



**Institute** of  
**Data**

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2021



# Data Science and AI

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## Presenting Skills

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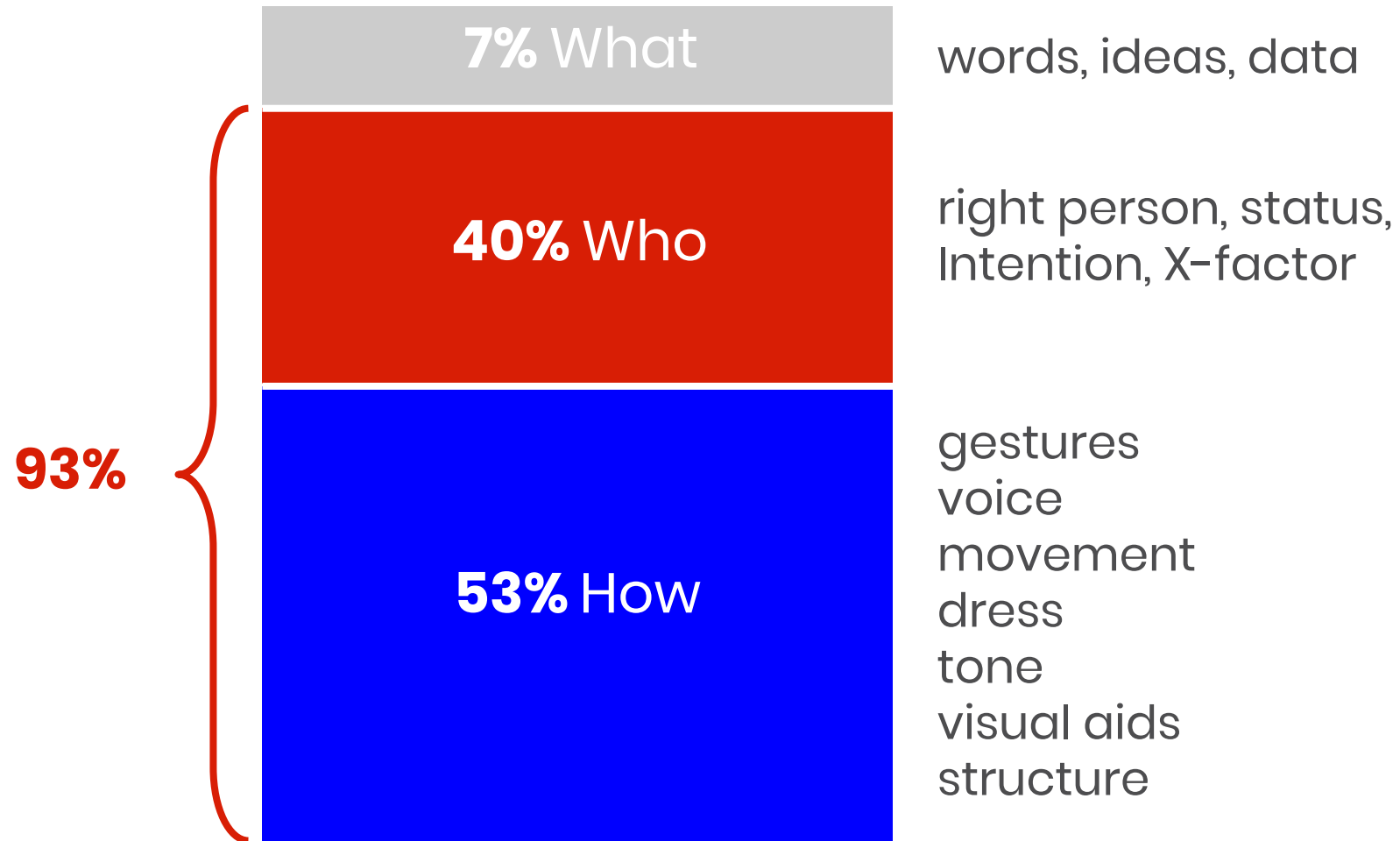


