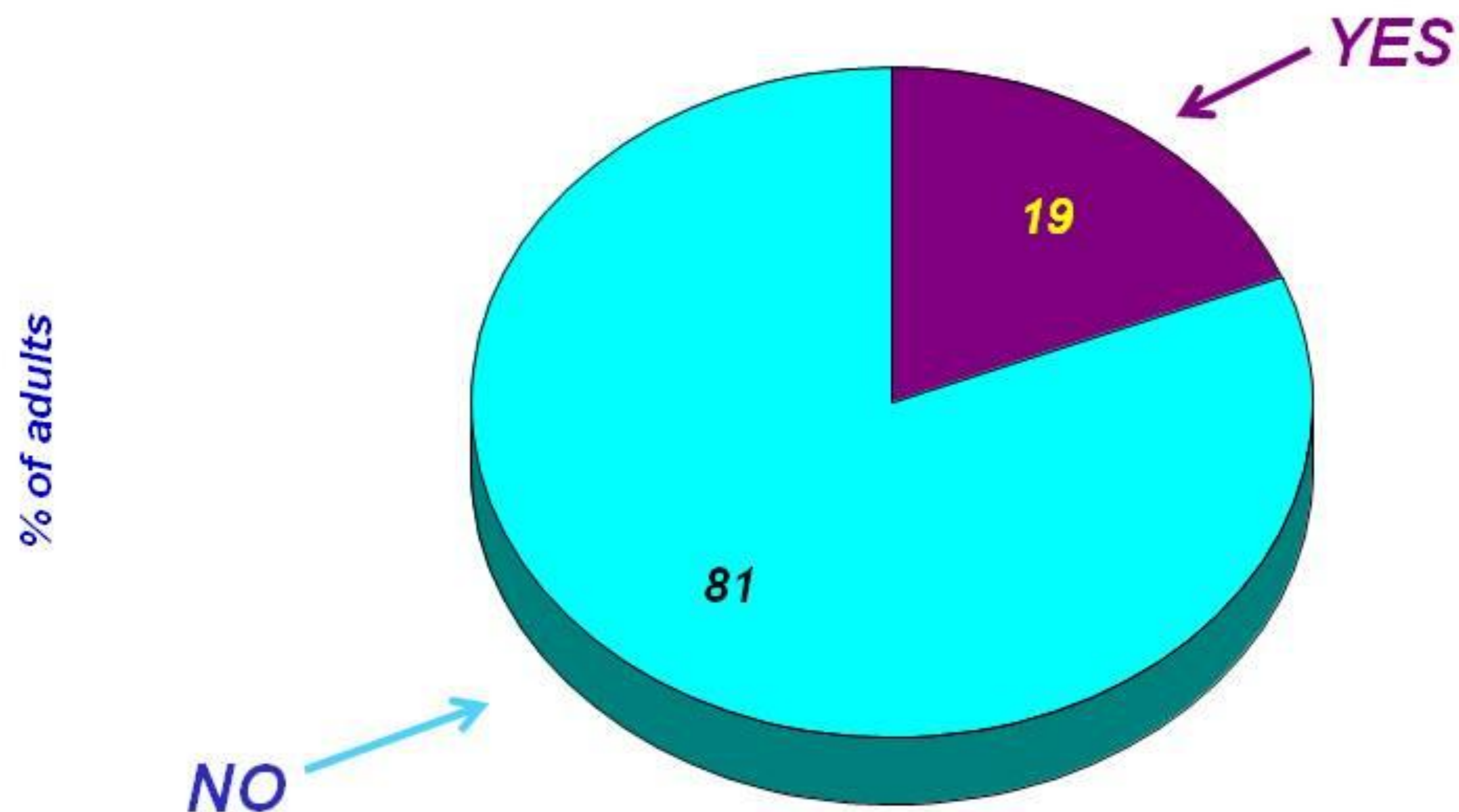


My relationships have increased in intensity and length over time

I also no longer speak to **Isadora**



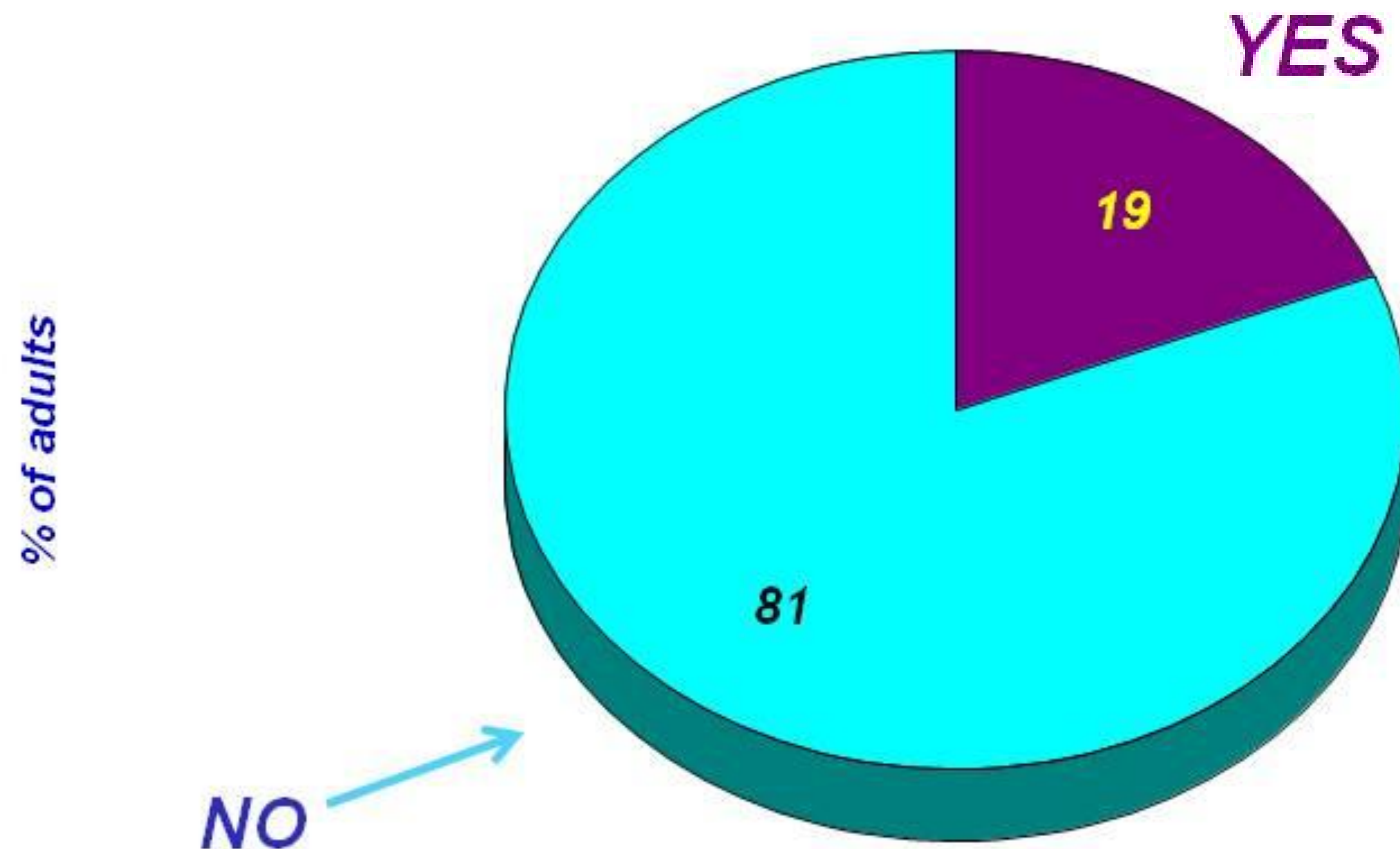
EXPERIENCE OF FALLING IN-LOVE WITH MORE THAN ONE PERSON, **TOTAL PHILIPPINES**, DEC 2016



Note: No answer (0.2%) responses are not shown.

Q175. Naranasan na po ba ninyo na umibig ng higit pa sa isang tao ng magkasabay?

EXPERIENCE OF FALLING IN-LOVE WITH MORE THAN ONE PERSON, **TOTAL PHILIPPINES**, DEC 2016



Note: No answer (0.2%) responses are not shown.

Q175. Naranasan na po ba ninyo na umibig ng higit pa sa isang tao ng magkasabay?

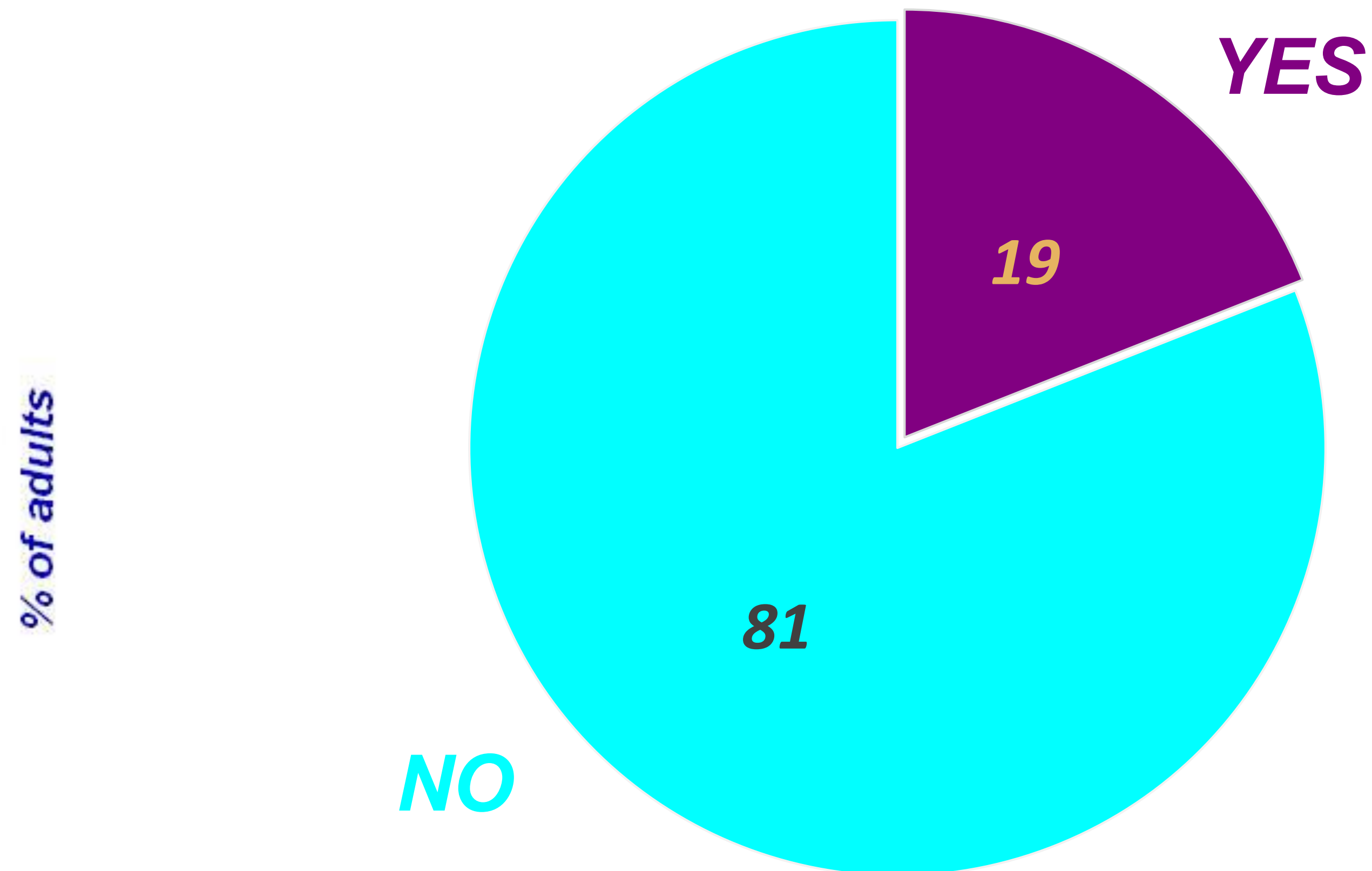
EXPERIENCE OF FALLING IN-LOVE WITH MORE THAN ONE PERSON, **TOTAL PHILIPPINES**, DEC 2016



Note: No answer (0.2%) responses are not shown.

Q175. Naranasan na po ba ninyo na umibig ng higit pa sa isang tao ng magkasabay?

**EXPERIENCE OF FALLING IN-LOVE WITH MORE THAN
ONE PERSON, *TOTAL PHILIPPINES*, DEC 2016**



Note: No answer (0.2%) responses are not shown.

Q175. Naranasan na po ba ninyo na umibig ng higit pa sa isang tao ng magkasabay?

