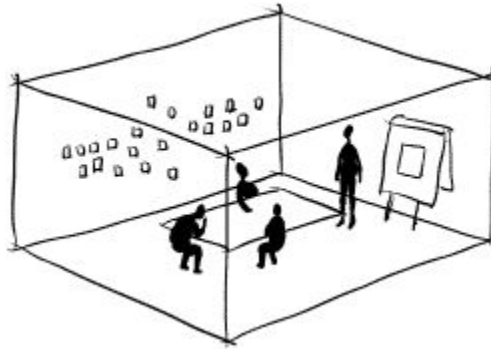


How to think about Data

Professor Ernesto Lee



People in a box
trying to think
out of the box

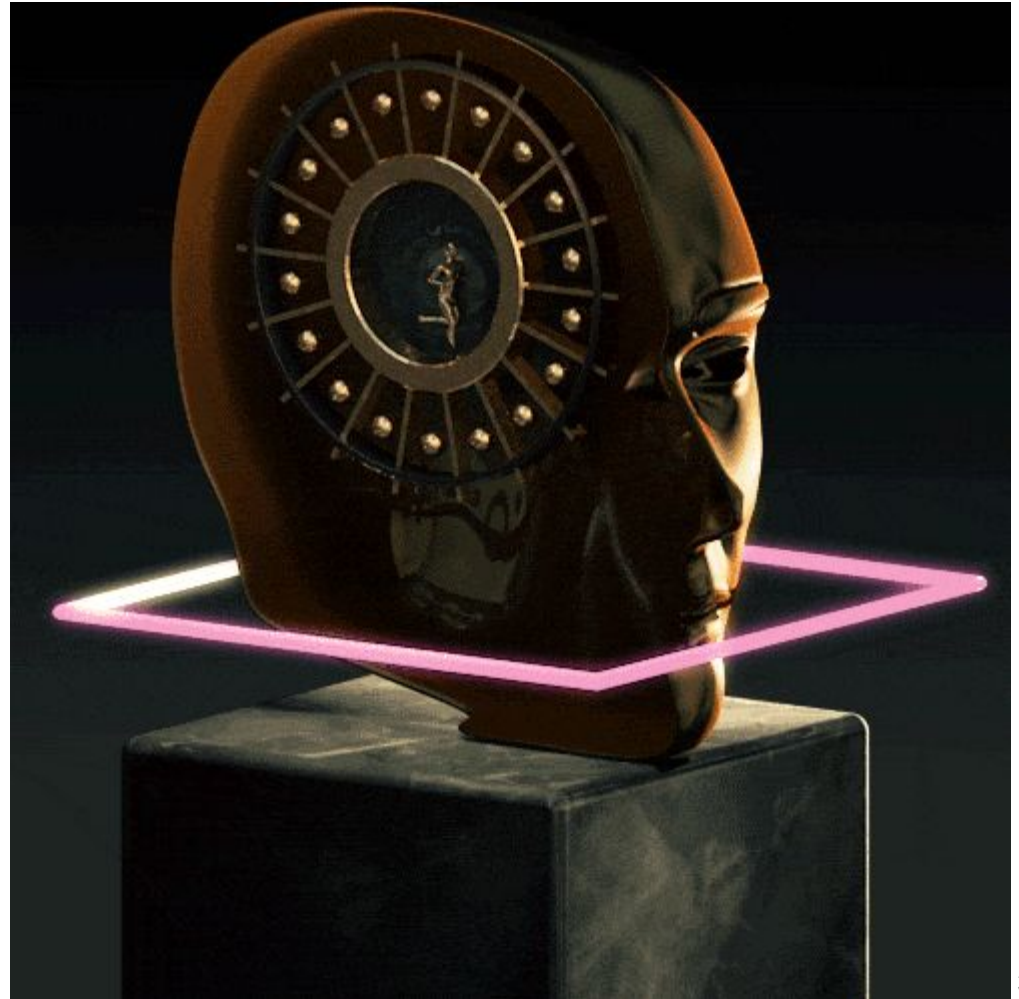
Data Perspective

