## Present Your Findings

A big part of a data scientist’s job is to convey their findings in an easy-to-understand presentation. For the final part of your project, you will use all of the important information found during your exploration, analysis, and interpretation and create a polished presentation. The presentation should include important details, visualizations (screenshots), and conclusions. Include a link to your final presentation in this exercise.

Below are a few key concepts for making a great presentation. Read through them and think about how you can incorporate them into your final product.

* *Presentation Matters*: The neater your presentation, the easier it will be for others to understand. Your job is to take a mass of information and architect it in such a way that people can easily comprehend it.
* *Short Term Memory*: Humans will only retain 3-9 “chunks” of visual information. Your goal, therefore, is to present information in such a way that people can easily “chunk” information, to allow greater retention through short-term memory.
* *Don’t Scare People with Numbers*: Many people may feel overwhelmed by numbers, data, and charts. Utilize simple number formatting by rounding unnecessary decimals and using commas (100,000 vs. 100000) when possible.