19% of Filipinos have experienced falling in
love with **more than one person**



Most
accurate

Least
accurate



POSITION
COMMON
SCALE



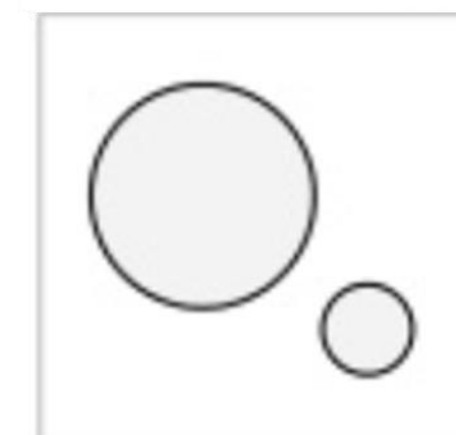
POSITION
NON-
ALIGNED
SCALES



LENGTH



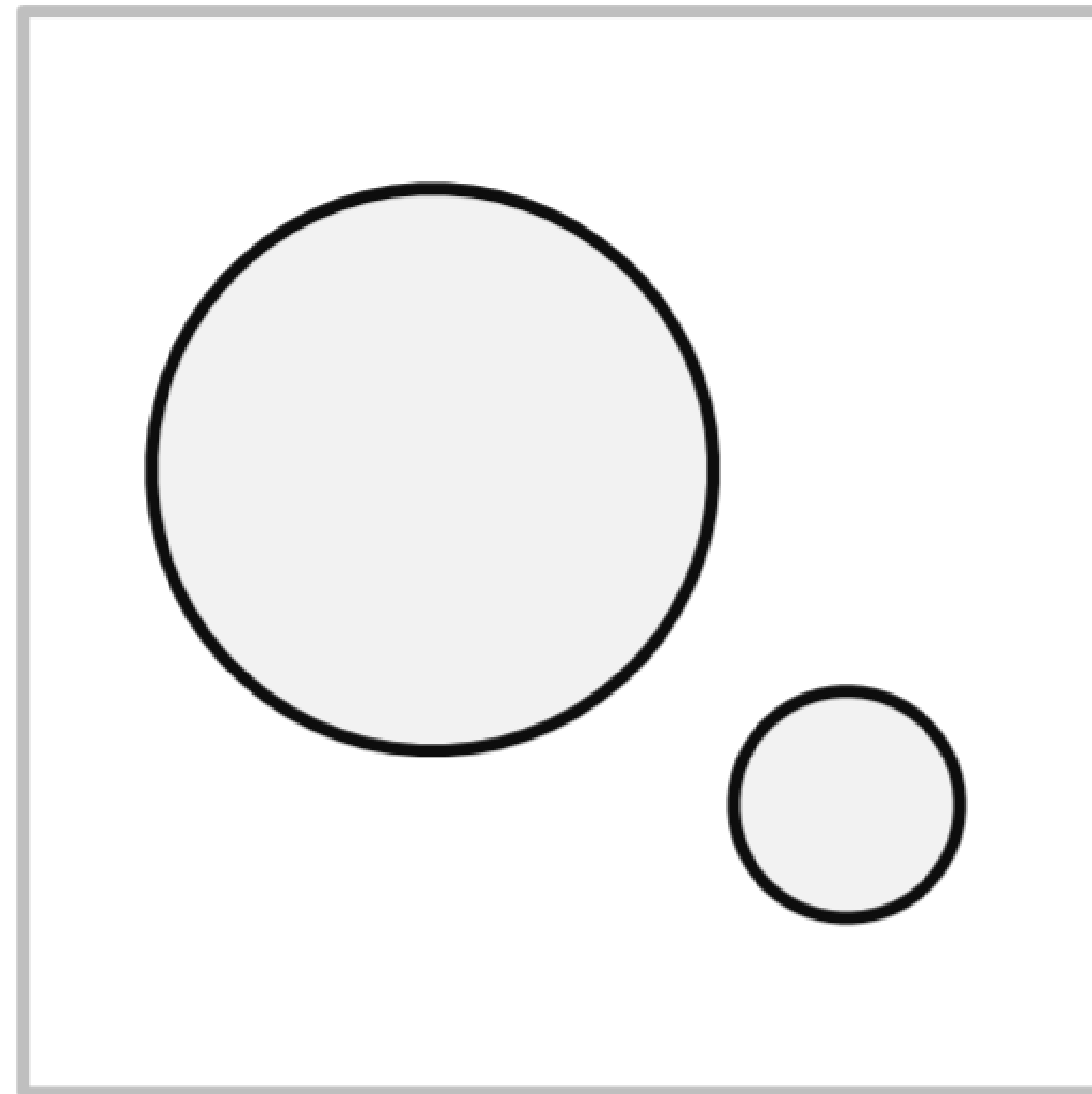
LENGTH
NON-
ALIGNED
SCALES