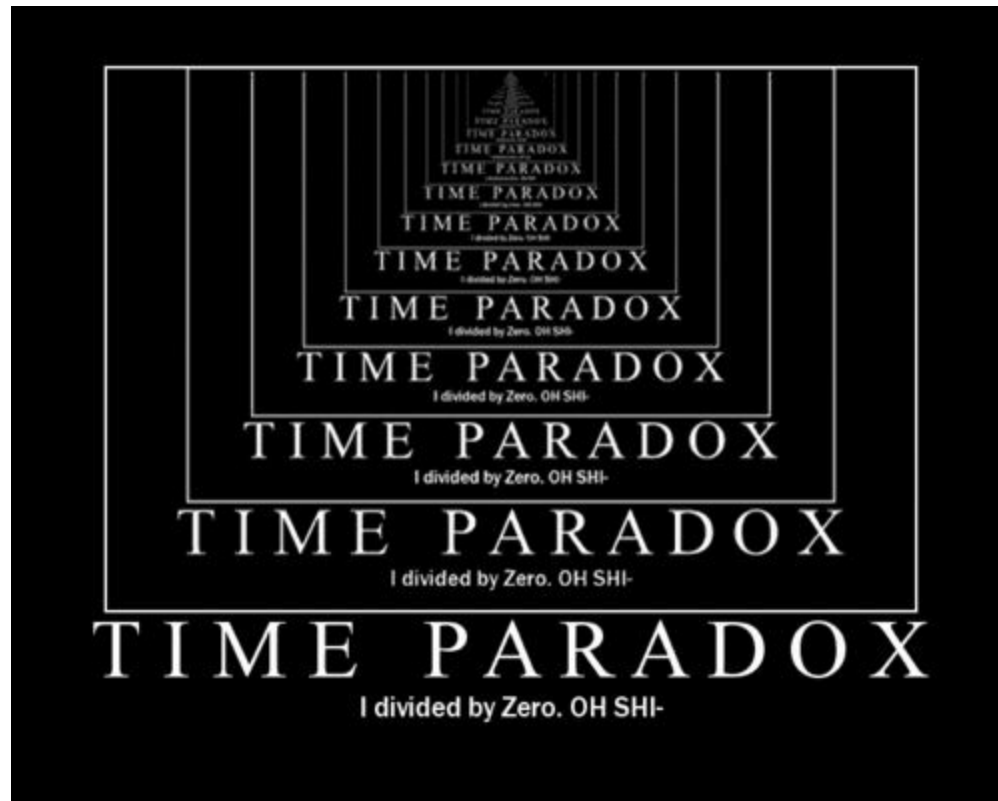


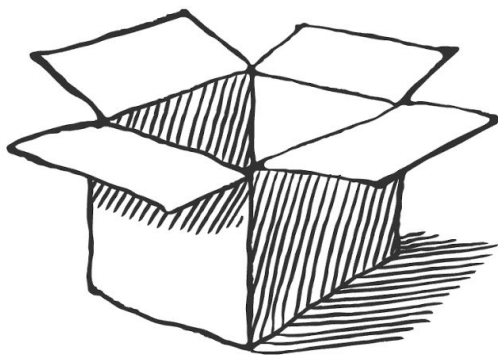
Data Science

- The Zero Principle of Data:

It is not what you know... It is how you think.







