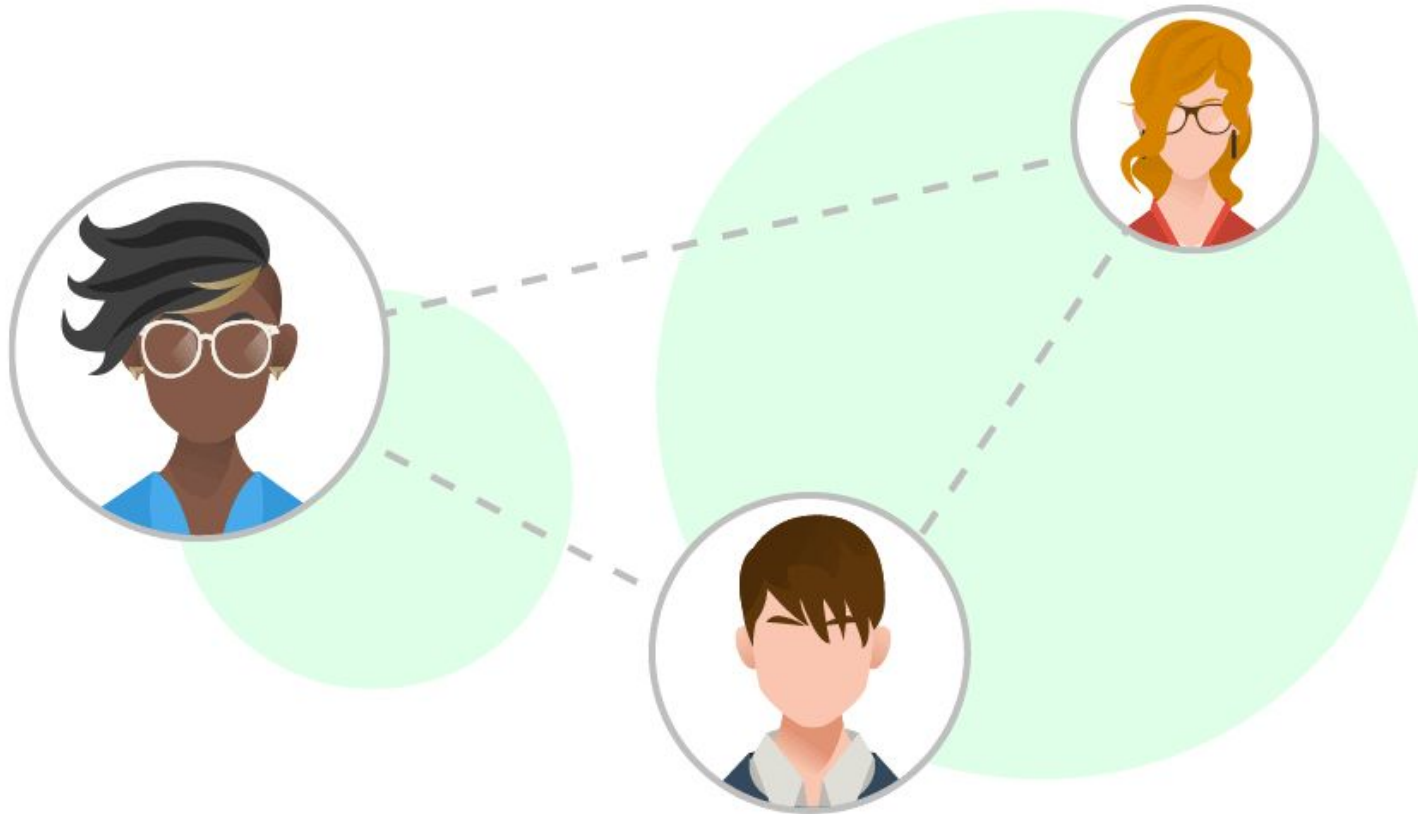


# Communication Skills (for Data Professionals)

Professor Ernesto Lee

# Effective Communication



# Mechanic



# All you really care about...

- What caused the problem?
- What is the solution?
- How much is this going to cost?



# The same is true for Data Professionals!

- Having the ability to discuss your work with anyone is vital.
- It's a differentiating skill.
- It makes you approachable and an indispensable part of an organization.

# How NOT to present your work

- Avoid the communication wall!
- Be aware of language choice!

I.e.: Bad way to define Linear Regression

“linear regression is a linear approach to modeling the relationship between a scalar response and one or more explanatory variables.”

# How to Present the Final Project

Use this 3 step process:

1. Use “softening language”
2. Use a relatable example
3. Summarize

# Example





# Recap

**Softening:** If you have ever taken a cab or an Uber then you already understand linear regression.

**Example:** Relatable... everyone has taken an Uber or a Cab

**Summary:** This is what regression is...

# Next Steps

Make it work for you!!!!



# Storytelling with Data in Tableau



# Storytelling in Data Analysis

Primarily, the job of a data analyst is to make data comprehensible.

# Story

# Why Storytelling in Data Analysis

Storytelling, in the context of data analysis, is the ability to virtually convey insights from a dataset using reports and visualizations



# Take your audience on a JOURNEY

1. Identify your Audience
2. Take them on a journey
3. Visualize your data
4. Share it!

# Next Steps

An Example:

<https://vizualintelligenceconsulting.com/blog-tableau-story/>

Complete/Review:

<https://github.com/fenago/tableau-2020>

Lab 8

On your own:

<https://vegas-odds.com/sports-data/ufc-fight-statistics-datasets/>