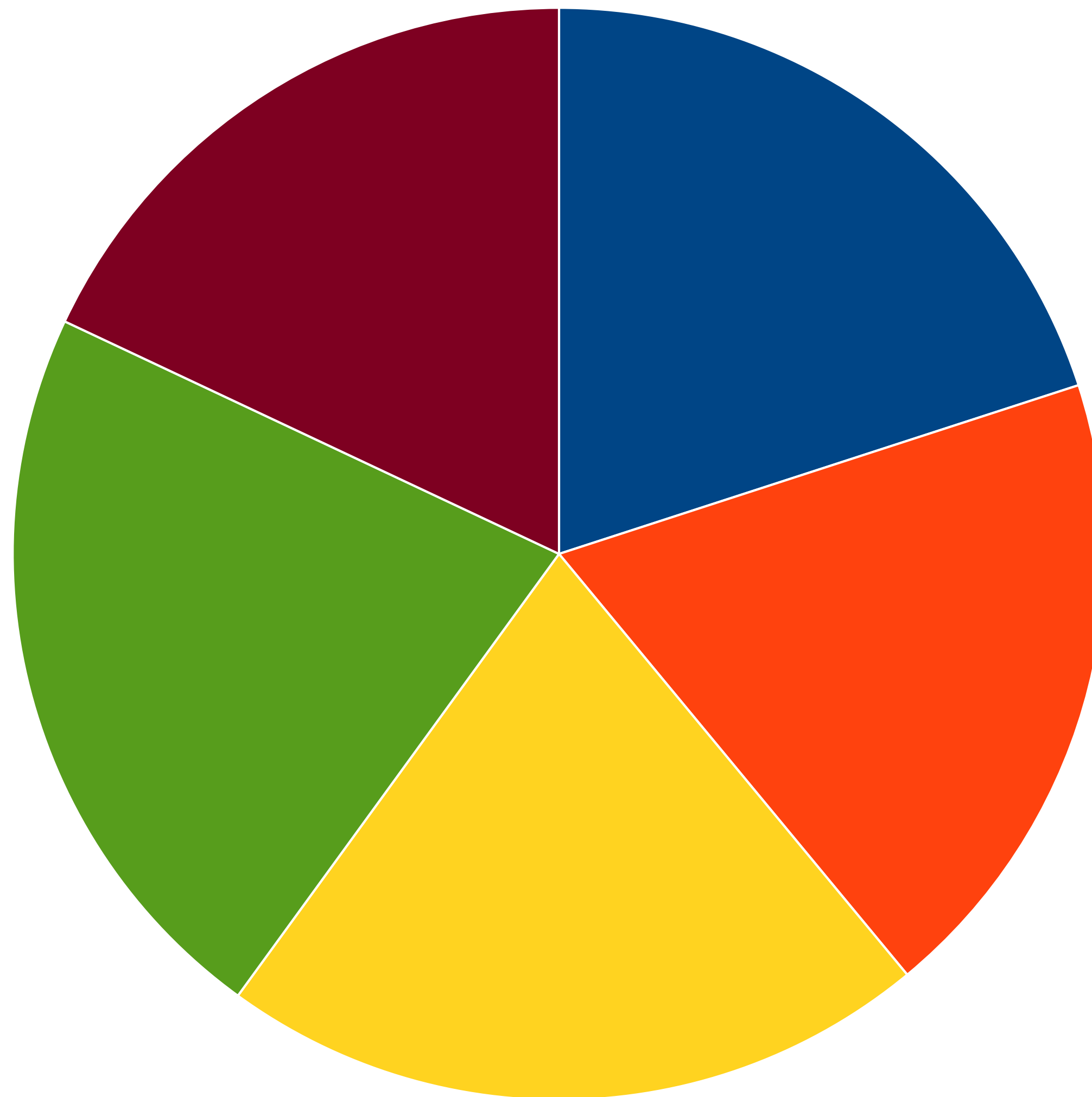


AREA

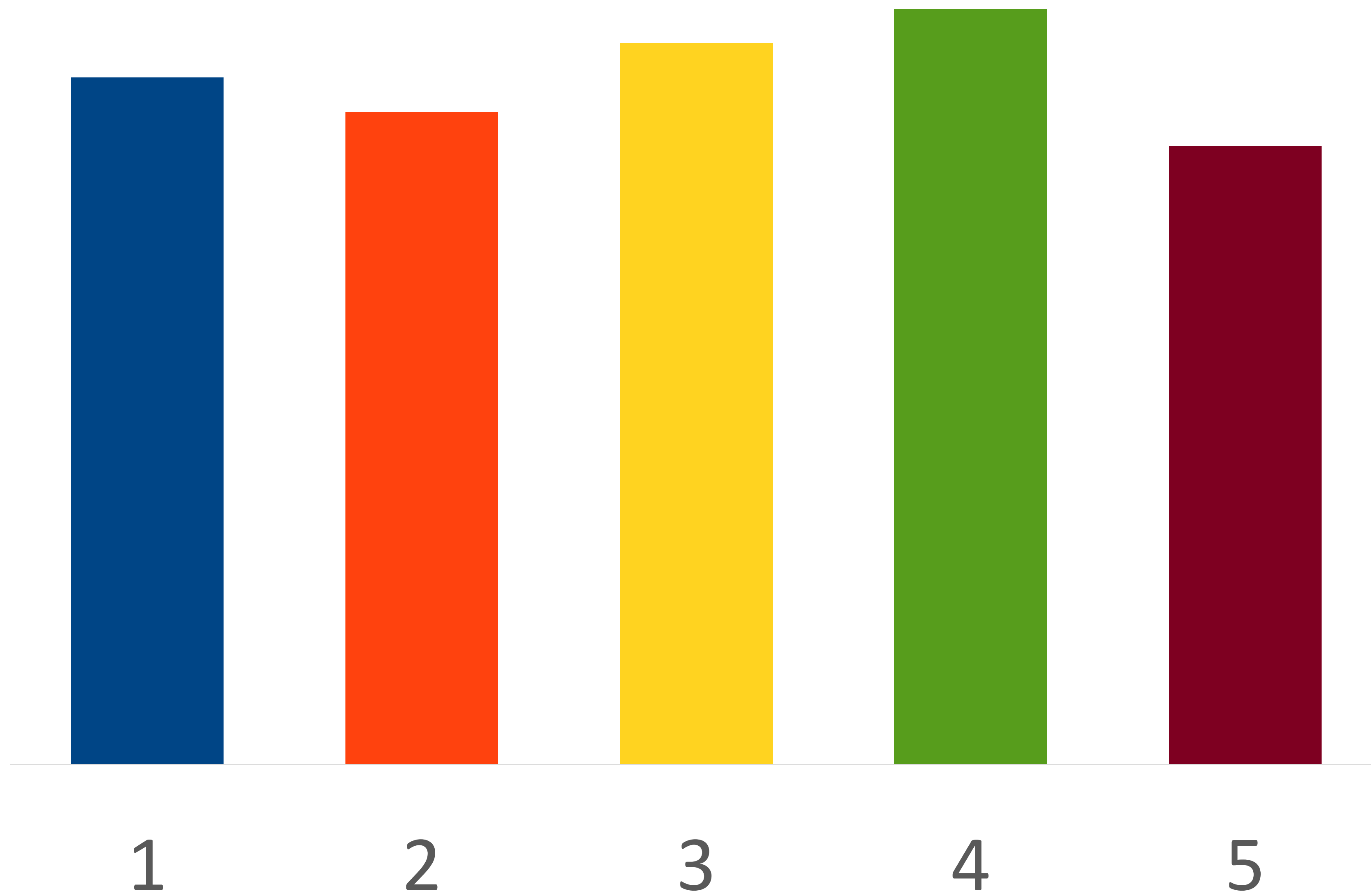


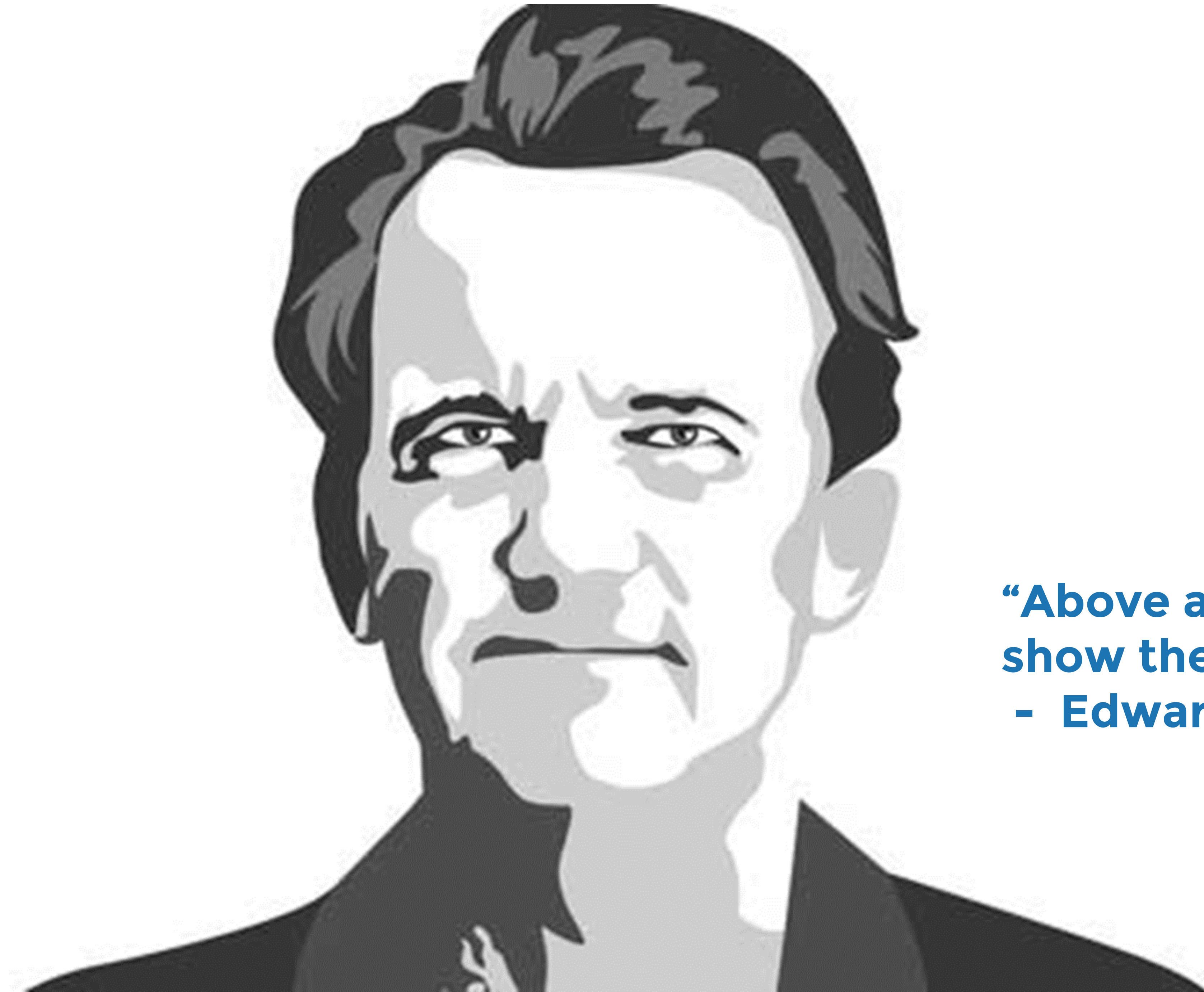
VOLUME





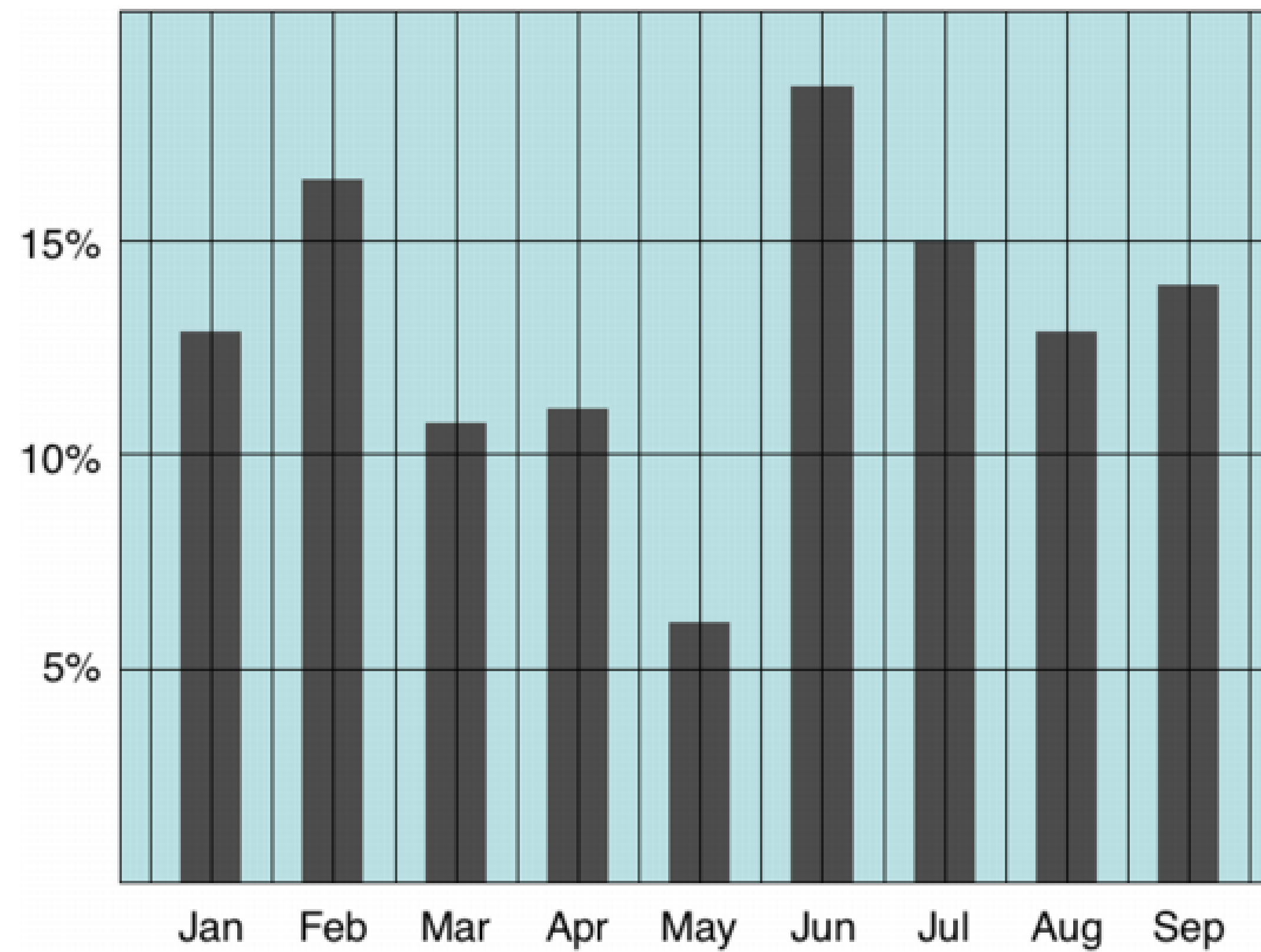
■ 1 ■ 2 ■ 3 ■ 4 ■ 5



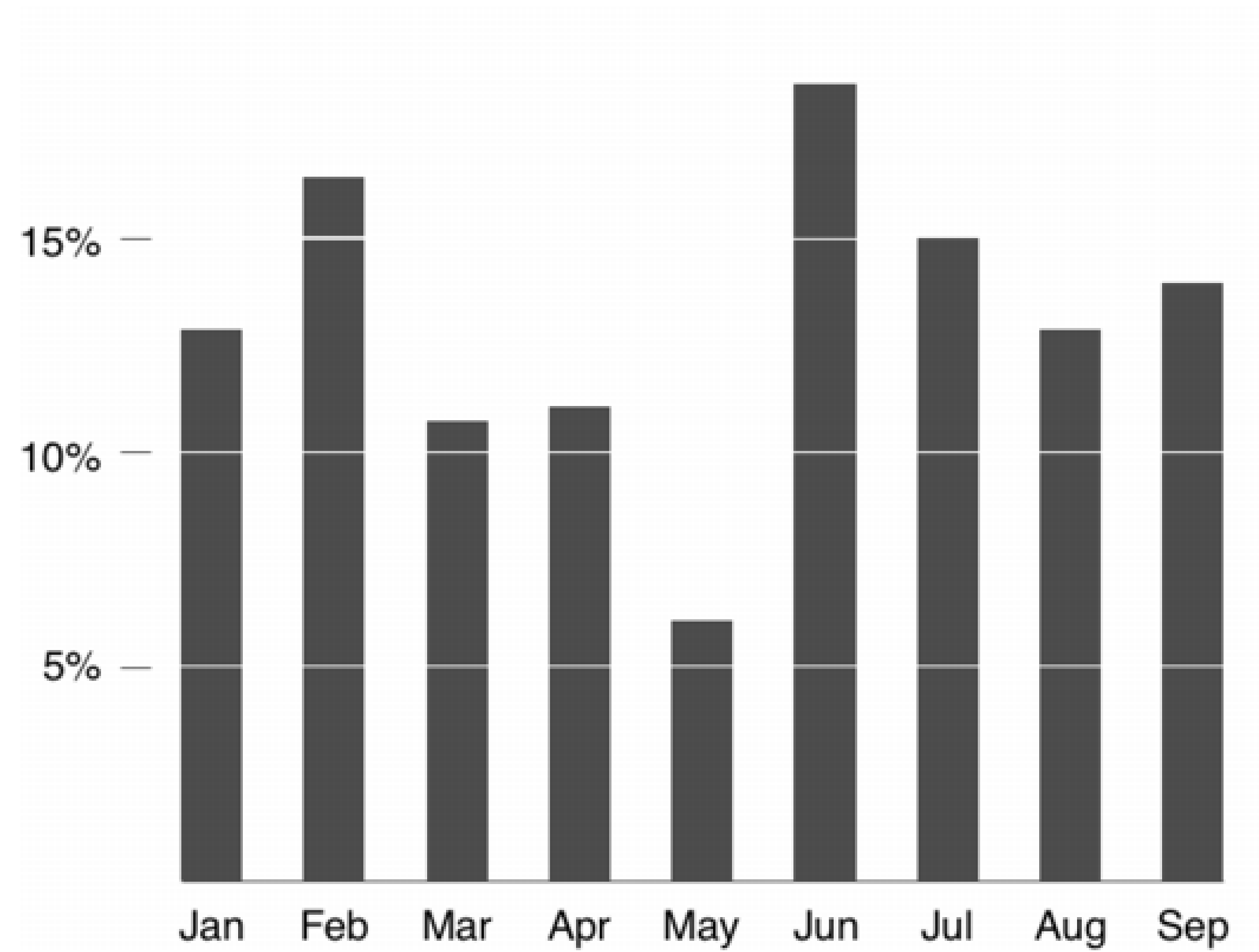


**“Above all else,
show the data”
- Edward Tufte**