# Agenda

1. Planning frameworks
2. Delivery techniques
3. Practical exercises

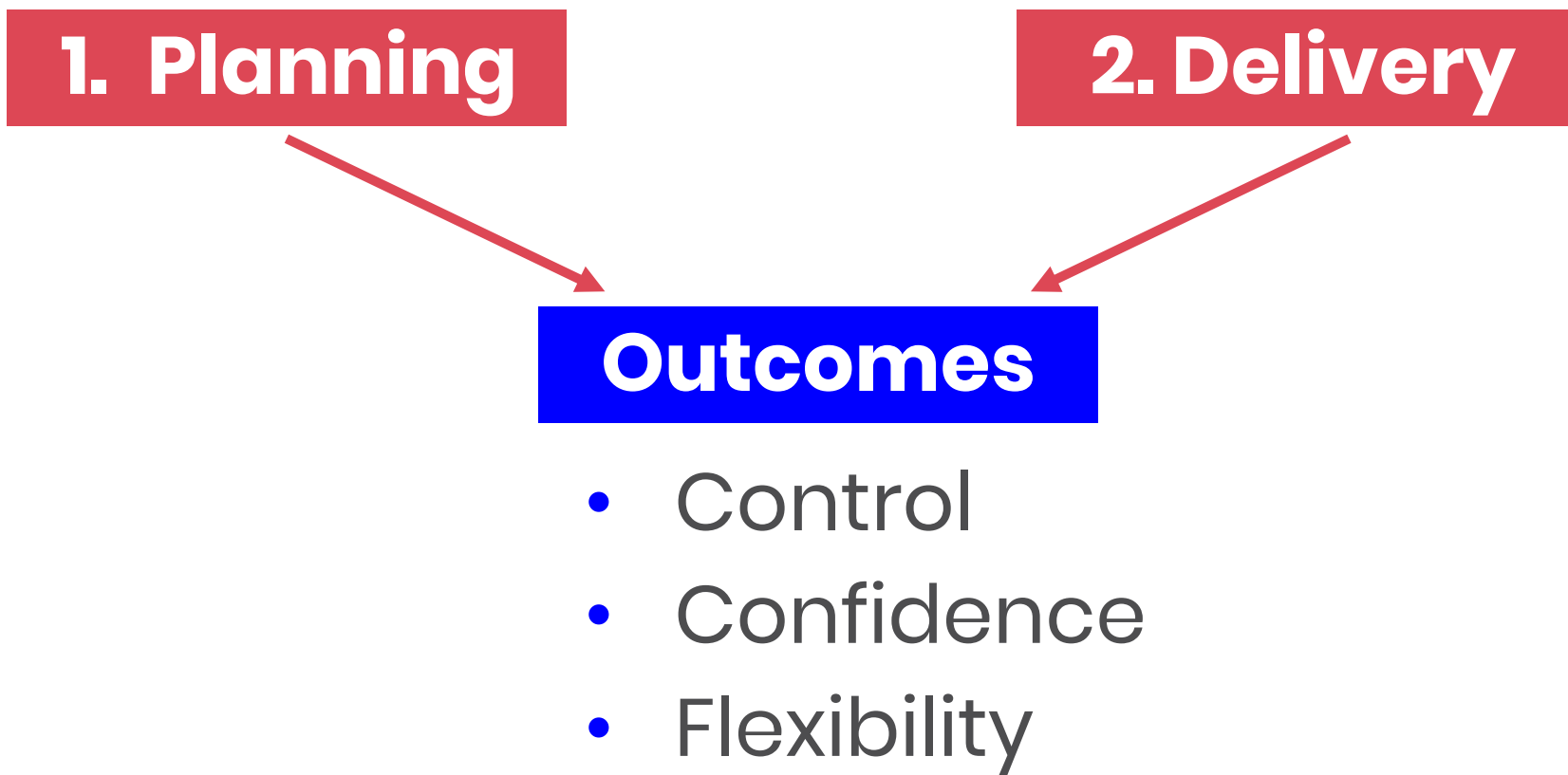


# Impact and Effectiveness





# The two elements of a good presentation





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# Planning Frameworks



# Presentation Formats

- Impromptu Outline
- Short Presentation Outline
- Formal presentation structure



# Essential Stages of Presenting

**1** Make sure the listener is ready to receive the message **Beginning**

**2** Communicate the message **Middle**

**3** Make sure the listener has received & understood the message **End**





# Impromptu Outline

**1** Tell 'em what you're going to tell them

**Beginning**

**2** Tell 'em

**Middle**

**3** Tell 'em what you just told them

**End**



# Short Presentation Outline

**1** Subject – State it

**2** Agenda – Areas to be covered

**Beginning**

**3** Body – Cover each area

**Middle**

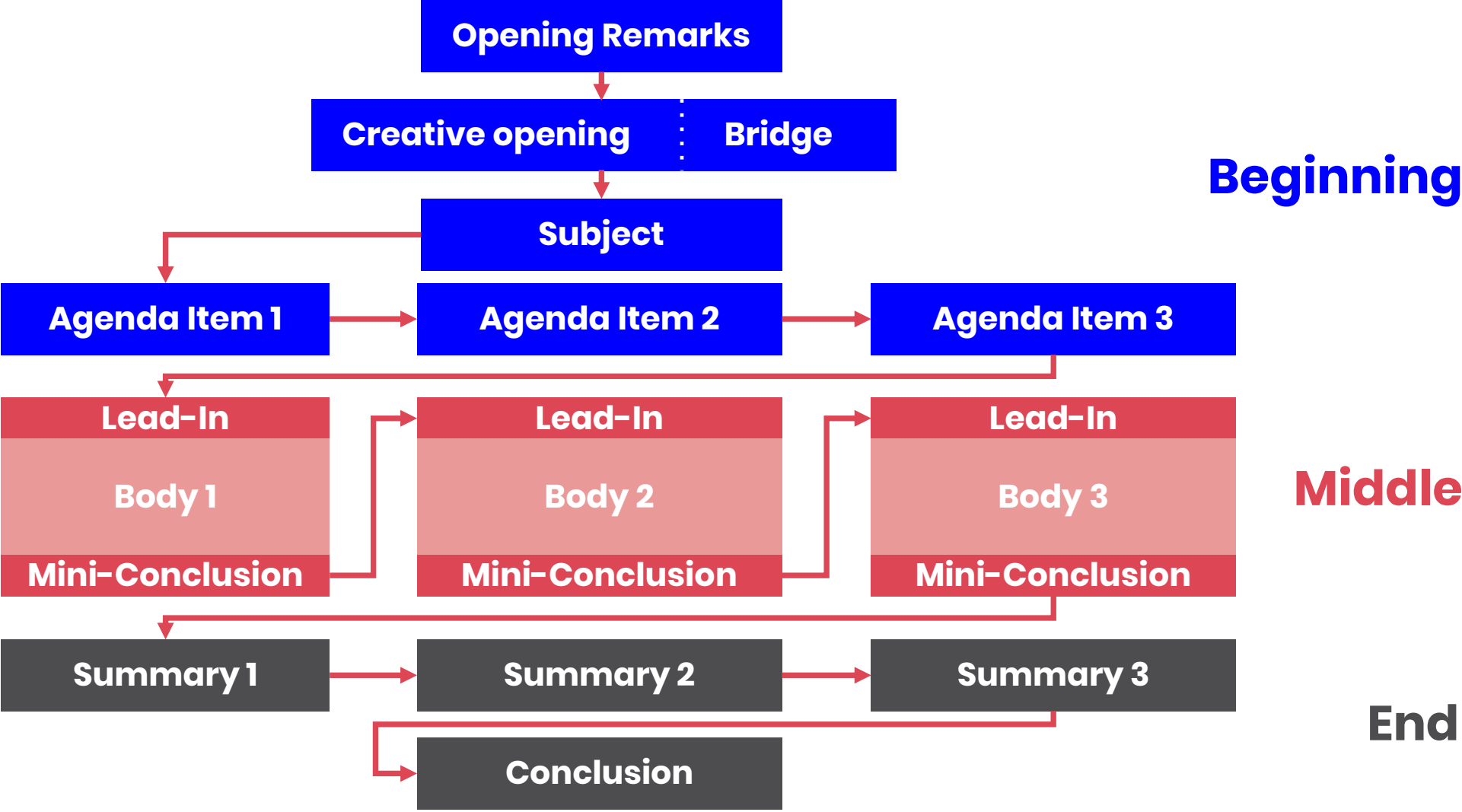
**4** Summary – Key idea from each area

**5** Conclusion – Main idea, next steps, recommendation

**End**



# Formal Presentation Structure





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# Delivery Techniques