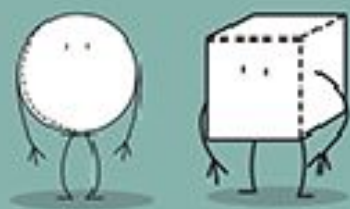


Data is like an
uncharted island

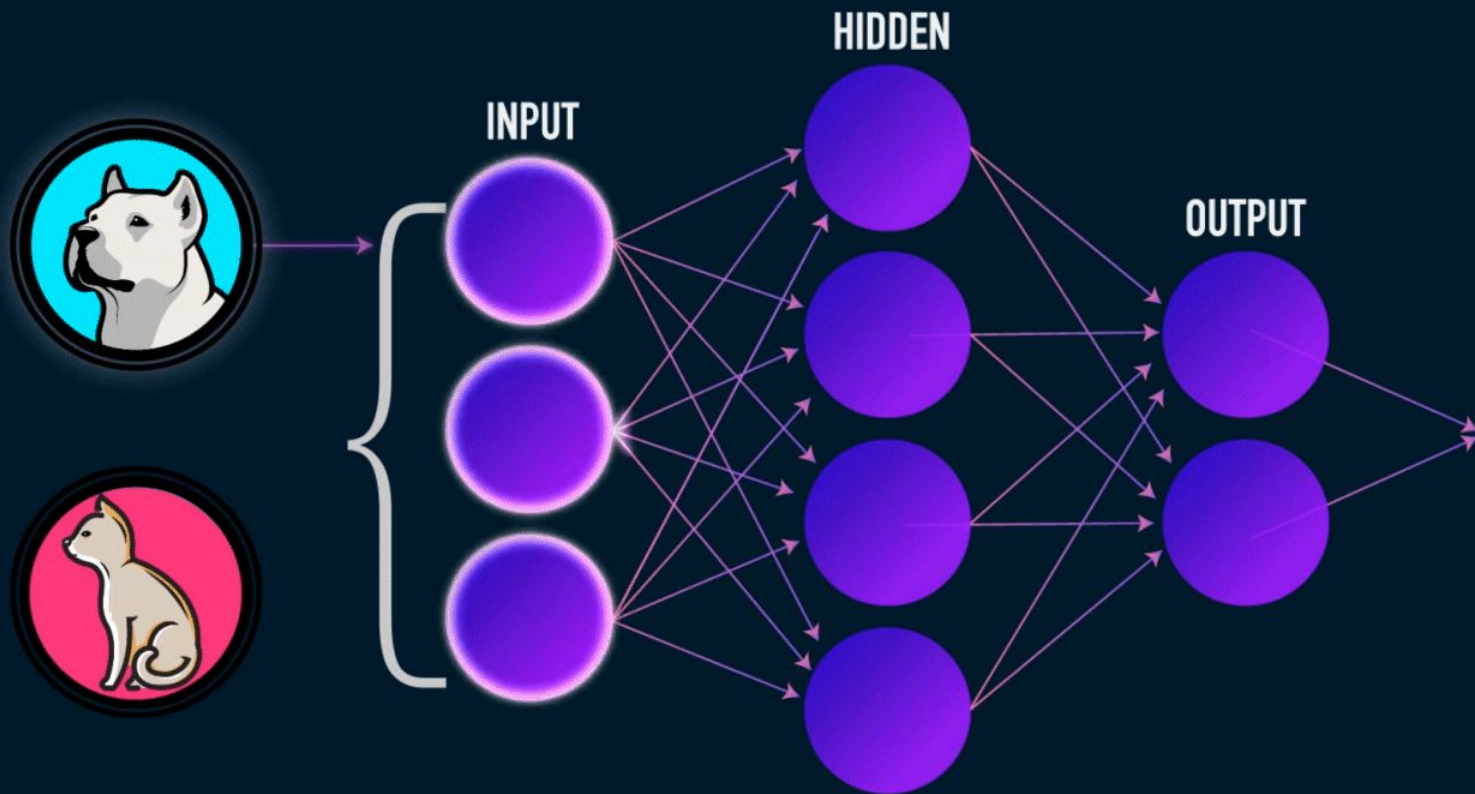