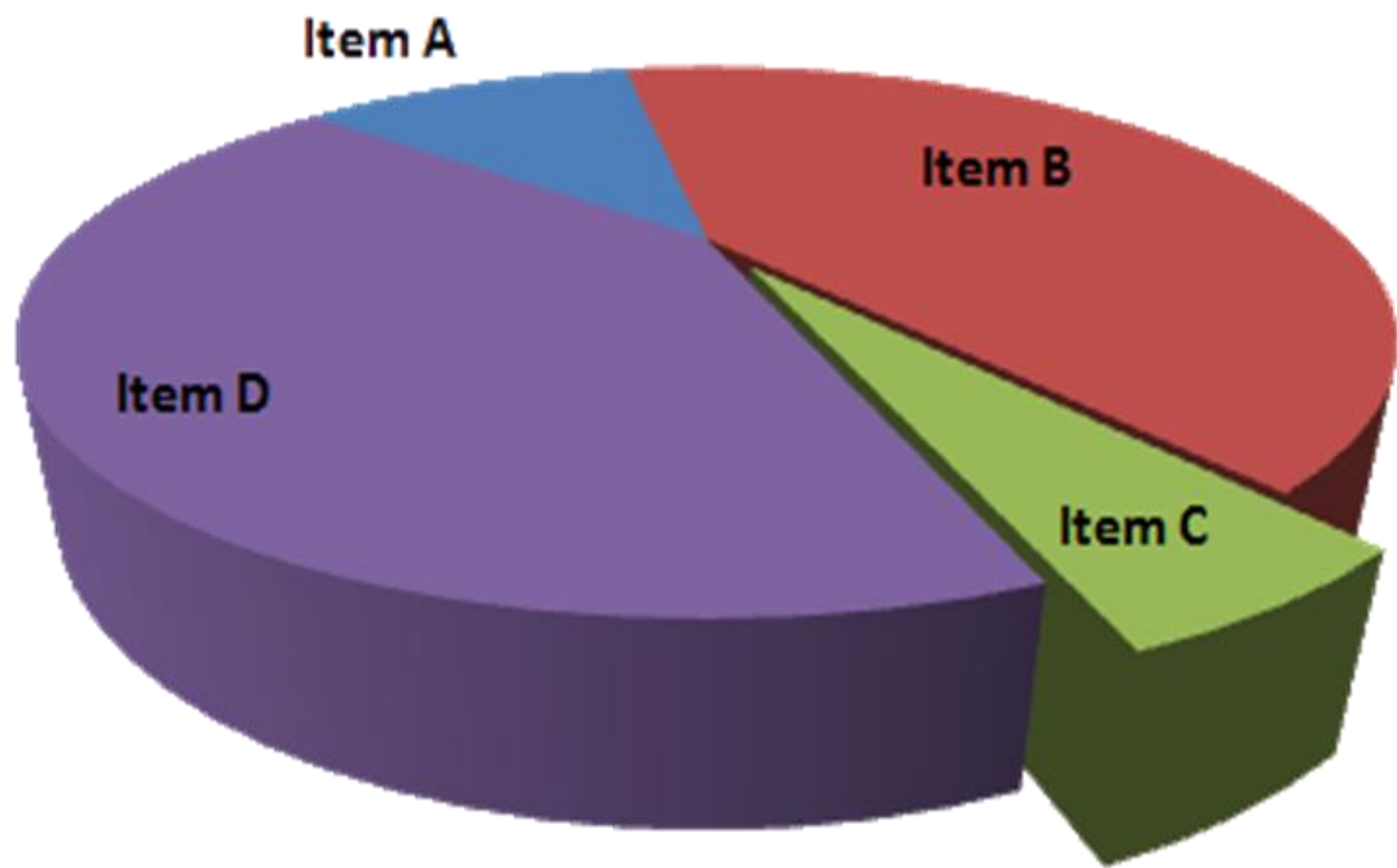
Low data-ink ratio

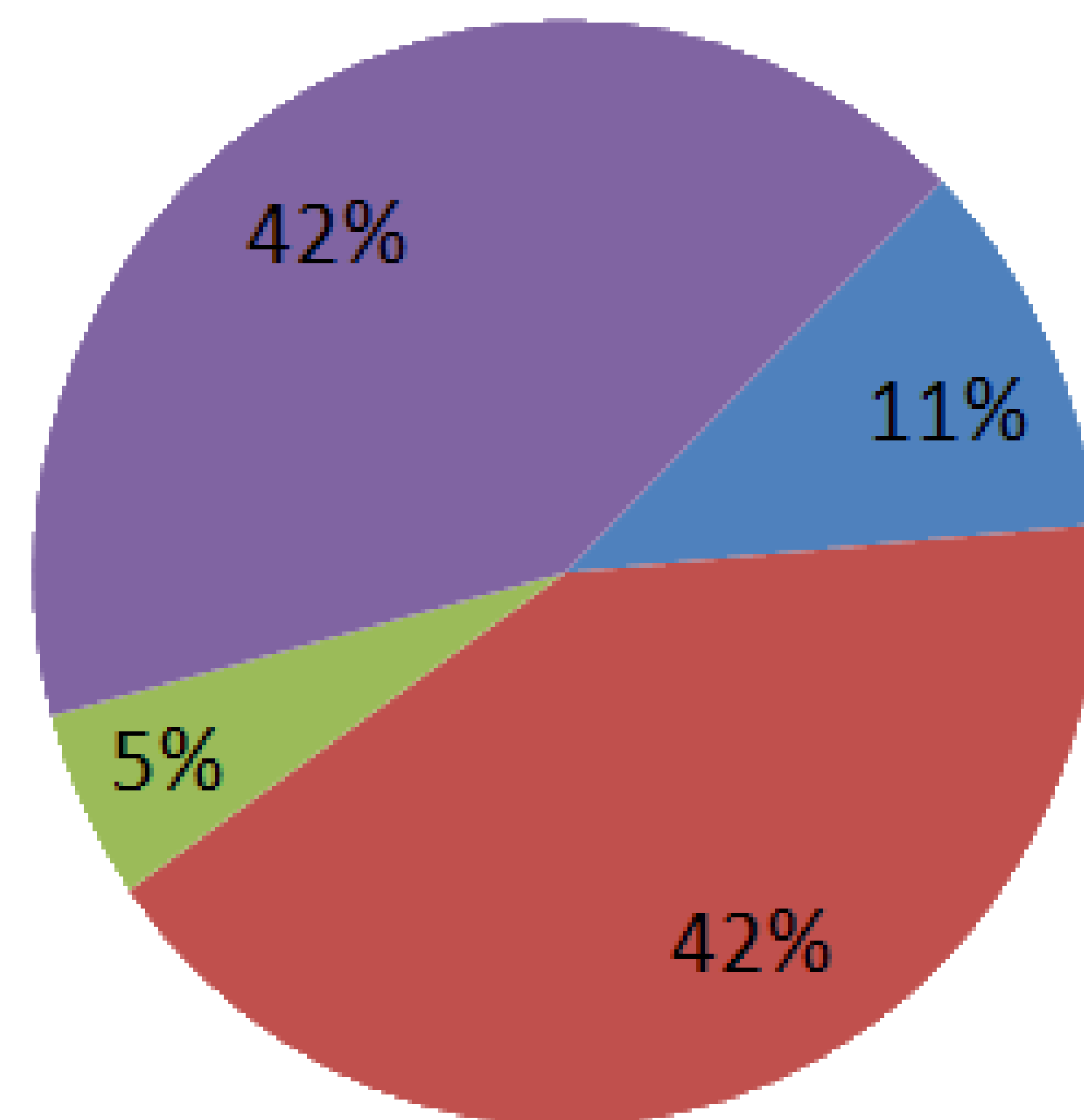
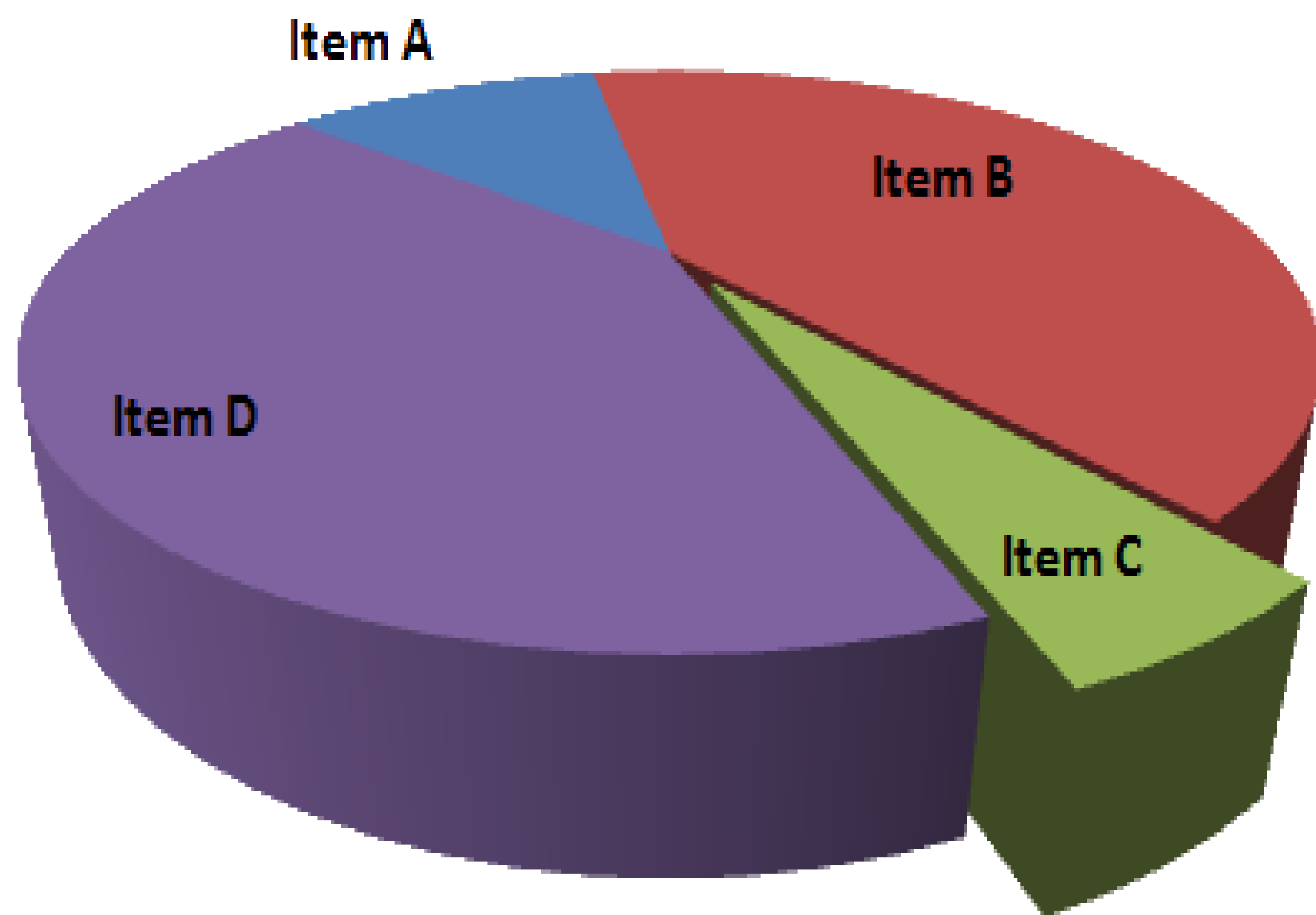


High data-ink ratio



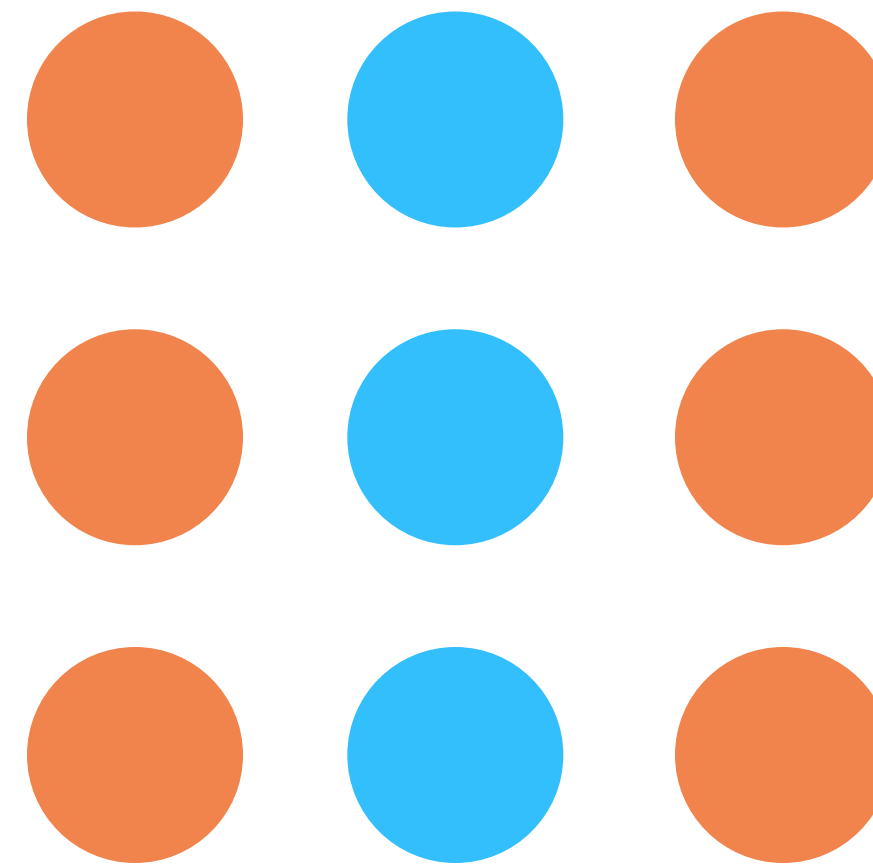
$$\text{Data-ink ratio} = \frac{\text{Data-ink}}{\text{Total ink used to print the graphic}}$$



