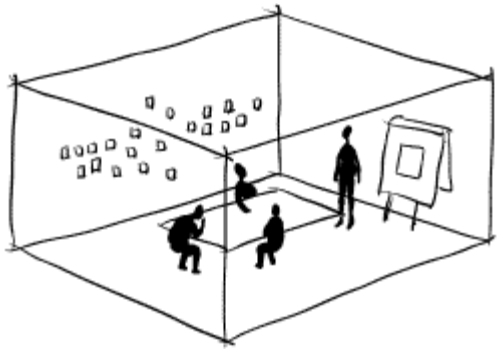
How to think about Data

Professor Ernesto Lee



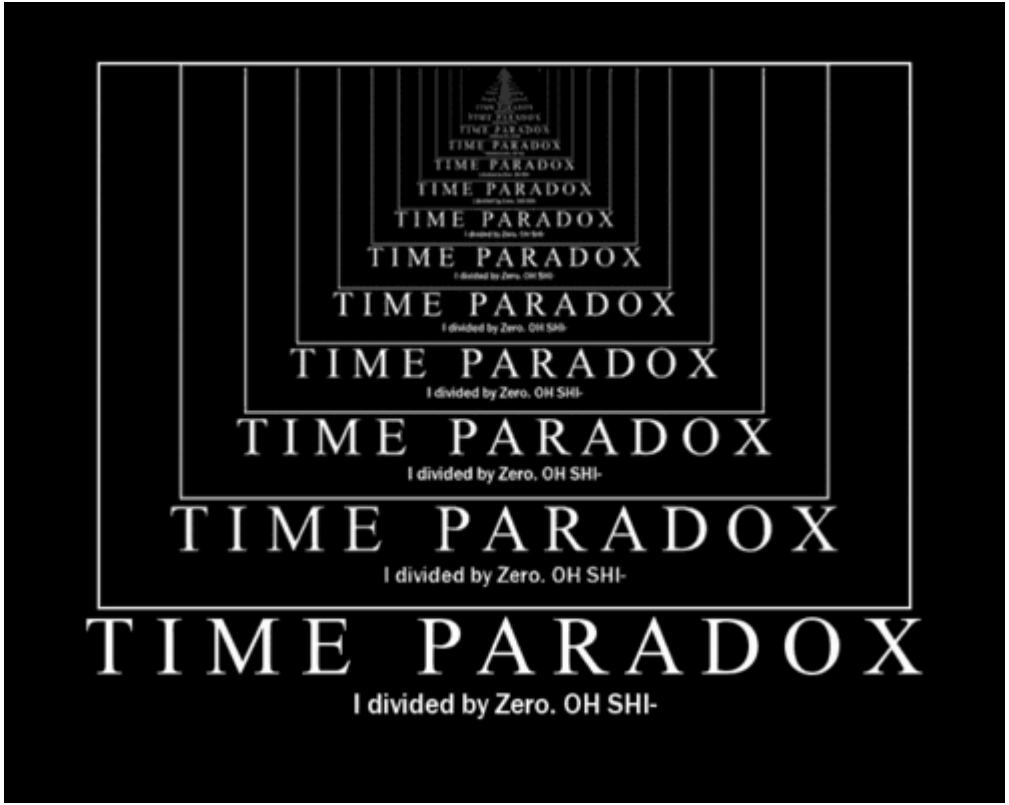
People in a box trying to think out of the box

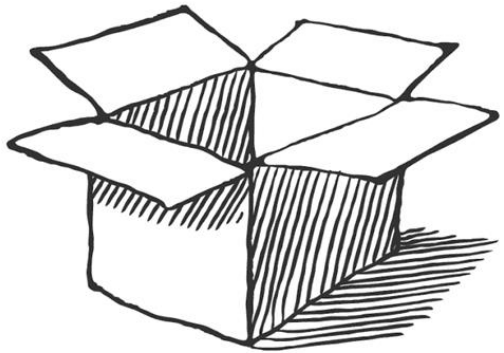
Data Perspective

Data Science

- The Ernesto Zero Principle of Data:

