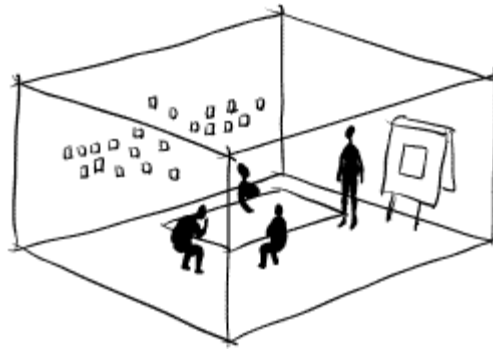


How to think about Data

Professor Ernesto Lee



People in a box
trying to think
out of the box

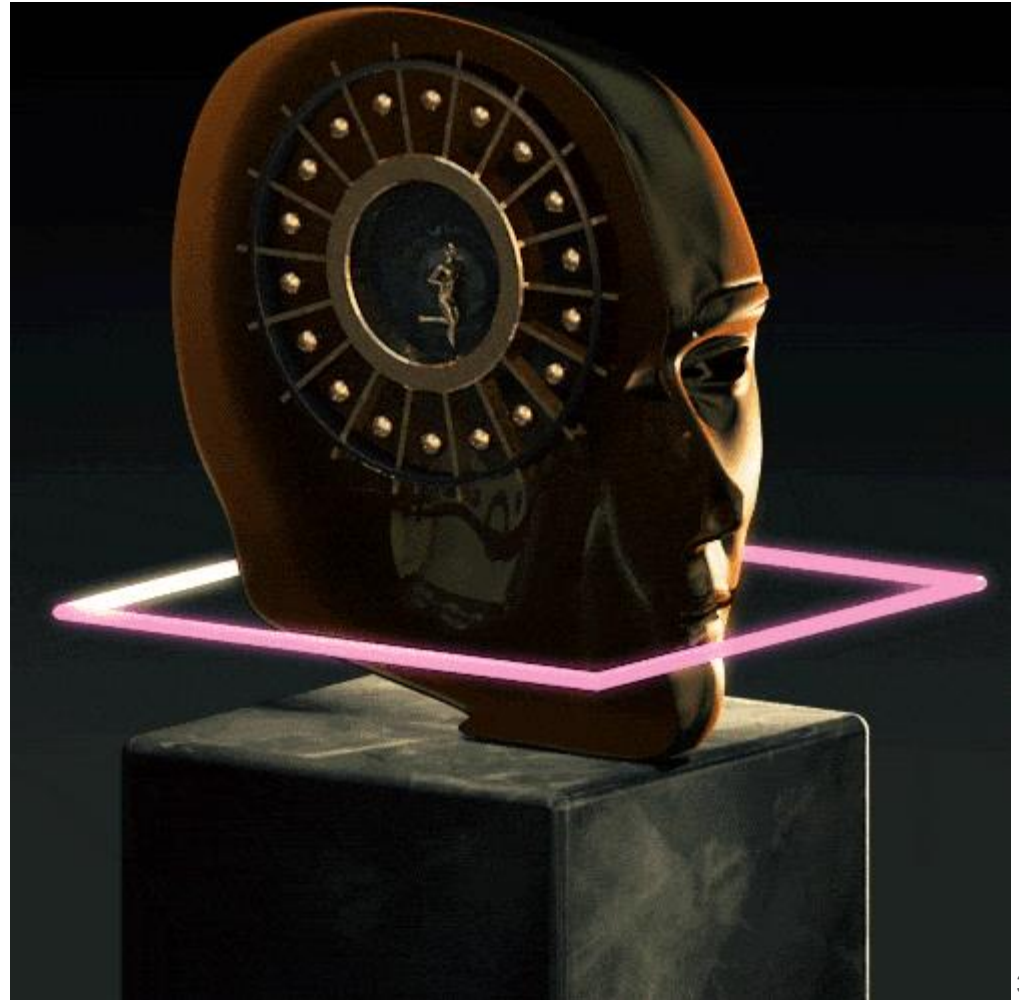