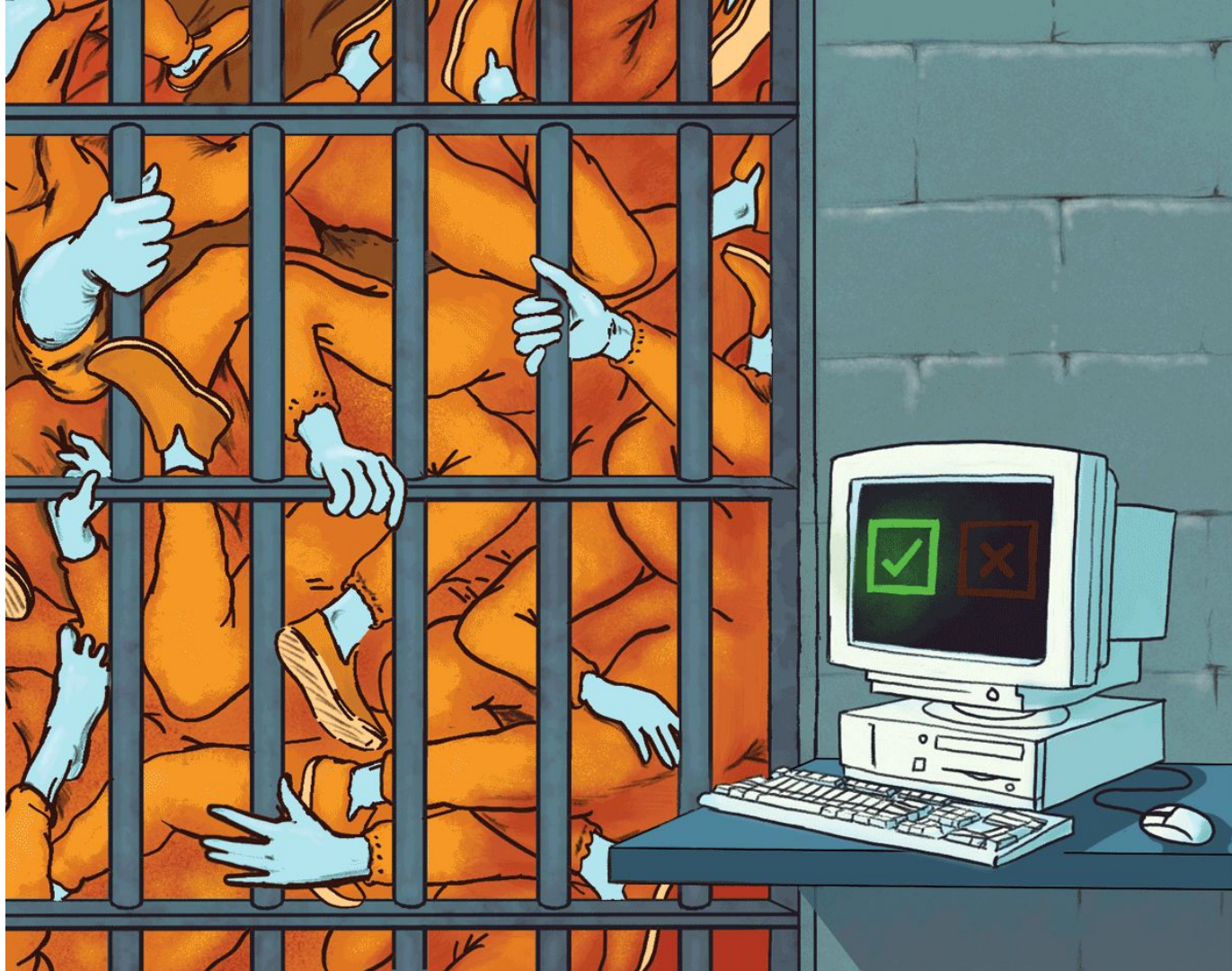


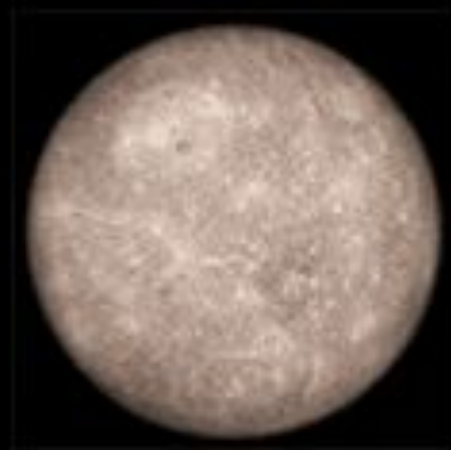
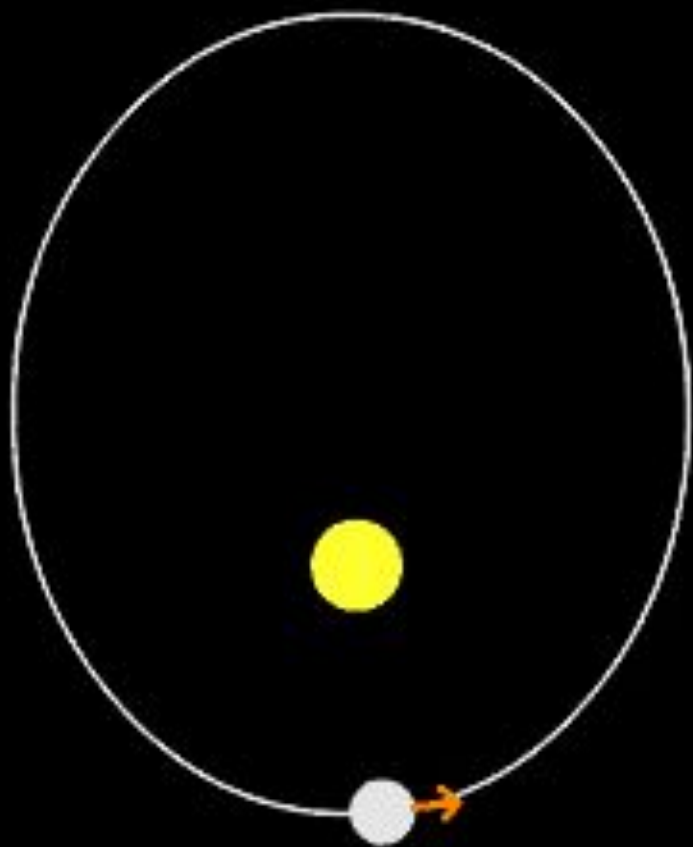