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

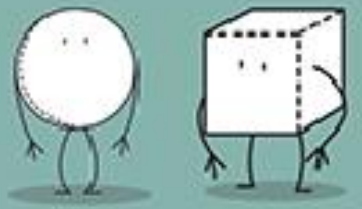

TIME PARADOX
I divided by Zero. OH SHI-

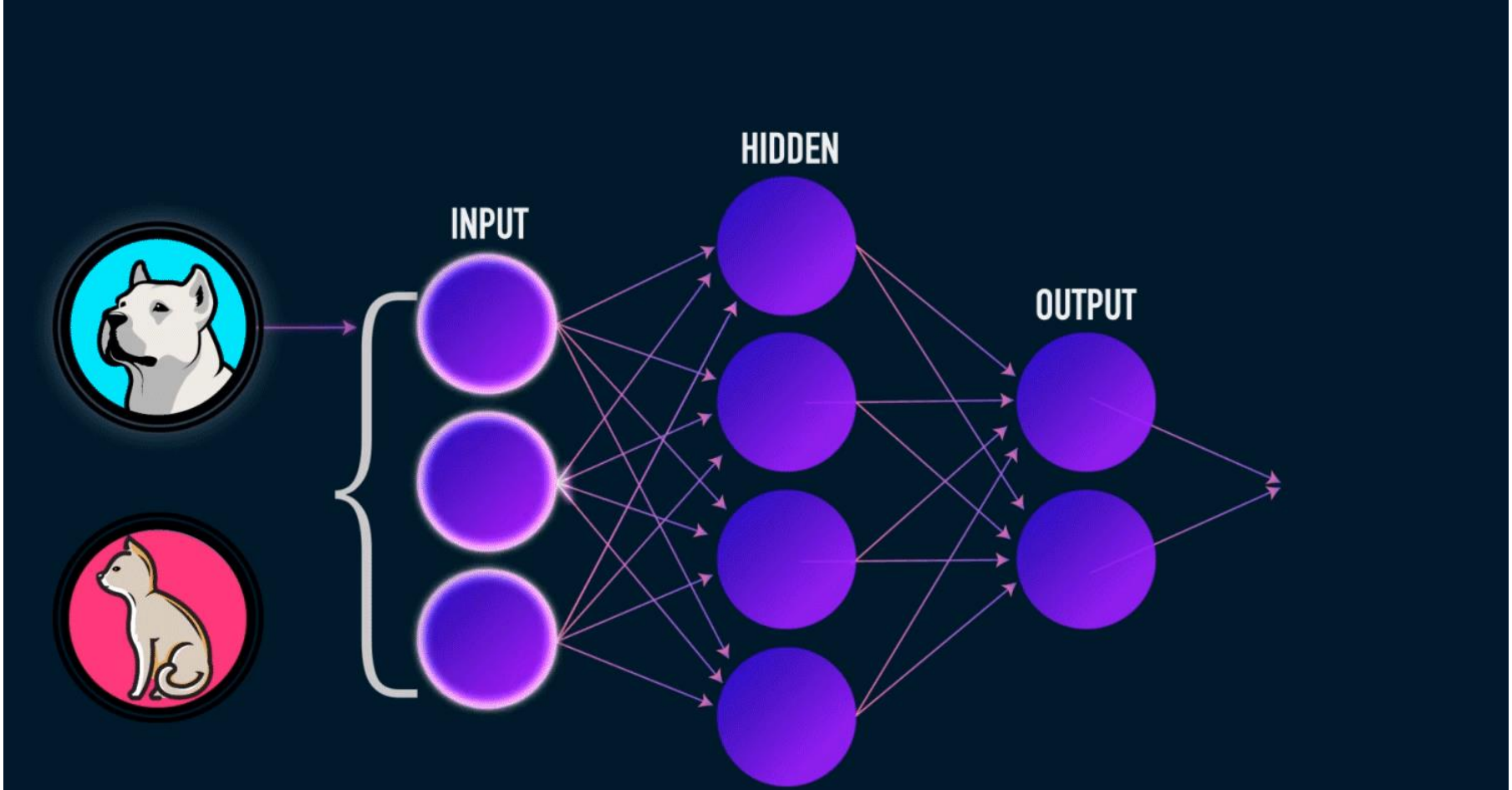


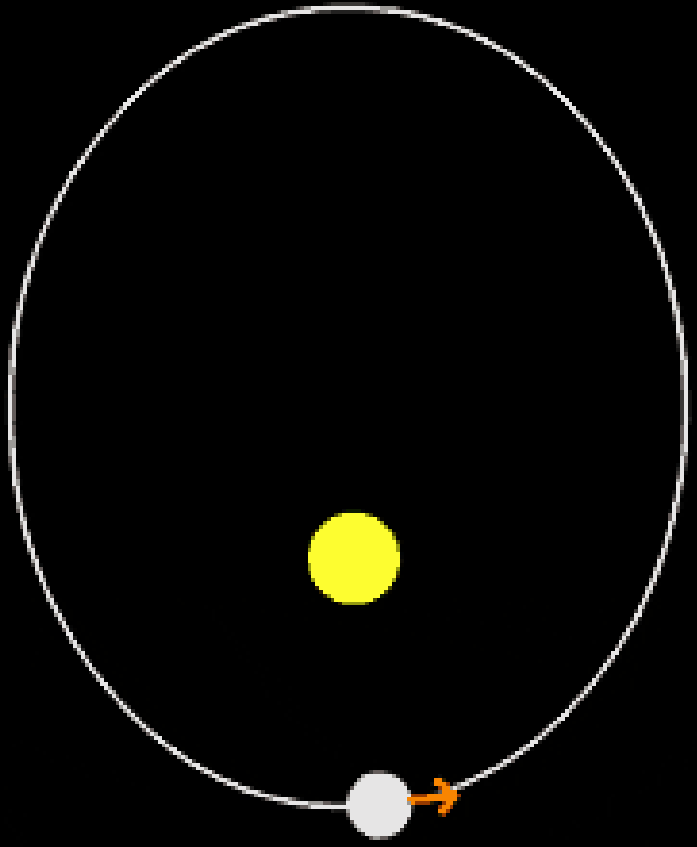
TINTA DE ARCHIVE

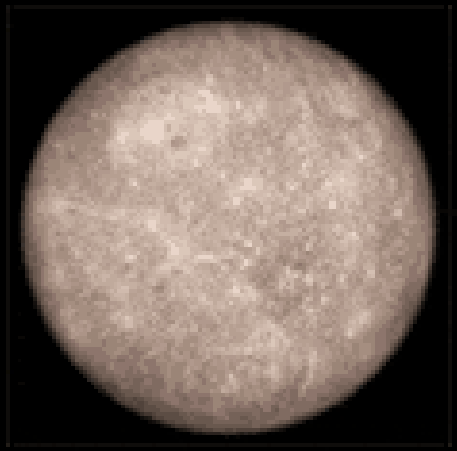
Data is like an uncharted island

brushTip.x=event.x
brushTip.x=event.x
brushTip.y=event.y-10
brushTip.y=event.y-10
pickColor(event.x, event.y)
--print("moved off rect")
brush.x=-200
brushTip.x=W-200
brush.y=event.y-10
brushTip.y=event.y-10
pickColor(W-200, event.y)
end
elseif event.phase=="cancelled" t