Data Perspective

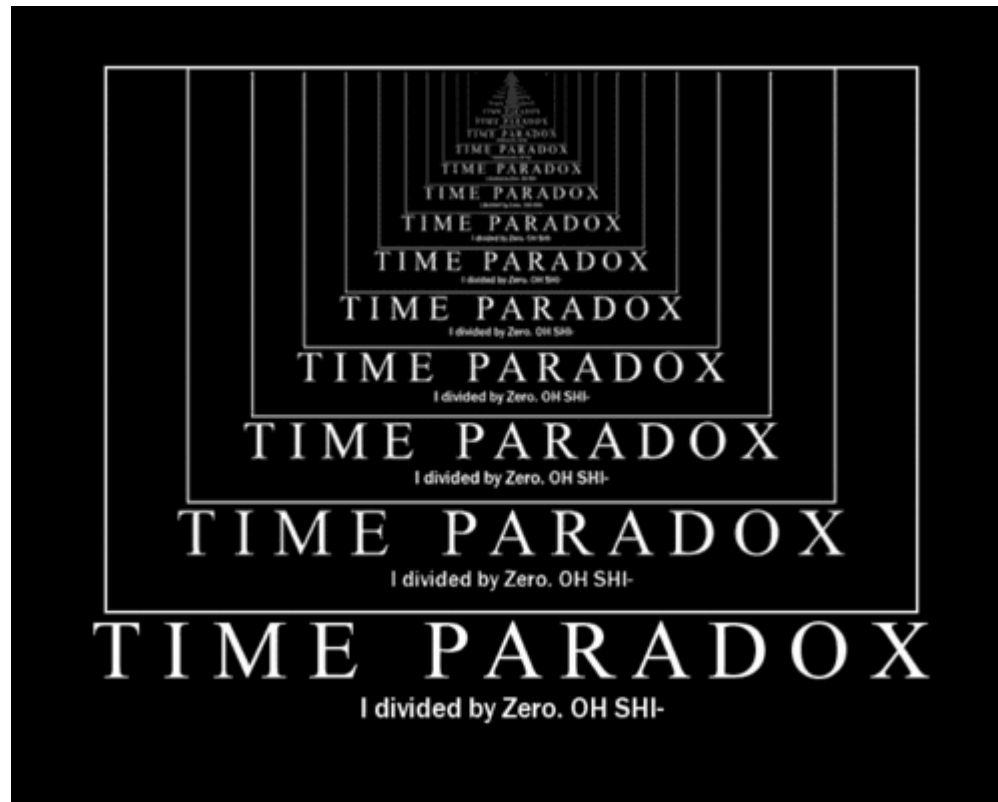


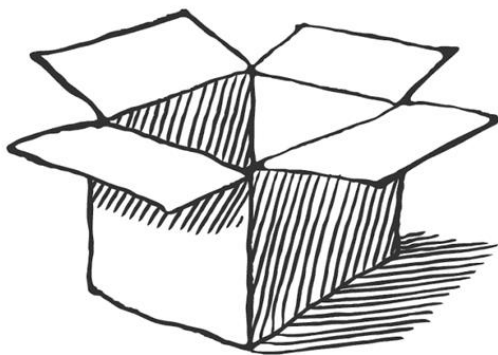
Data Science

- The Ernesto Zero Principle of Data:

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







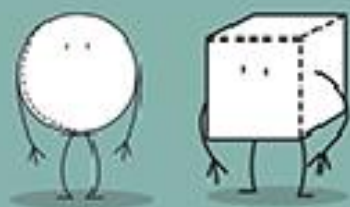


Data is like an uncharted island

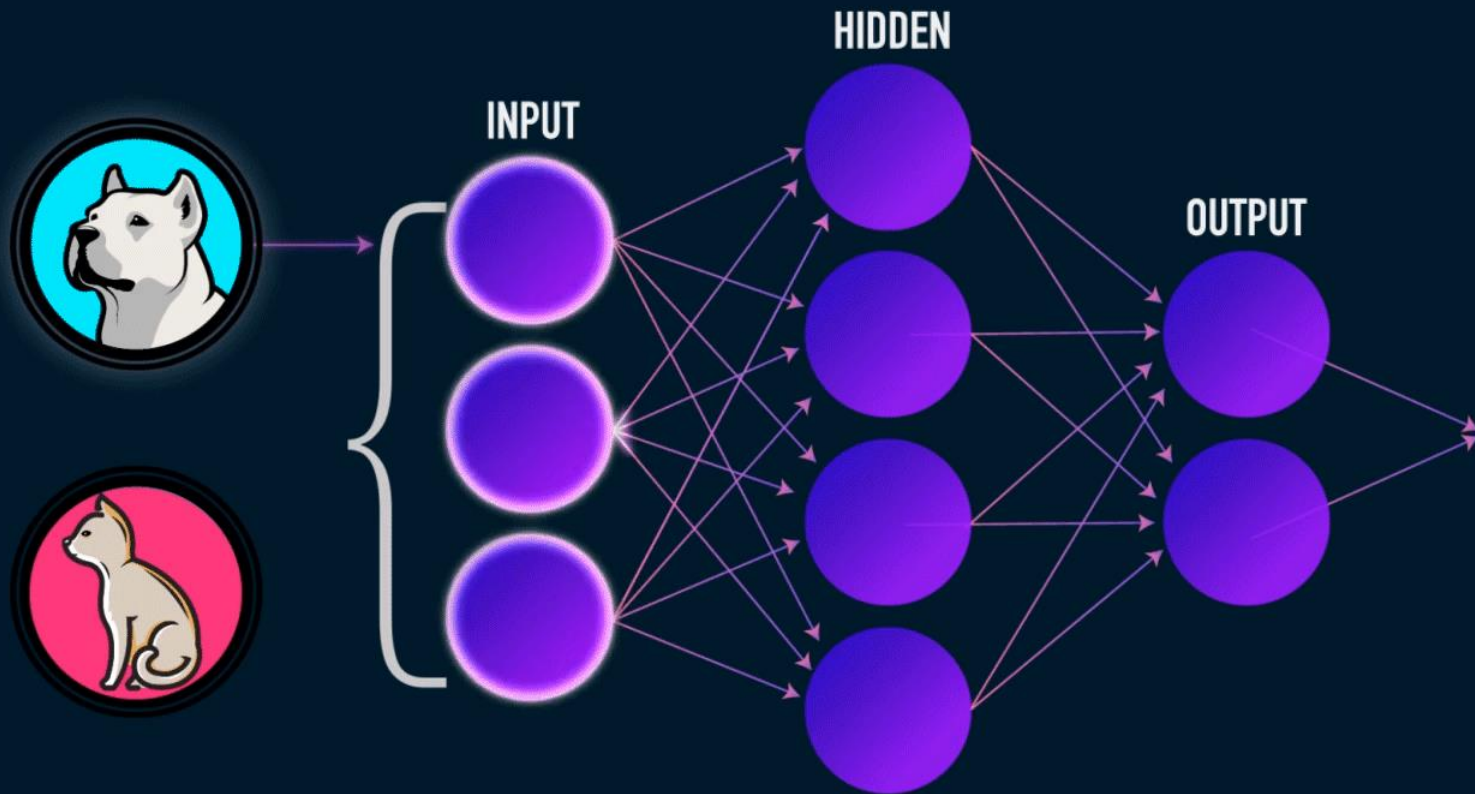