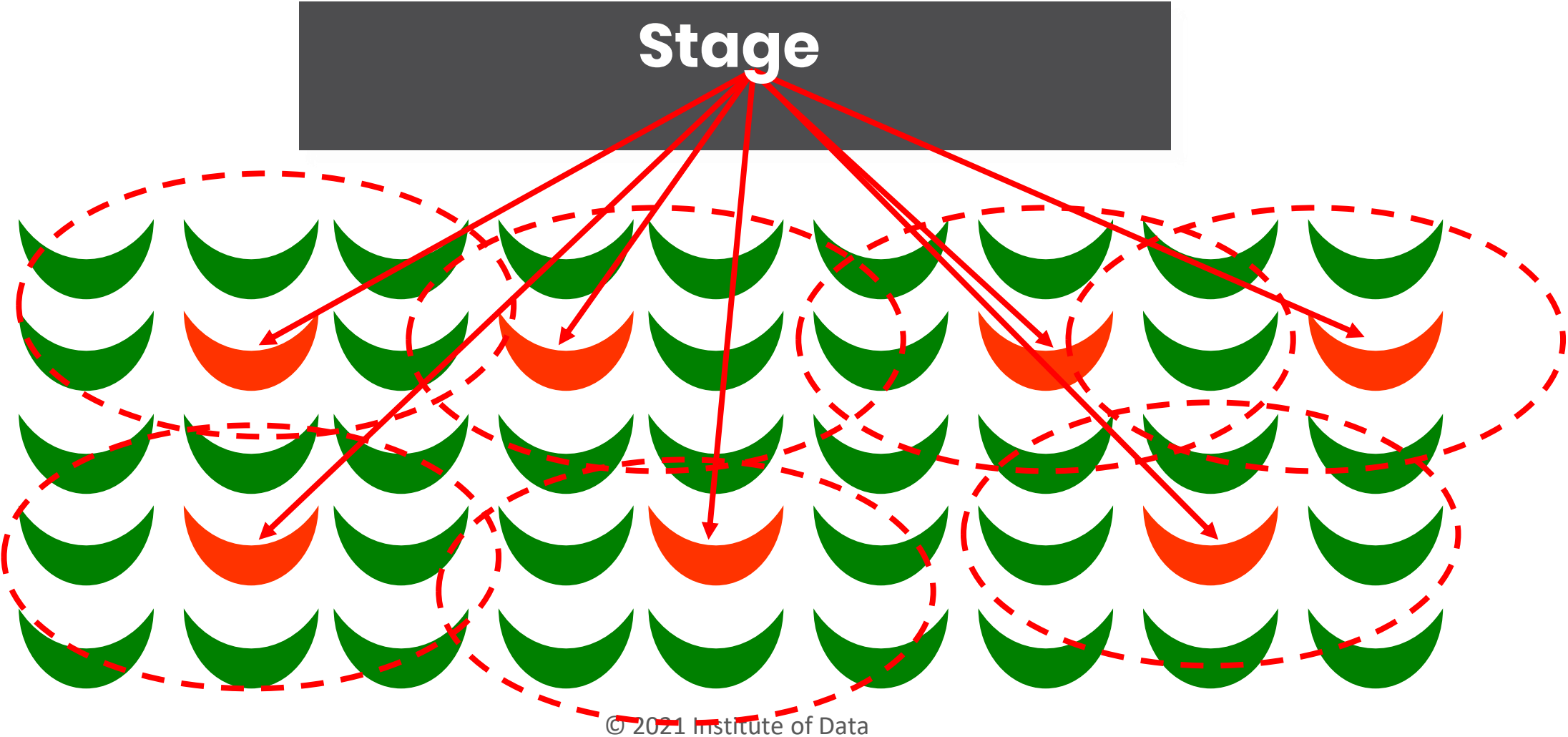


# The Impact of Eye Contact

| Good Use   | Poor Use  |
|--|---|
| Trust<br>Genuine<br>Confidence<br>You care<br>Engage<br>Show interest<br>Competence<br>Enthusiasm<br>Authority | Dodgy<br>Distrust                                 |
|  | Too Much  |
|  | Intimidating<br>Unsettling<br>Rude<br>Overbearing |



# Public Speaking Eye Contact Clusters





# Confident Manner

1. Eye contact
2. Use pauses and silence to your advantage - Say nothing instead of “Um”
3. Control your pace
4. Use hand gestures appropriately