HIDDEN
INPUT
OUTPUT





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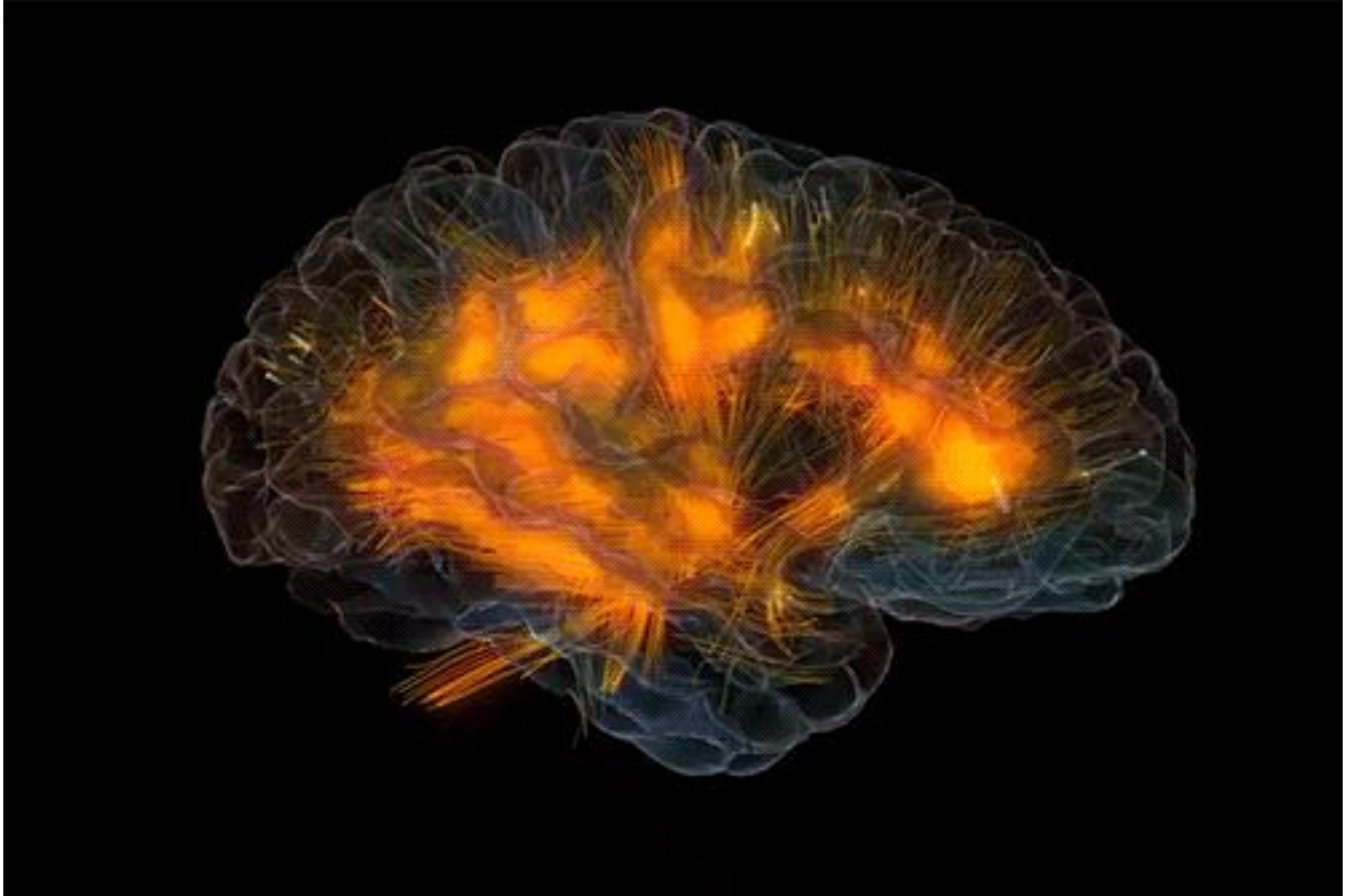
North America
Atlantic Ocean
Spain
Africa
South America