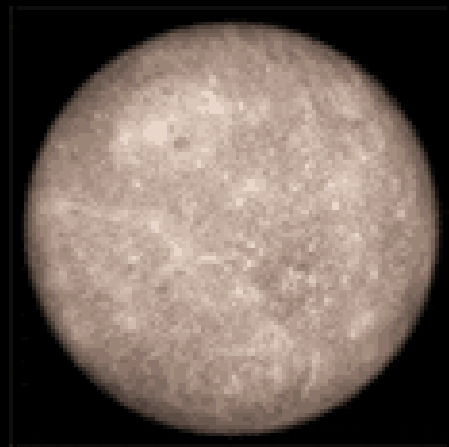
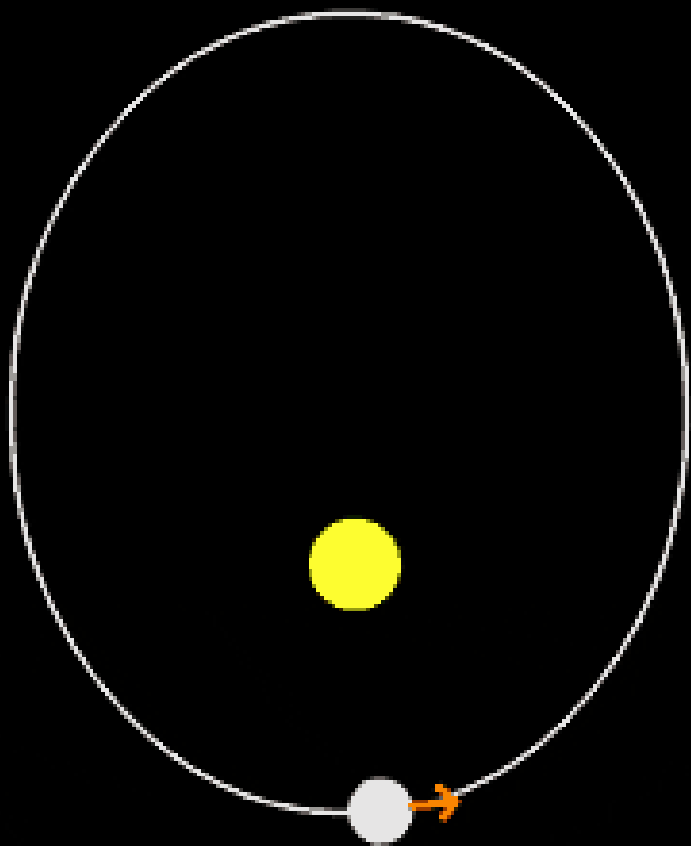












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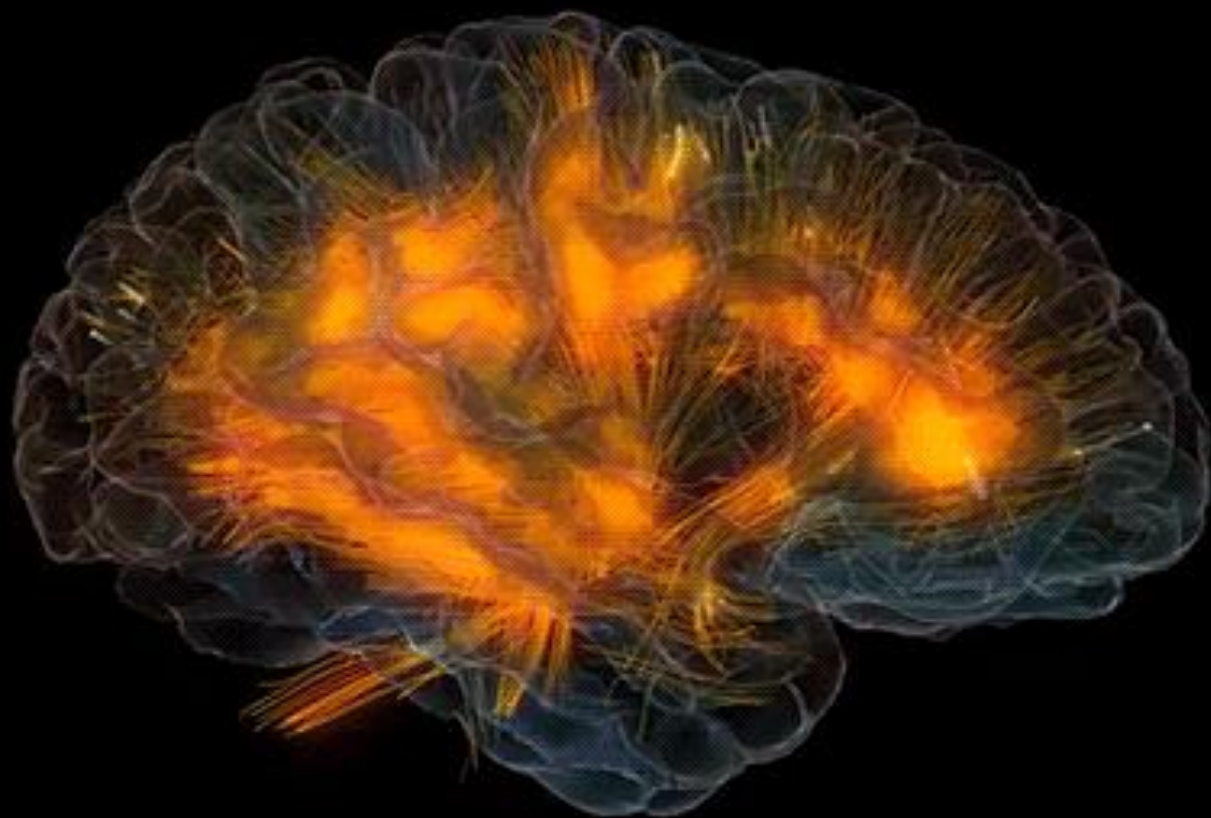