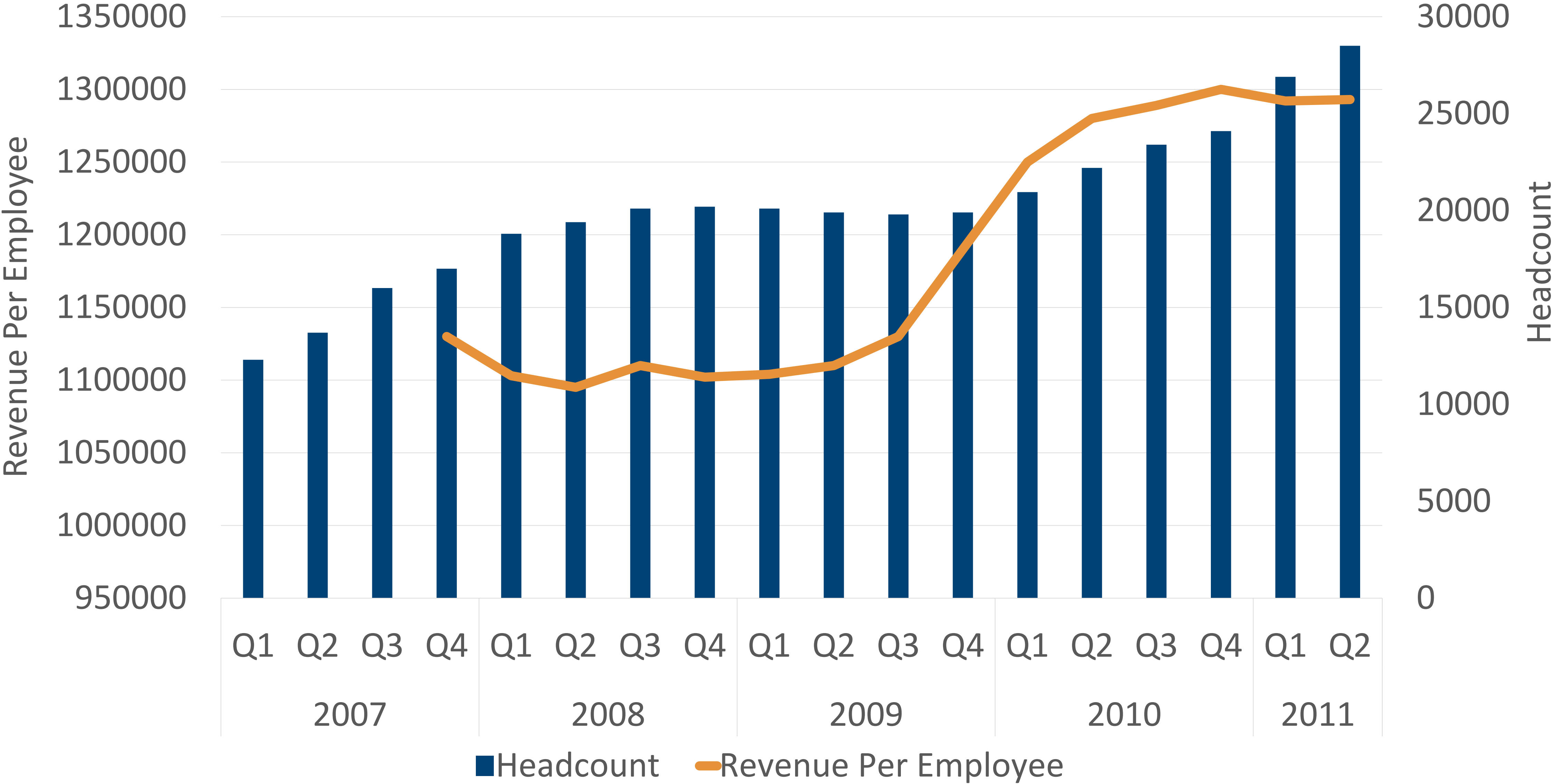


- Item A
- Item B
- Item C
- Item D

The Gestalt Law of Similarity

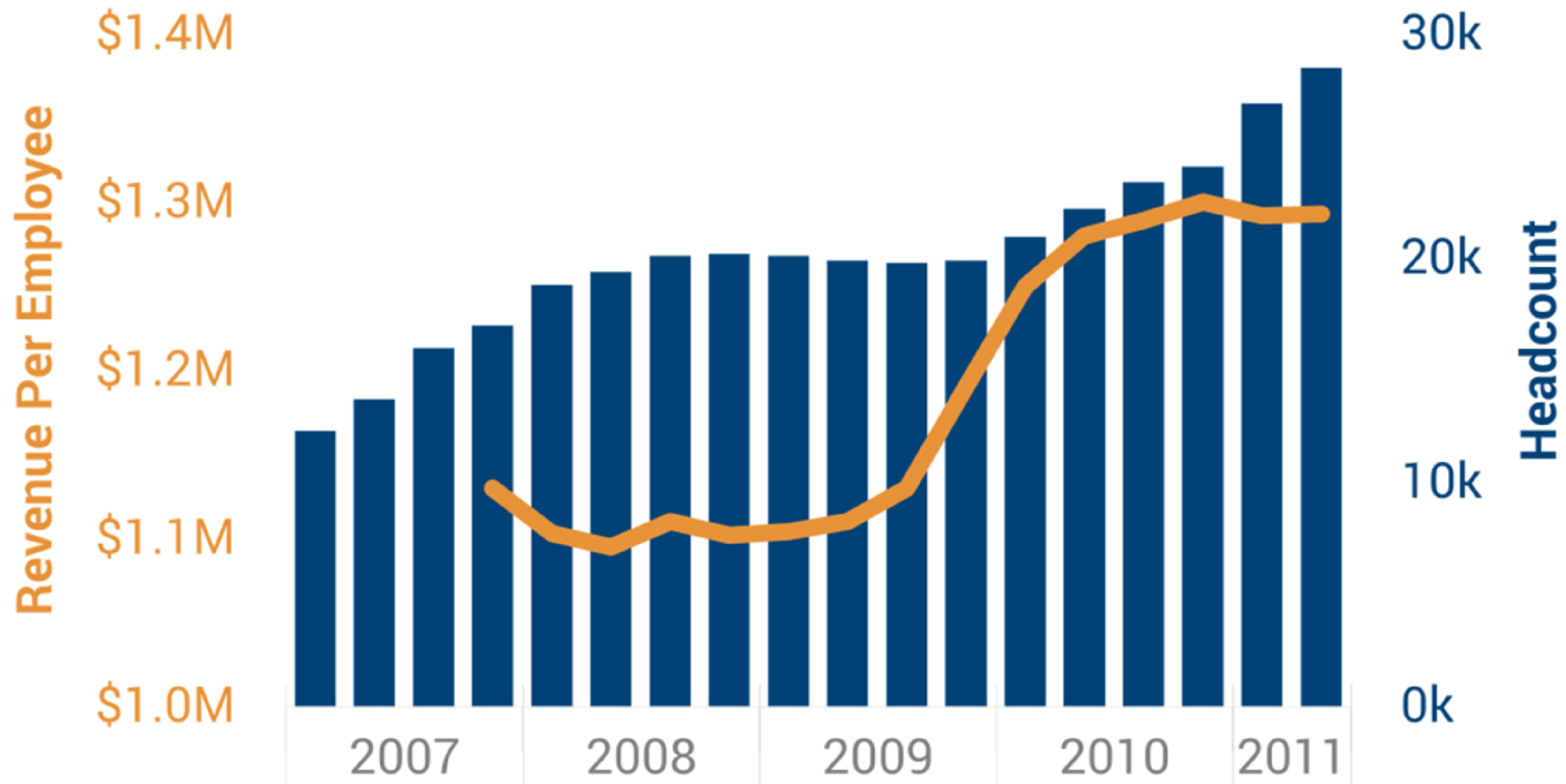


Google LLC Headcount Versus Revenue Per Employee Over Time

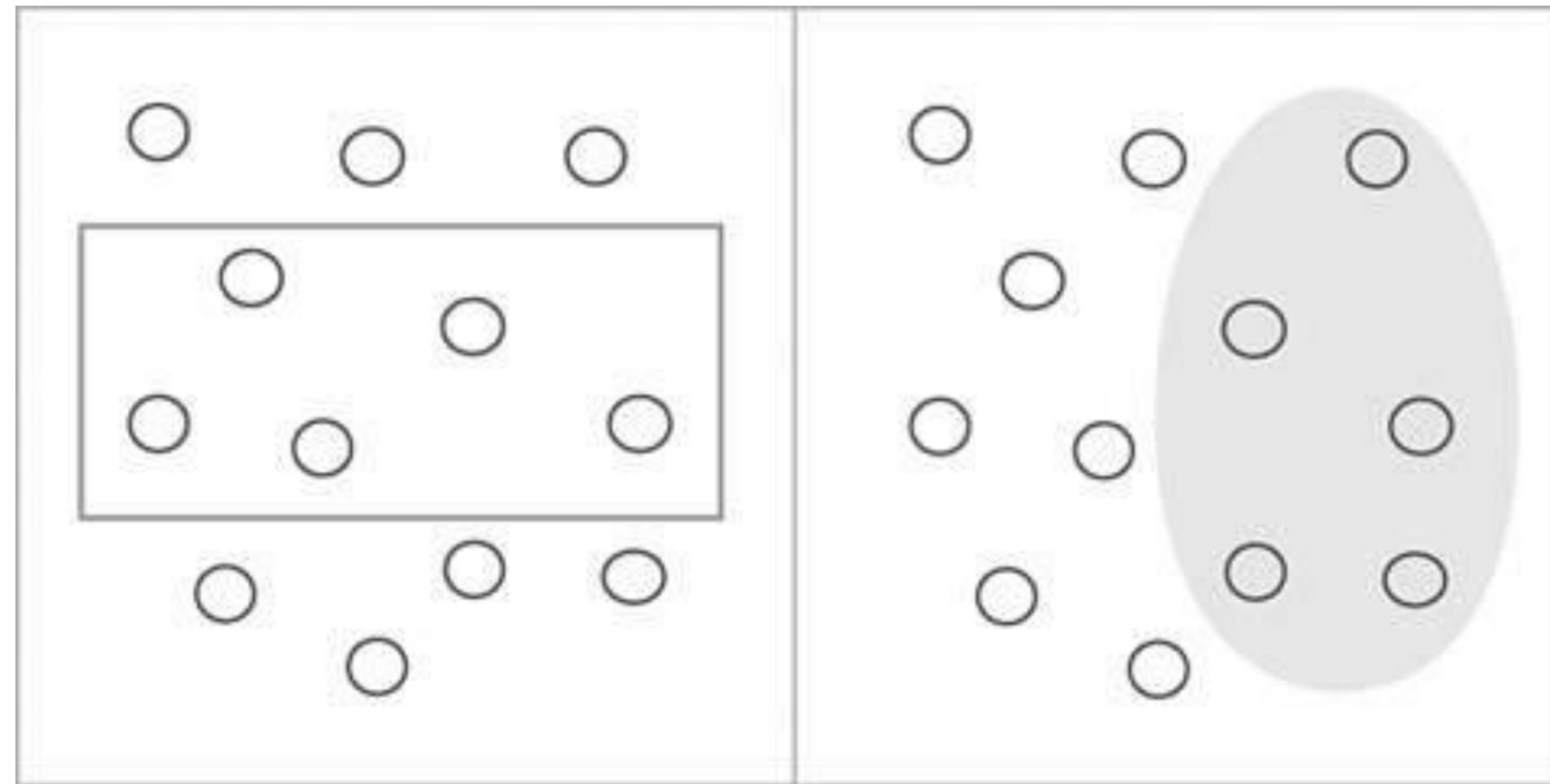


Google's revenue per employee *grew* while headcount tripled

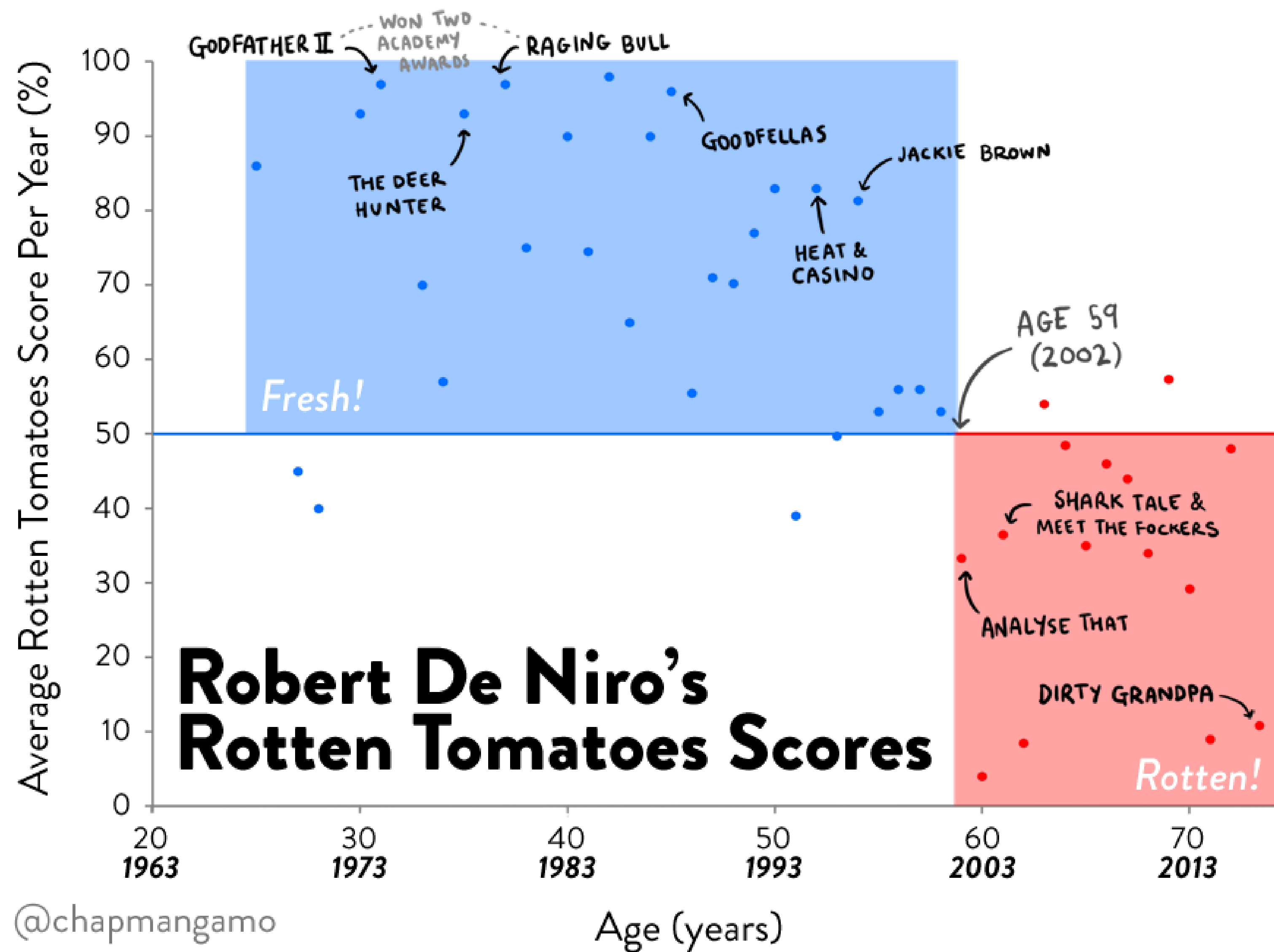
For most companies, *revenue per employee* falls as headcount grows