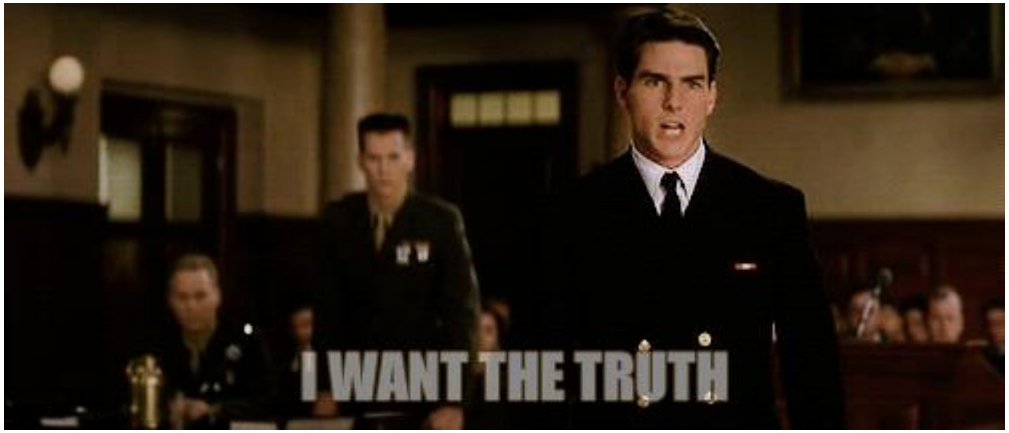
Welcome to
the TRUTH



YOU ARE SPECIAL

SEEN
THINGS
DIFFERENT

people trust people more than data


I WANT THE TRUTH

brushTip.x=event.x
brushTip.x=event.x
brushTip.y=event.y-10
brushTip.y=event.y-10
pickColor(event.x, event.y)