Welcome to



the TRUTH



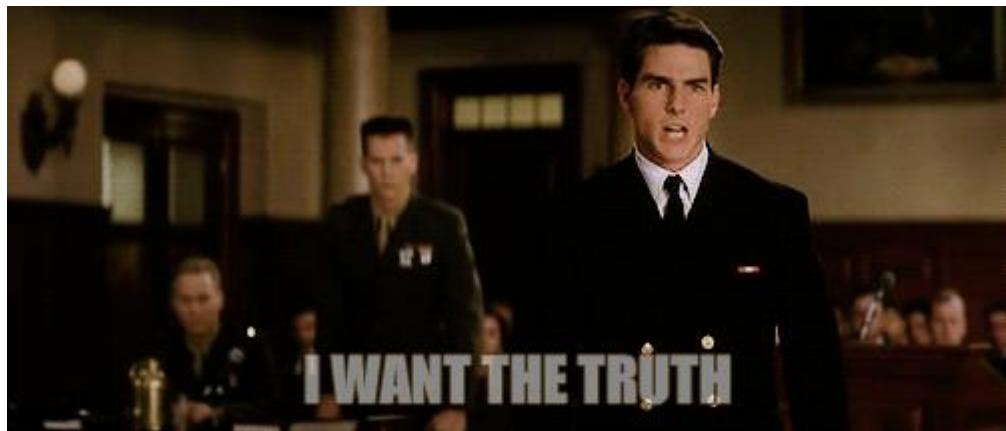






people trust people more than data





524184	36860
5547321	87302
55651	5408
4884	587387
	387378
540157	54058
54105407	7308673850
540540	2402
57887	038573
0406607	12098
6020	736866
576607	54012
409217	43876386
6780808	873876
4086080	520873
86860	76873
87302	87408
5408	5703
587387	78387
387378	38768
54058	763
7308673850	038573
2402	8738
038573	7387
12098	38735
736866	402736
54012	45387
43876386	6830540
	54308
873876	76540
520873	573
76873	240857
87408	6405
5703	8763
78387	0340
38768	8578
763	408576
08573	840587
8738	73830
7387	487873
38735	
402736	87638
45387	763
6830540	8763
54308	783873
76540	87387
573	873054
	02105766

```

brushTip: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