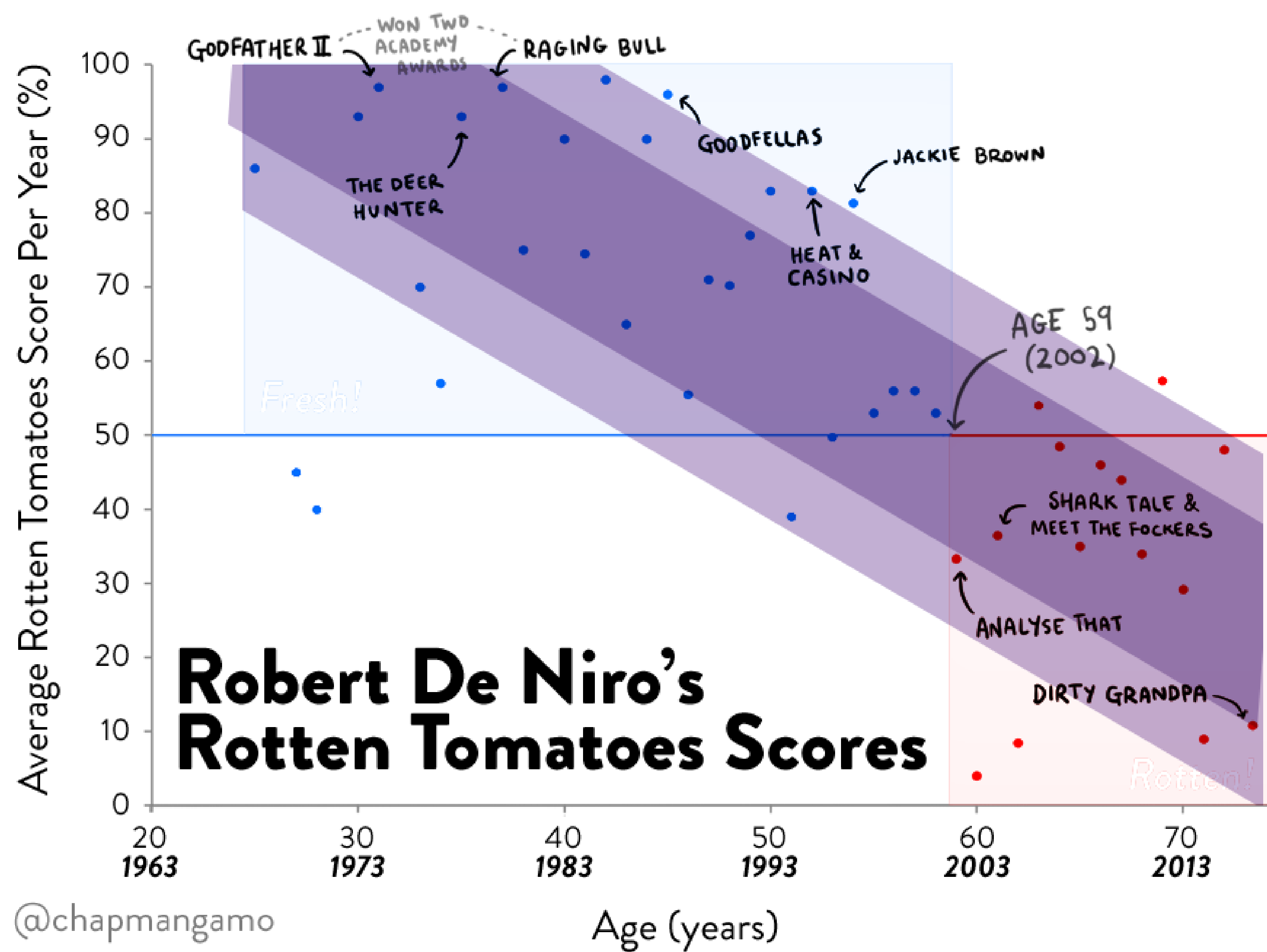
Gestalt Laws: Enclosure



“People say data analysis is boring, but you can calculate the exact moment that Robert De Niro stopped caring.” - @chapmangamo



“People say data analysis is boring, but you can calculate the exact moment that Robert De Niro stopped caring.” - @chapmangamo