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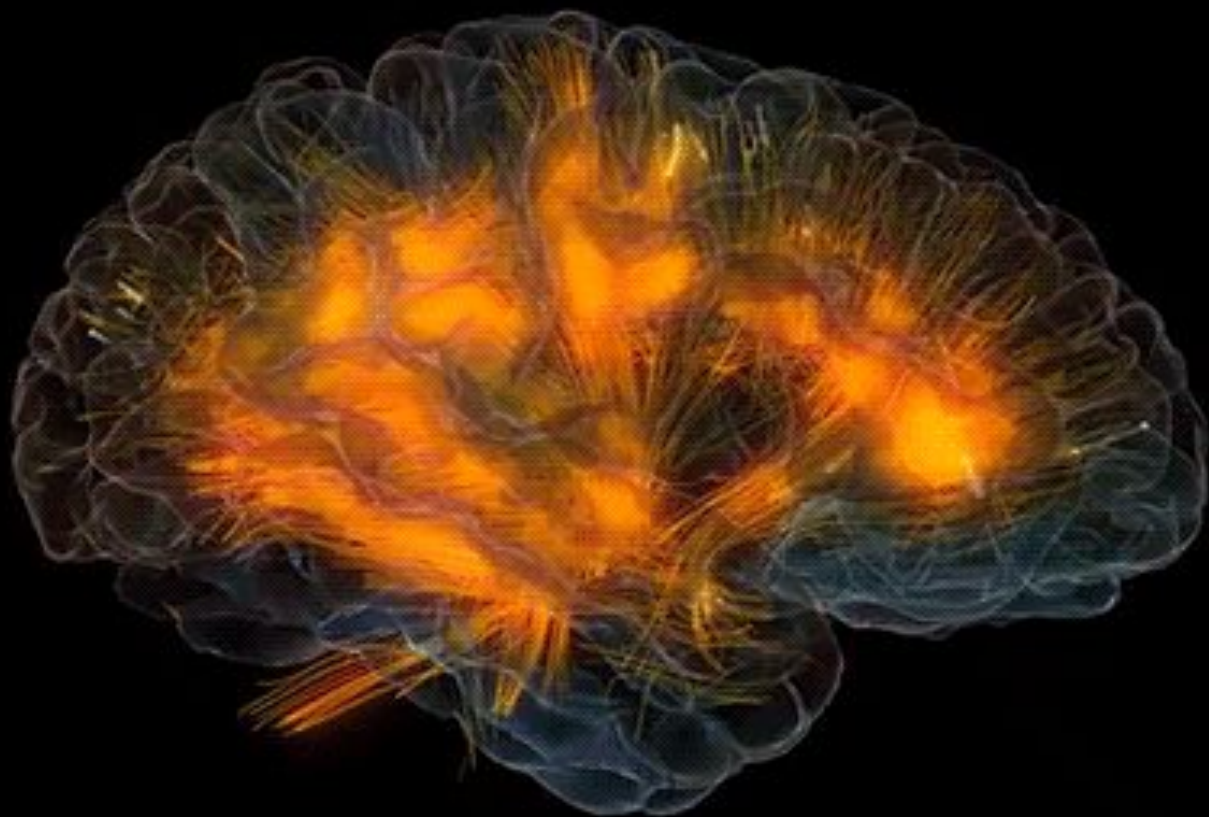