```

```

while true
do
  if dir == "left" then
    --print("swipe left")
  end
  if selectedObj:mouseDown()
  and
  if dir == "left" then
    inv : true
    changeMouth()
  elseif dir == "right" then
    inv : false
    changeMouth()
  end
  elseif selectedObj:mouseUp()
  and
  if dir == "left" then
    inv : true
    changeMouth()
  elseif dir == "right" then
    inv : false
    changeMouth()
  end
  elseif selectedObj:mouseDrag()
  and
  if dir == "left" then
    inv : true
    changeMouth()
  elseif dir == "right" then
    inv : false
    changeMouth()
  end
  and
  if dir == "left" then
    inv : true
    changeMouth()
  elseif dir == "right" then
    inv : false
    changeMouth()
  end
end

```

CULTURE
- People
- Place
Support

Activity
Assistance





“BALANCE” IN SCIENCE



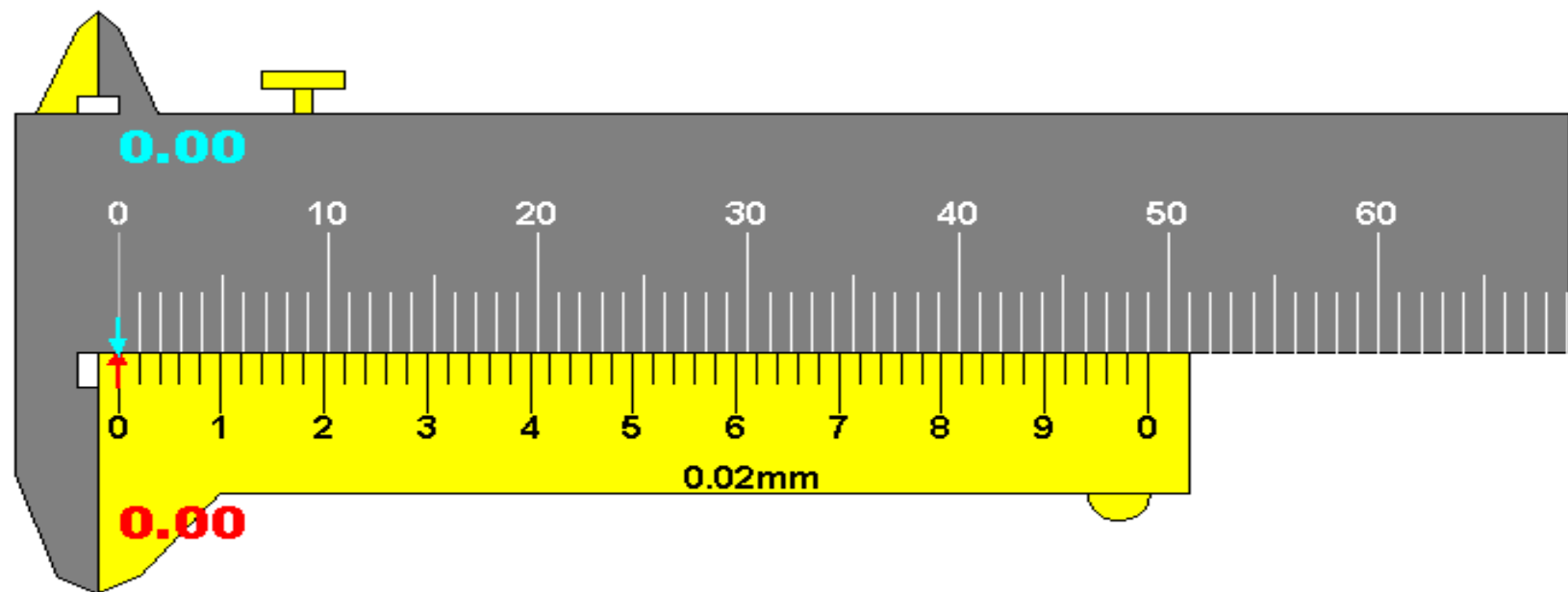
Personal Truths



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