5. Move to a new position to indicate a new idea



# Exercise: Touch, Turn, Talk

- Touch - click the clicker
- Turn - to the audience
- Talk - make eye contact and deliver the message

Present from the following slides





# WHAT IS BIG DATA AND WHY IT IS IMPORTANT?



# Data Driven Marketing

**What are the most challenging obstacles to data-driven marketing success?**

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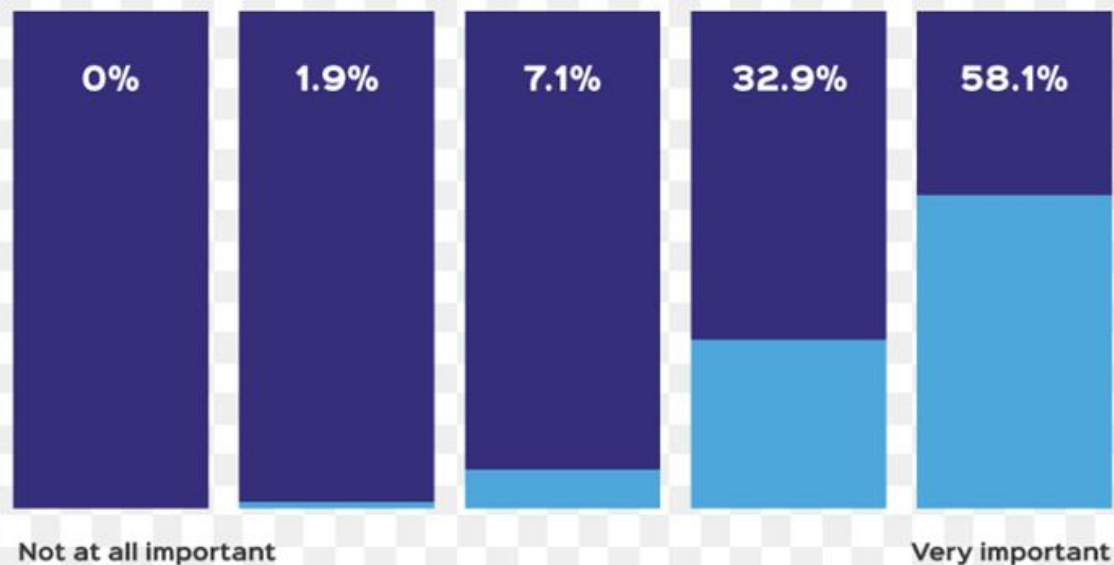
Source: Data-Driven Marketing Trends Survey by Informatica in partnership with Dun & Bradstreet and Ascend2.