Welcome to



the TRUTH



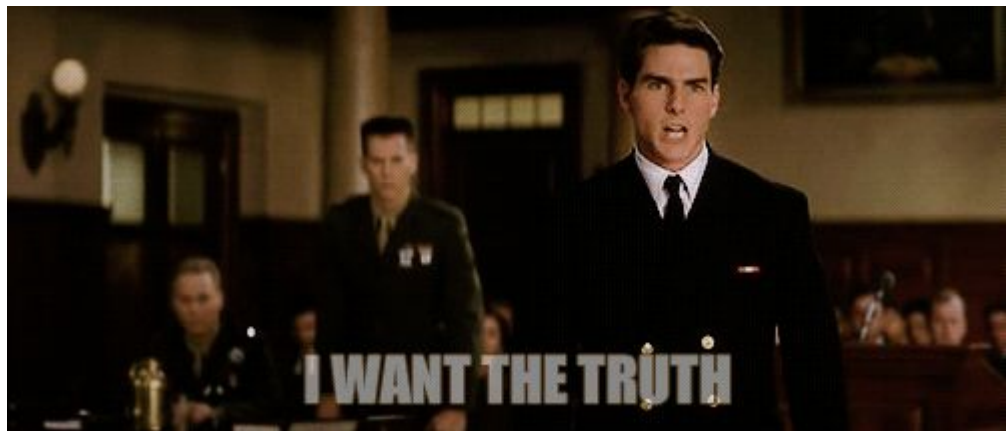






people trust people more than data





CULTURE
- People
- Place
Support

Activity
Assistance





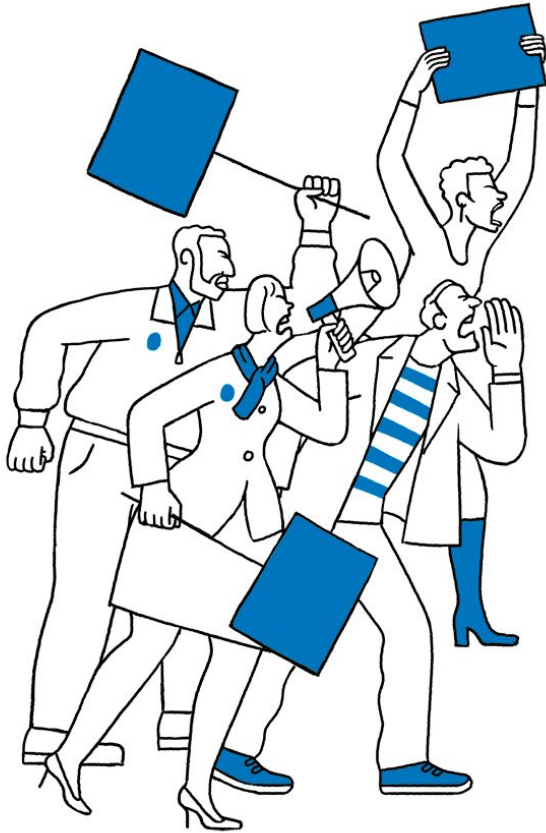
“BALANCE” IN SCIENCE



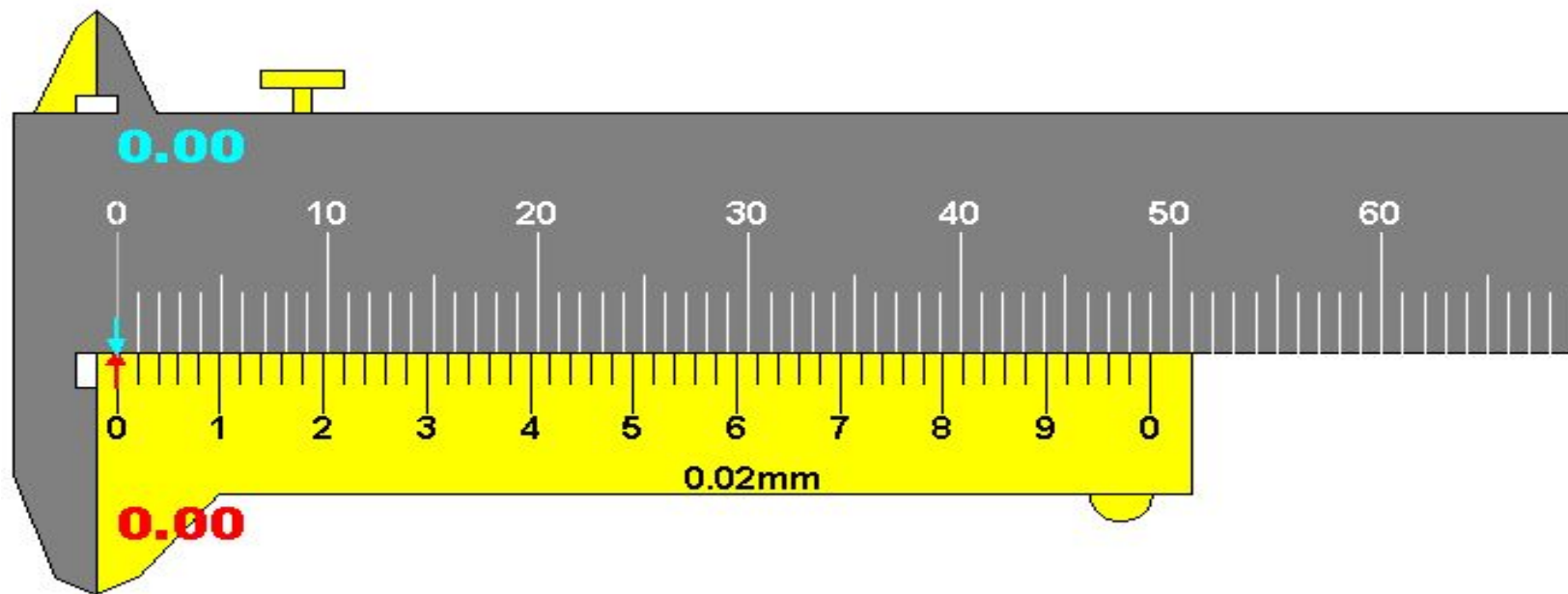
Personal Truths



Political Truths



Measurements



Being EFFECTIVE is more important than being RIGHT



KYA : Know Your Audience

- **Peers**
- **Stakeholders**