--print("moved off rect")
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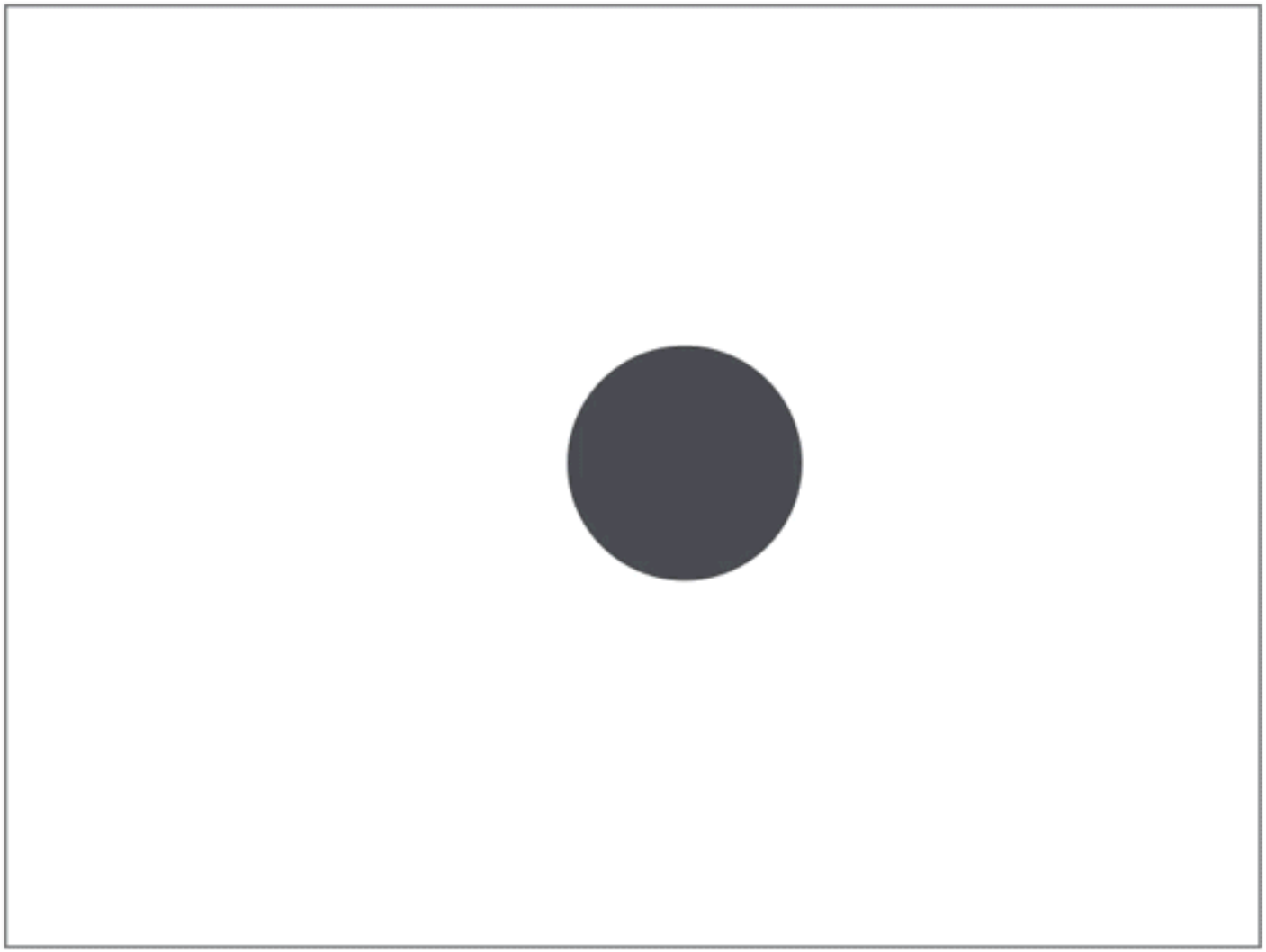
brushTip.x=W-200
brush.y=event.y-10
brushTip.y=event.y-10
pickColor(W-200, event.y)
end
elseif event.phase=="cancelled" t