N = 158 Data Quality Benchmarks.

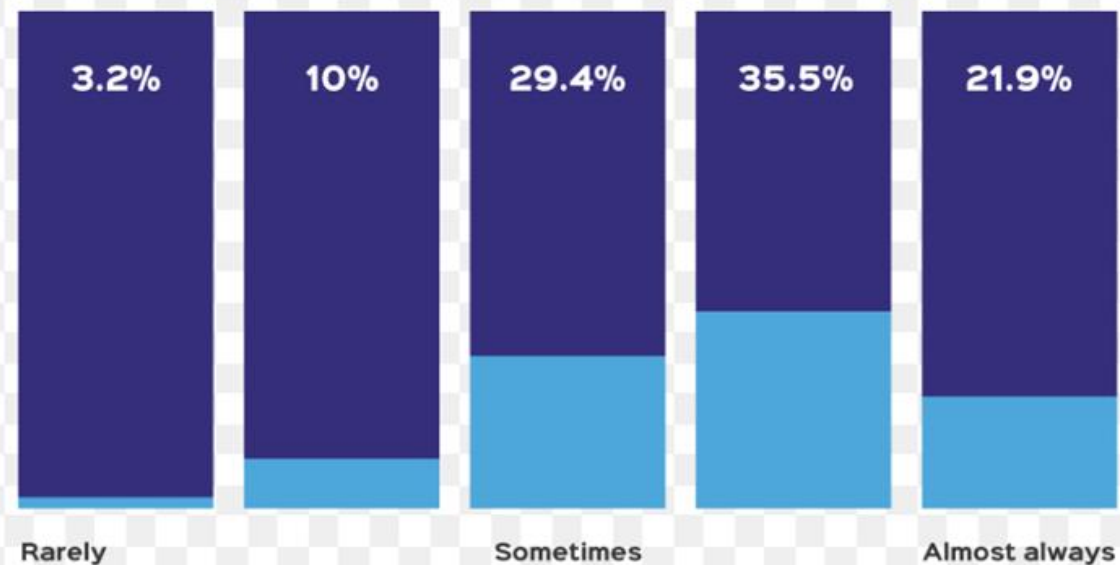


# Data Driven Decisions

How important or not important is it to you to use data when making decisions?