- **Senior Leadership**

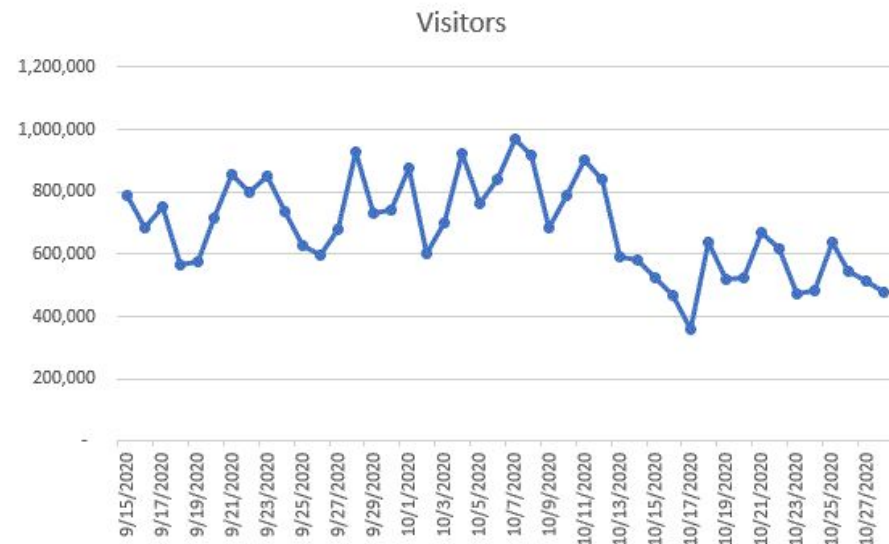


Content

- Agenda
- Key Findings
- Supporting Data
- Reiterate Key Findings
- Recommendations / Next Steps



Presentation Layout



Presentation Length

- (Presentation length in minutes-10 minutes for questions) / 5 minutes per slide
- For an hour presentation that comes out to $(60-10) / 5 = 10$ slides.



The Big Picture

- KPI's
- Incremental Revenue Impact
- Reductions in cost or time