CULTURE
- People
- Place
Support
Activity
Assistance
CULTURE

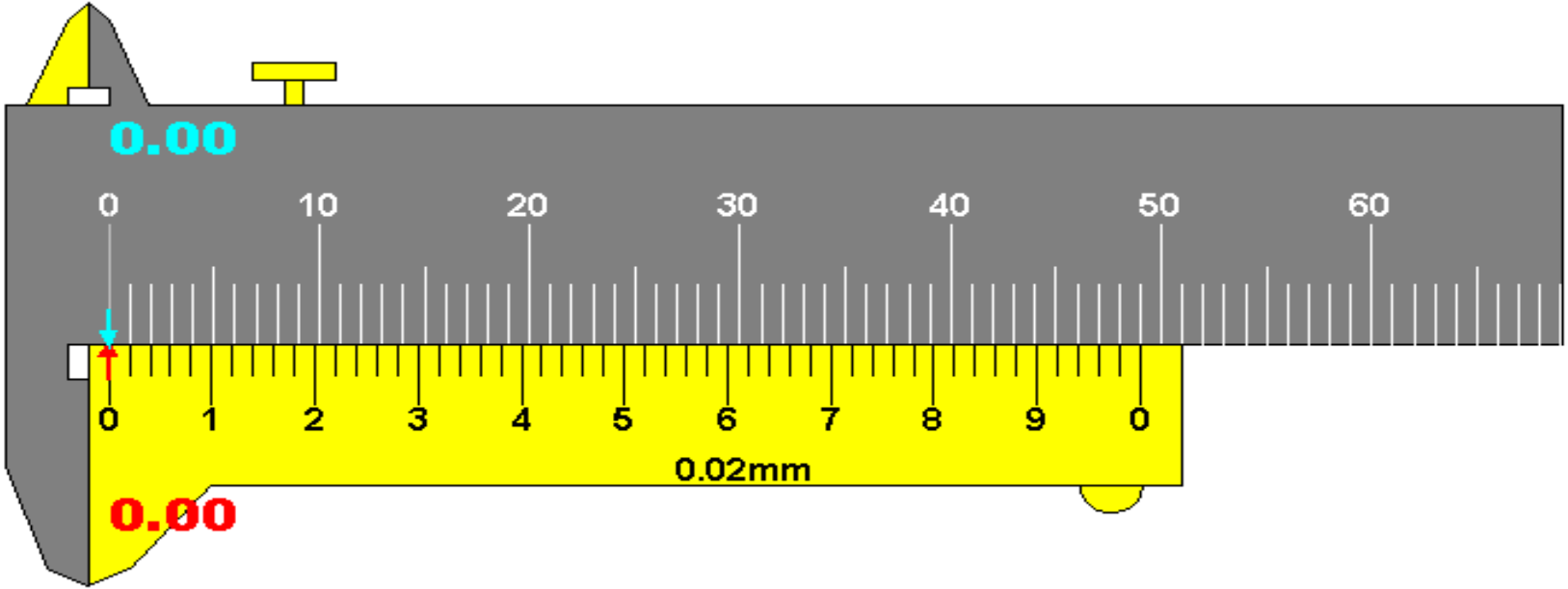


"BALANCE" IN SCIENCE
PROVOCATIVE
HEADLINES
REPLICATED
FINDINGS

Personal Truths

Political Truths

Measurements



Being EFFECTIVE is more important than being RIGHT

KYA : Know Your Audience

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

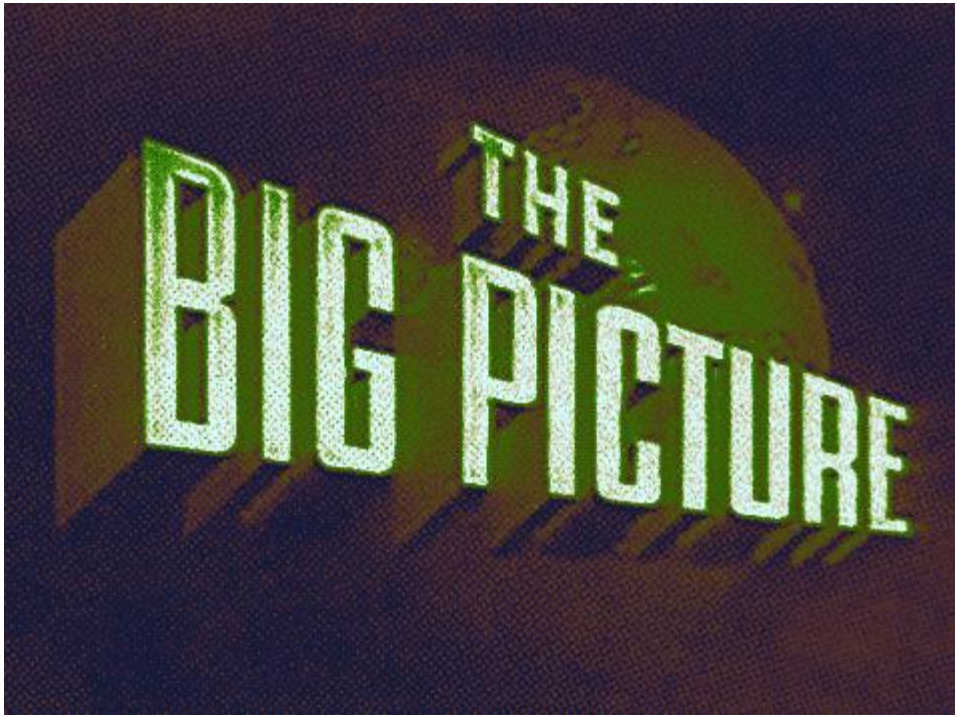
Content

- 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**