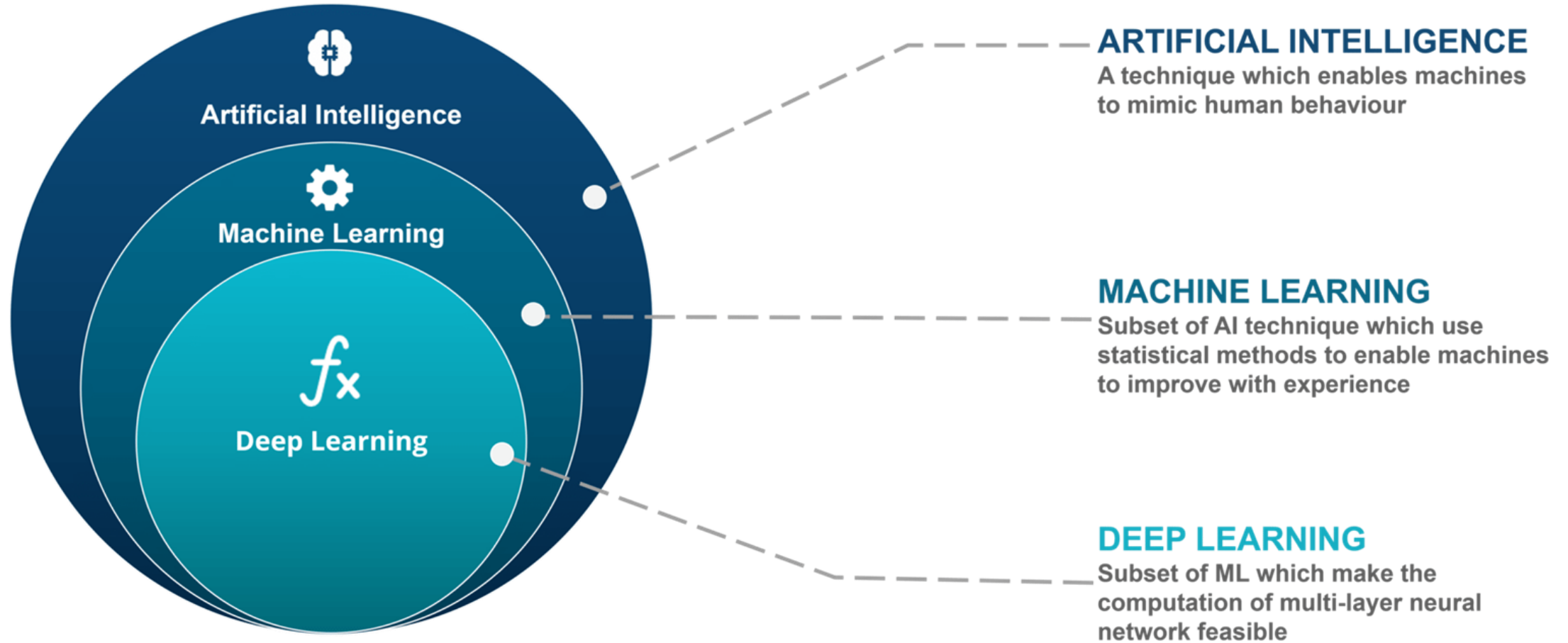


How frequently or infrequently do you use data to make decisions?