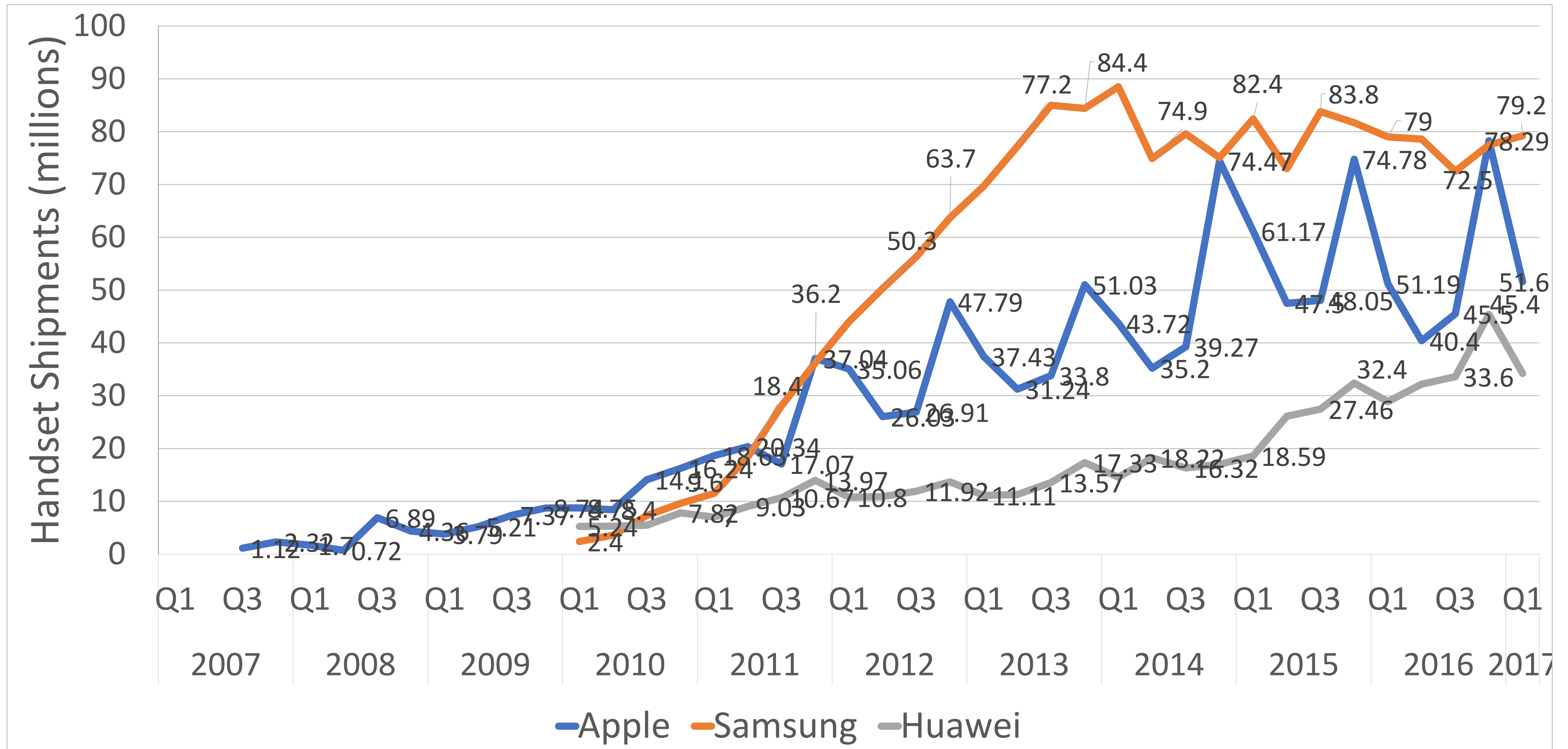


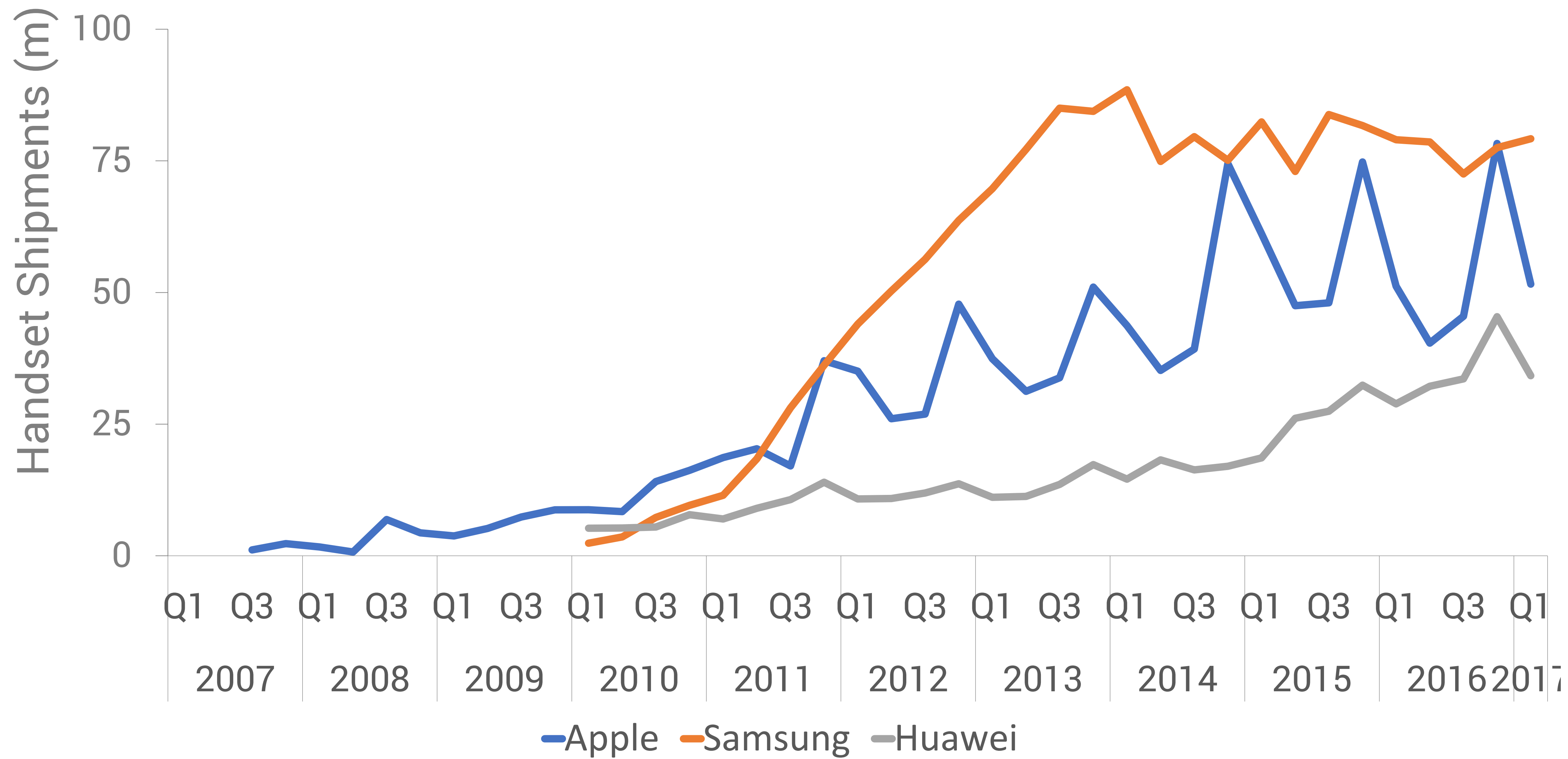
KEYS TO DATA STORYTELLING

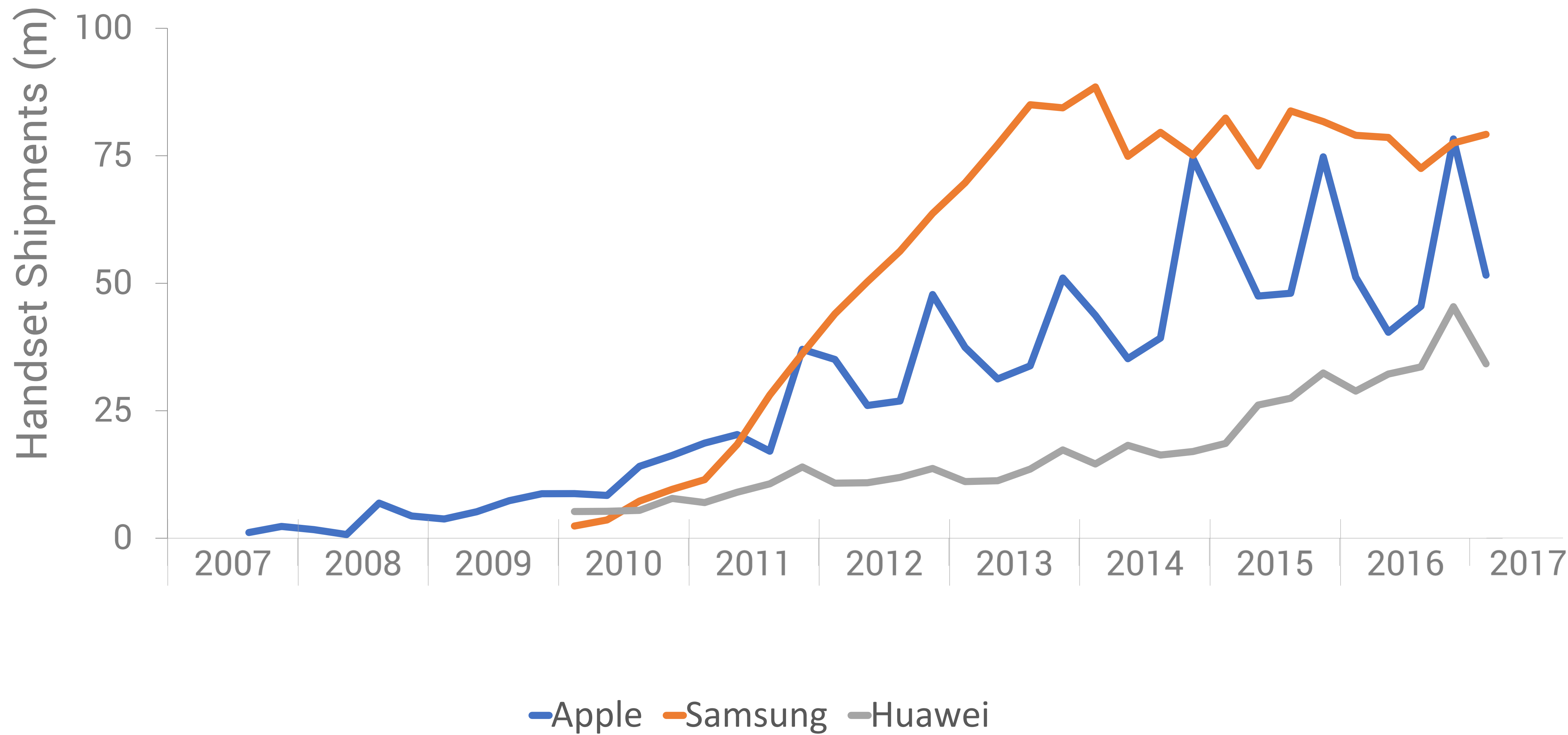


NARRATIVE

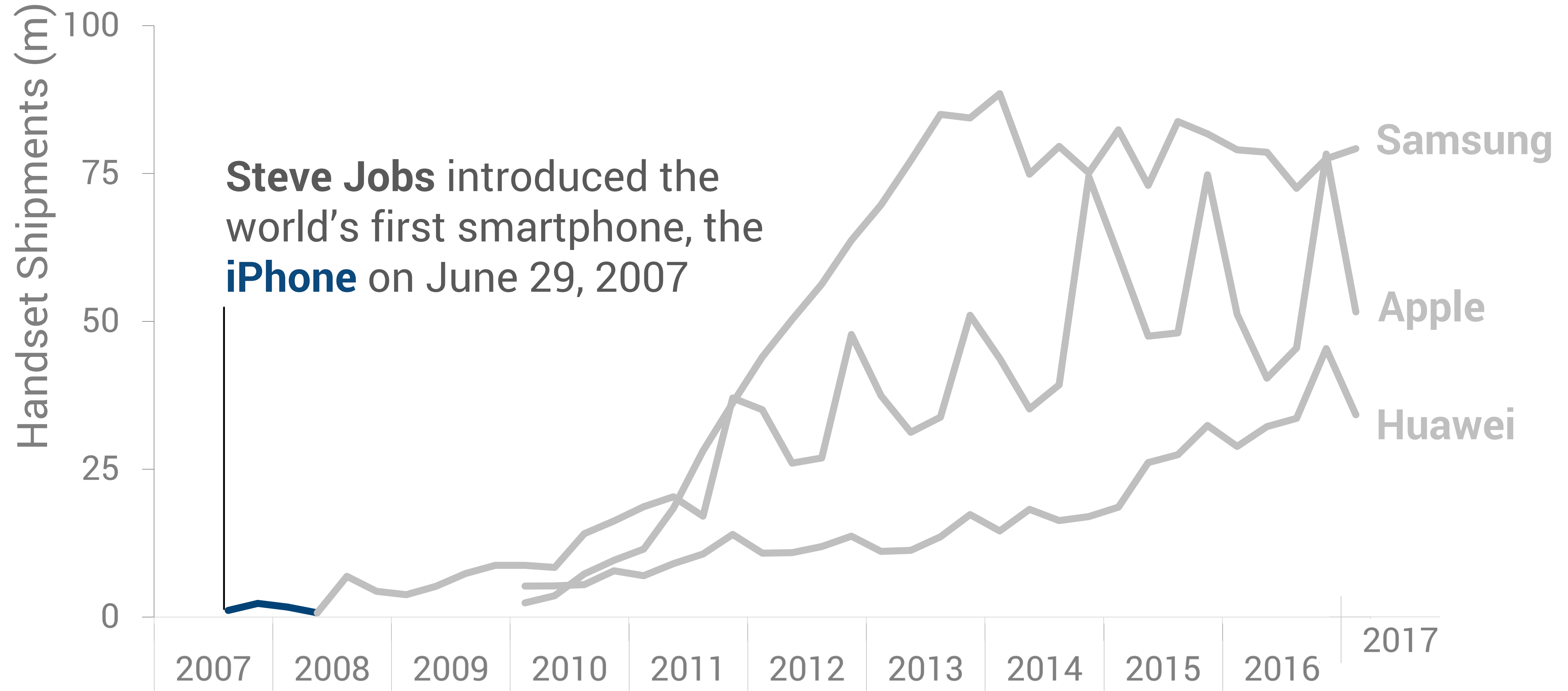
Smartphone handset sales by company over time



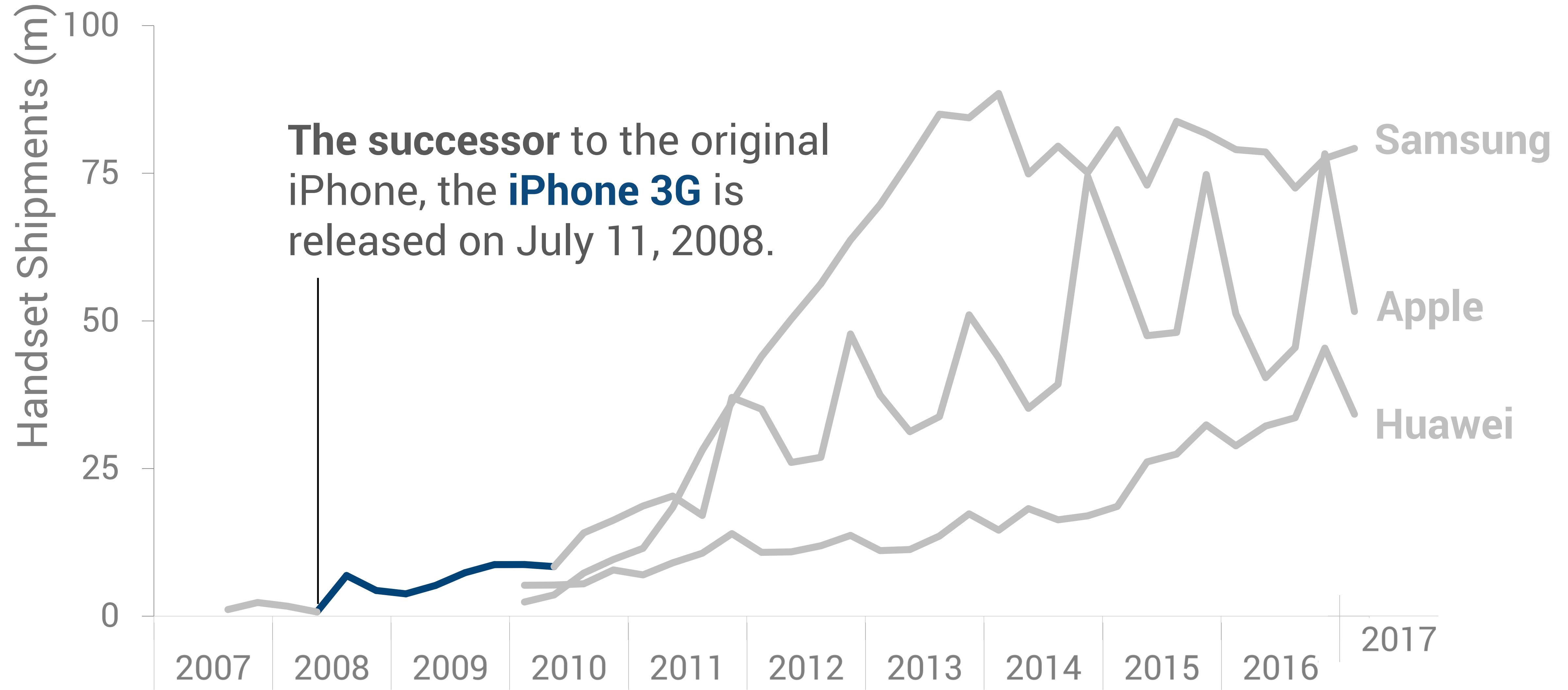




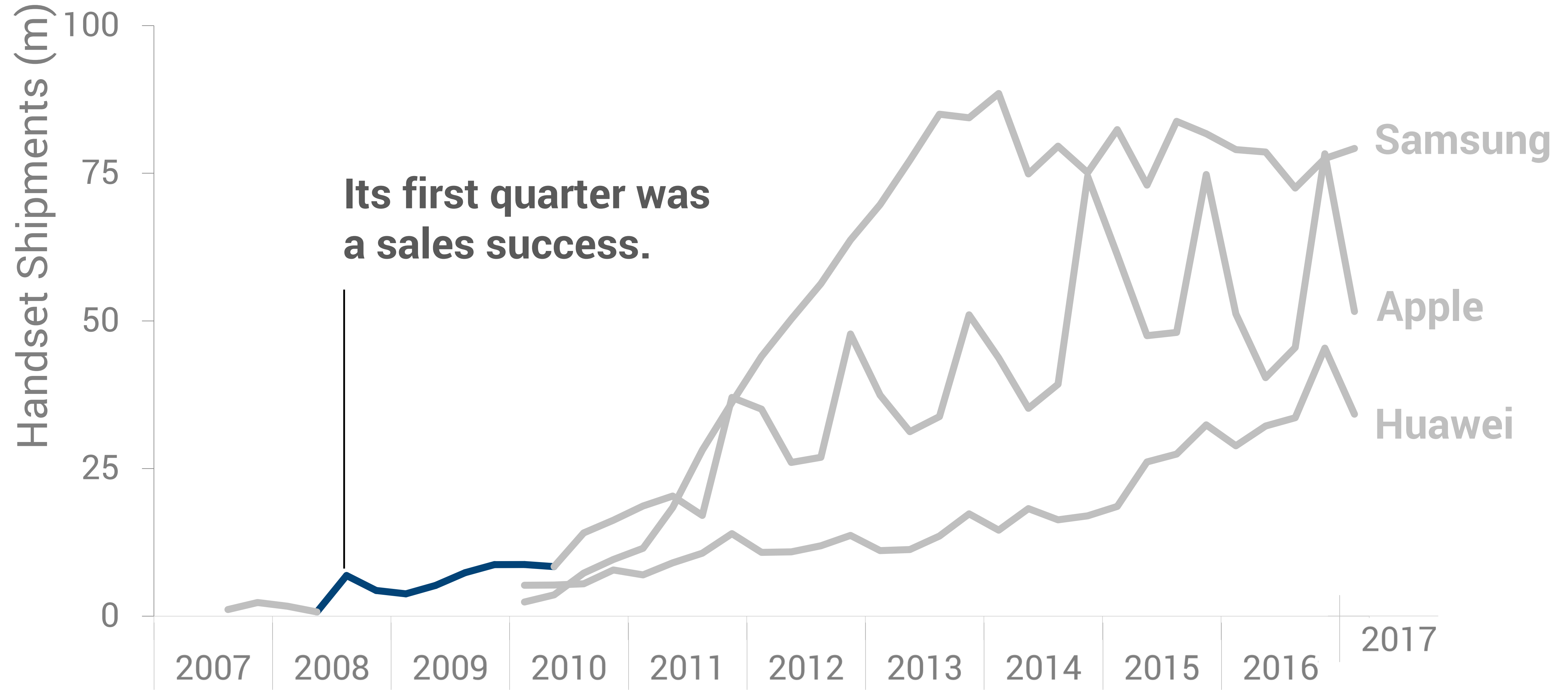
The Smartphone Market is Born



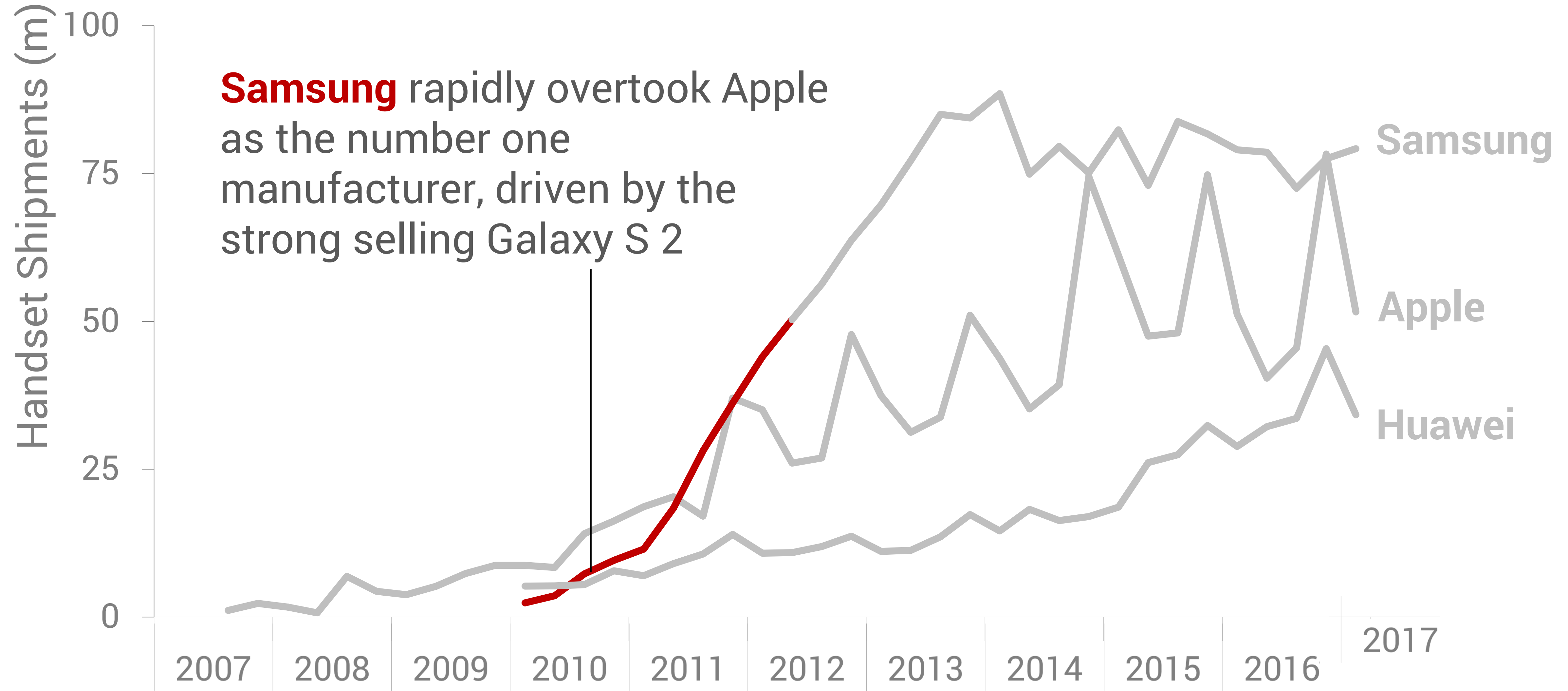
The Smartphone Market is Born



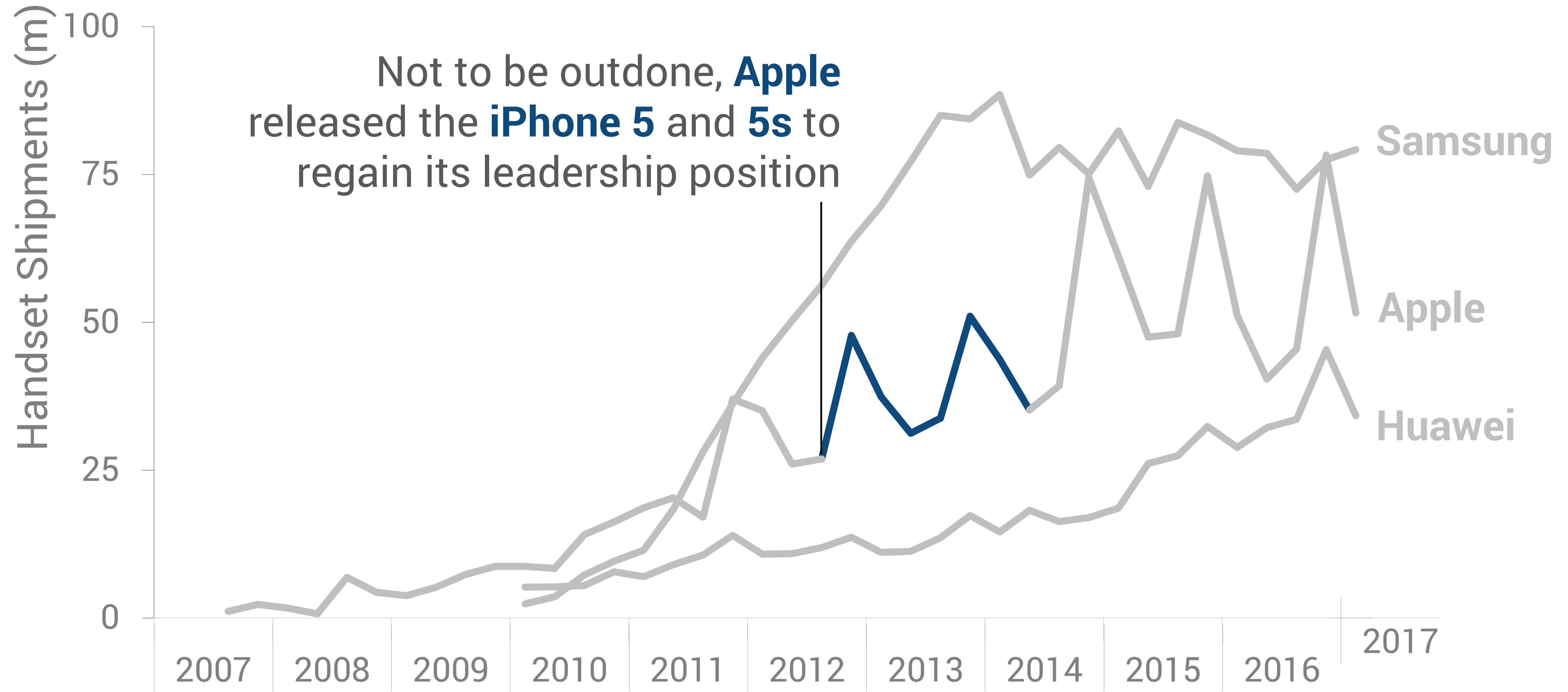
The Smartphone Market is Born



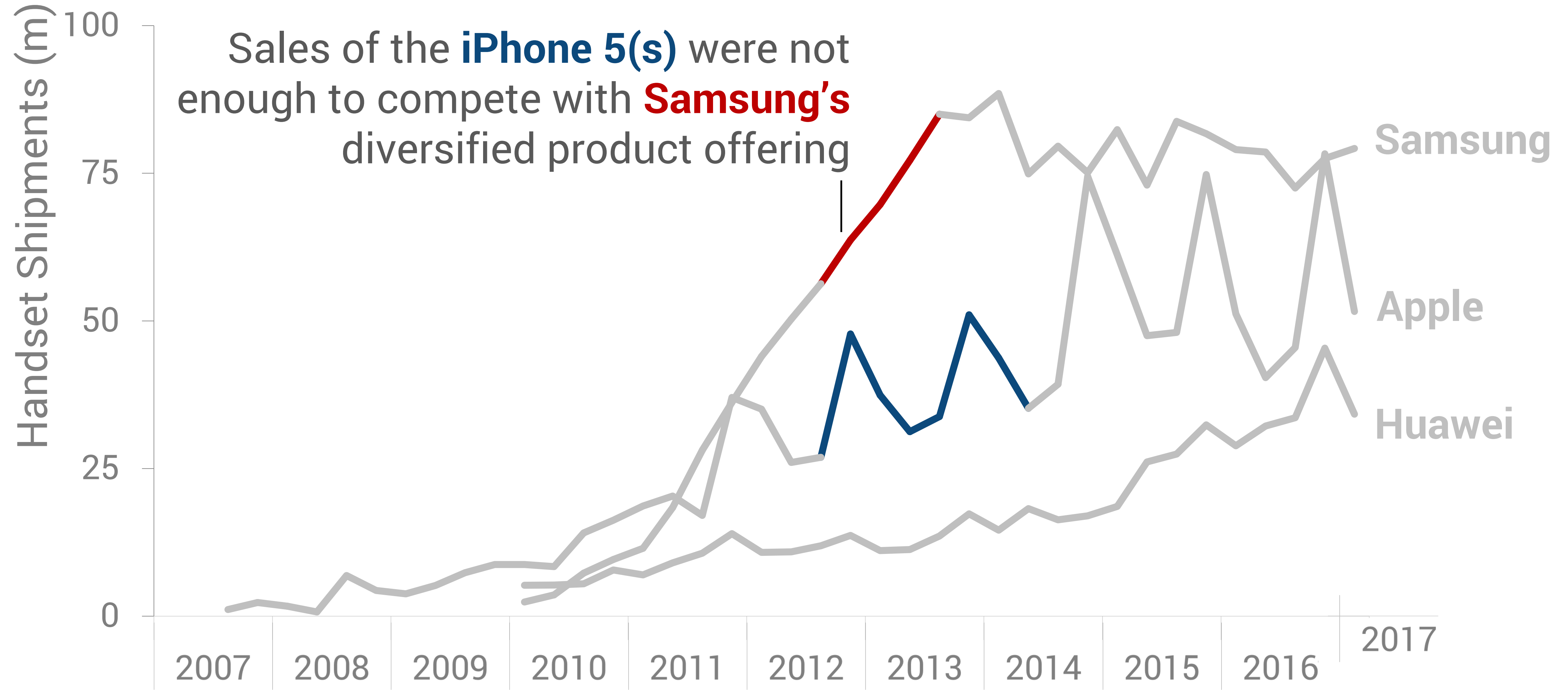
Samsung enters the fray



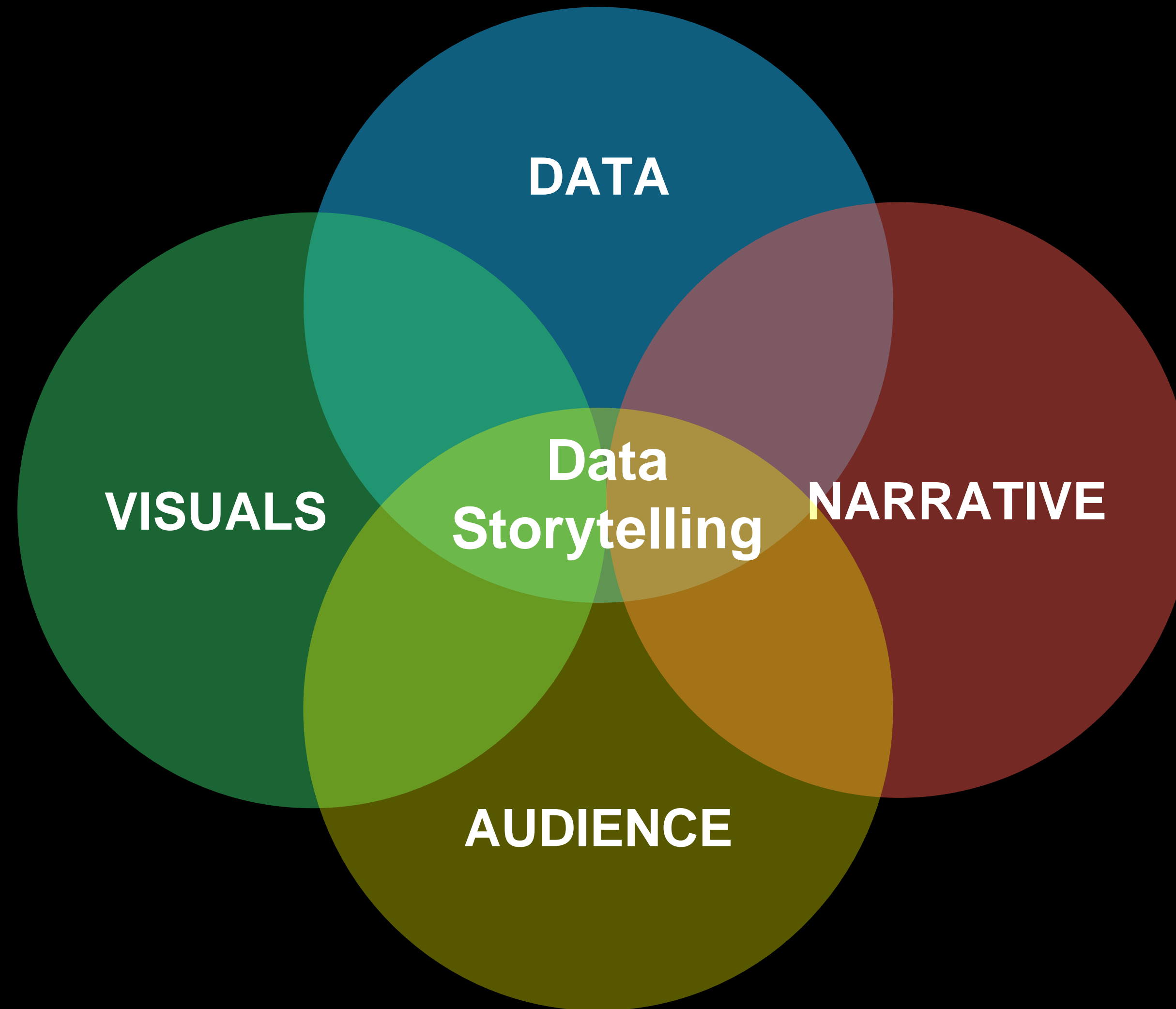
Apple fights back with the five



Samsung extends its lead



KEYS TO DATA STORYTELLING



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LinkedIn: [linkedin.com/in/isaacreyes](https://www.linkedin.com/in/isaacreyes)