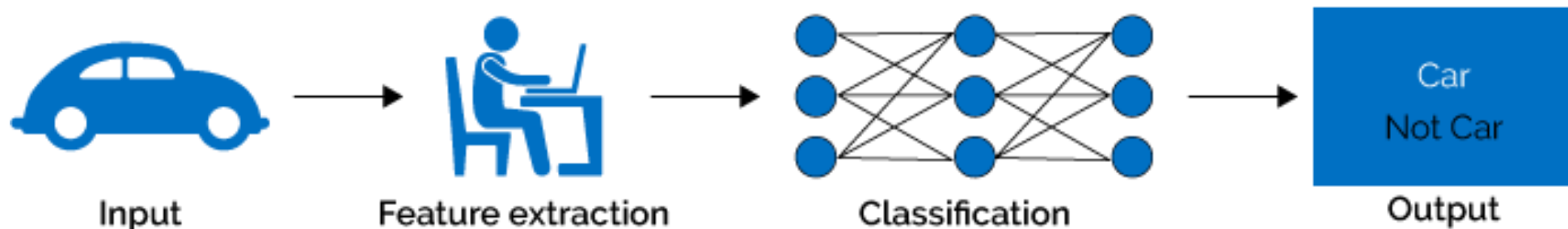
# AI, ML & DL



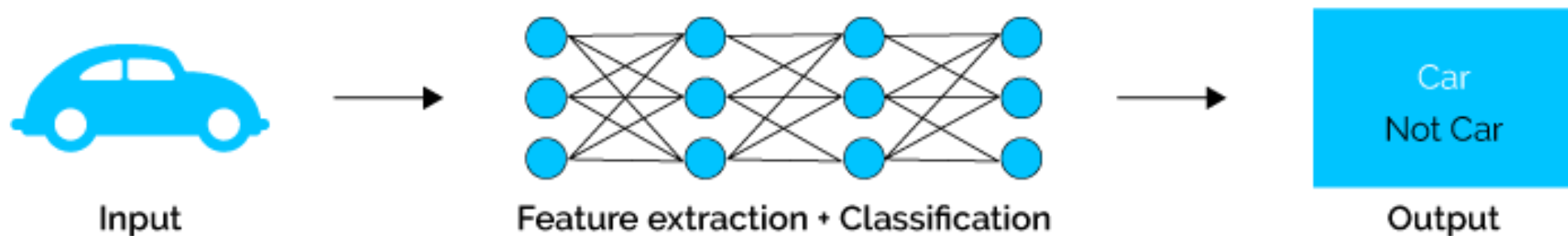


# ML v DL

## Machine Learning



## Deep Learning





# 3 things I like about Cats







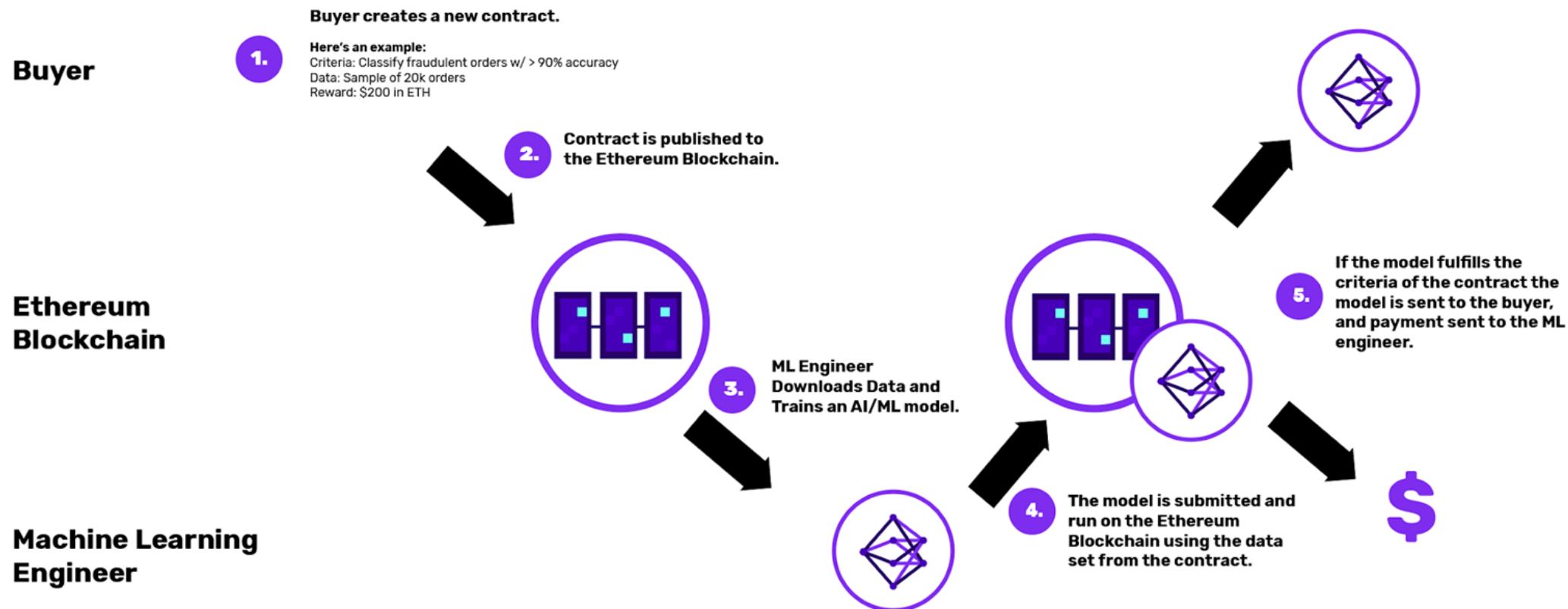
# Why Data is better than Ideas





# How Blockchain Works

## How it works







# Exercise: Capstone Project Presentation

- Revise Capstone Presentation in light of short presentation outline or formal presentation structure
- Present!



# Wrap up

Today we covered:

1. Planning frameworks
2. Delivery techniques
3. Practical exercises

Do that and you'll present with Impact and Effectiveness.