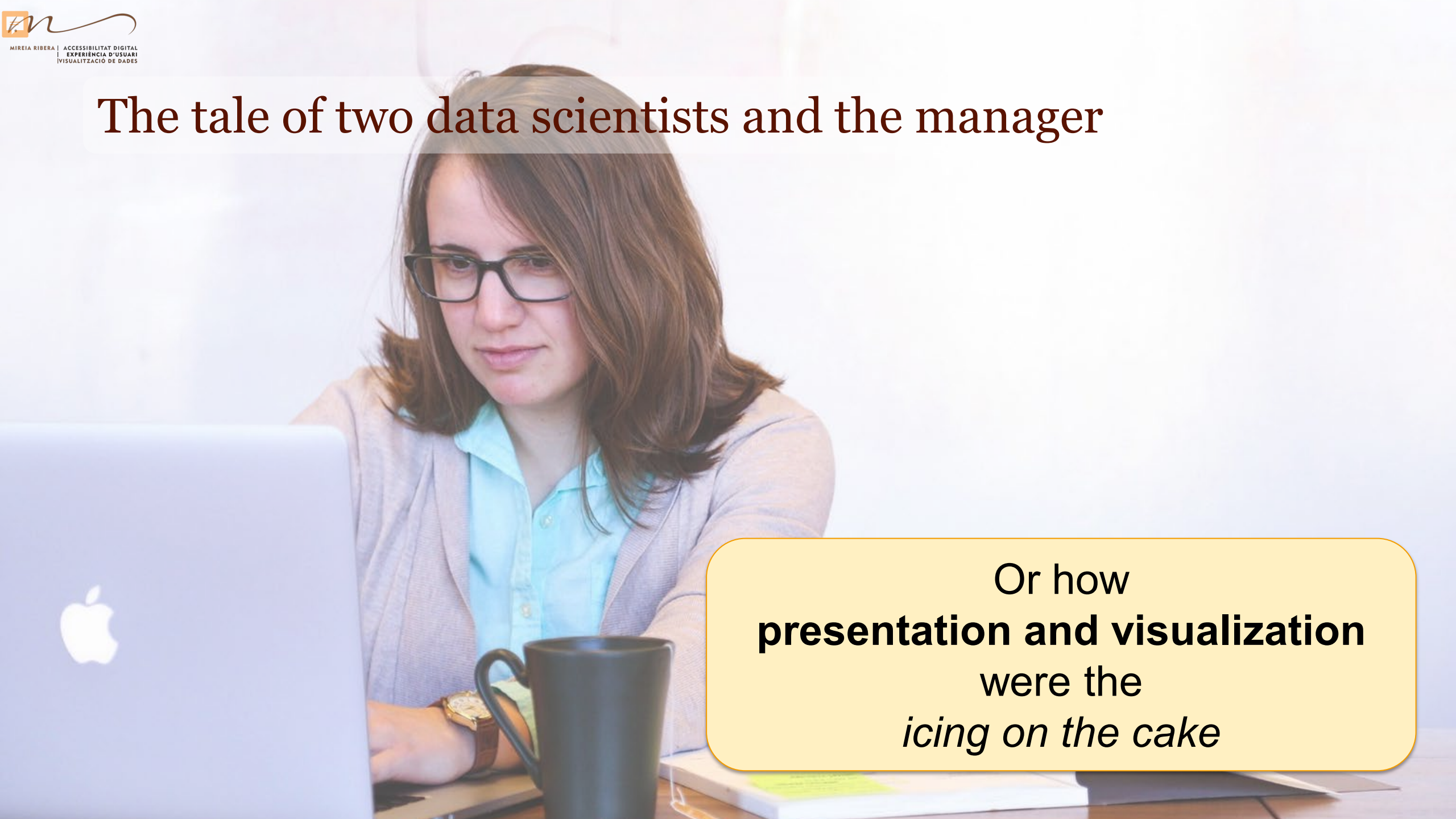
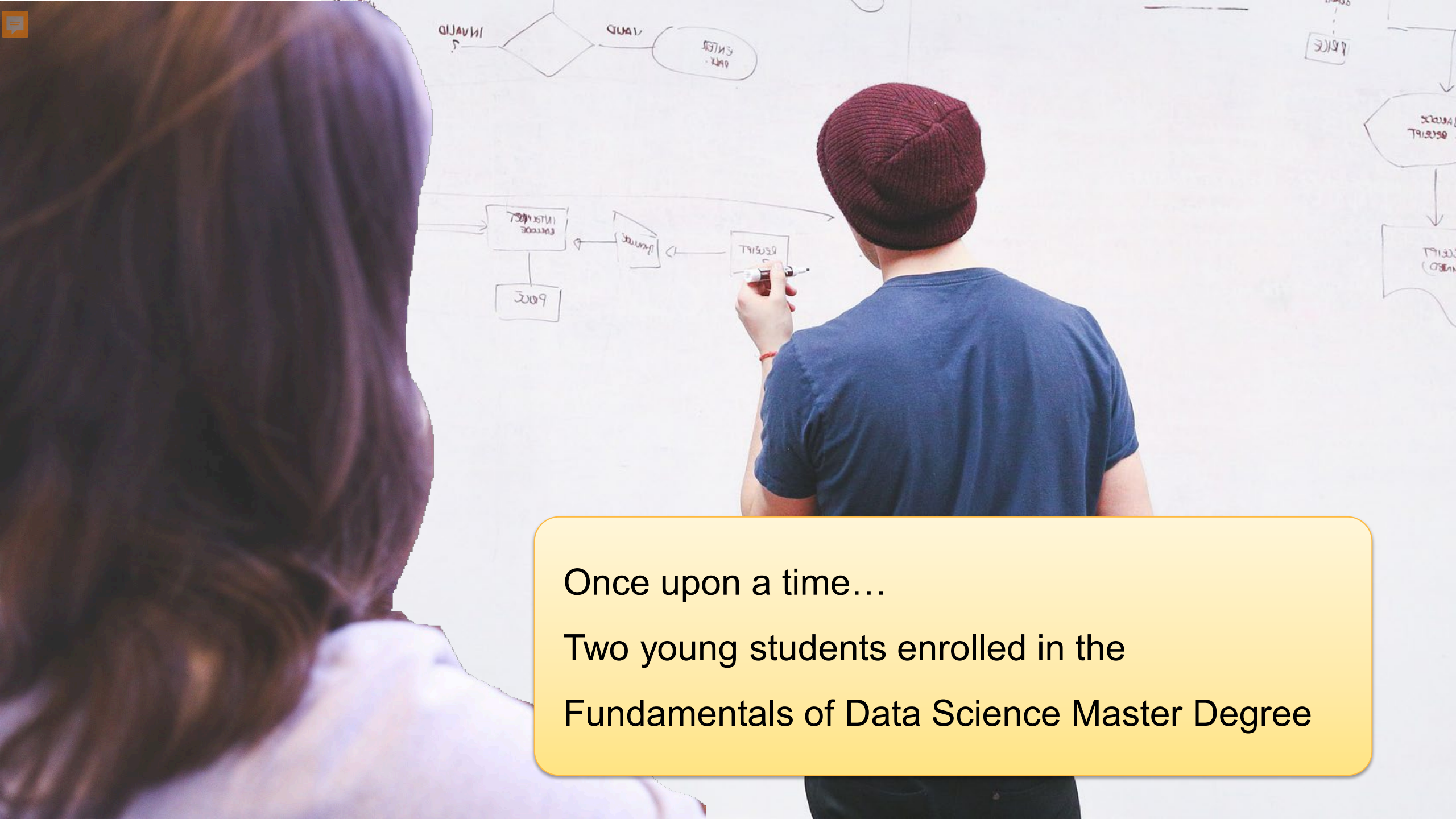


# The tale of two data scientists and the manager



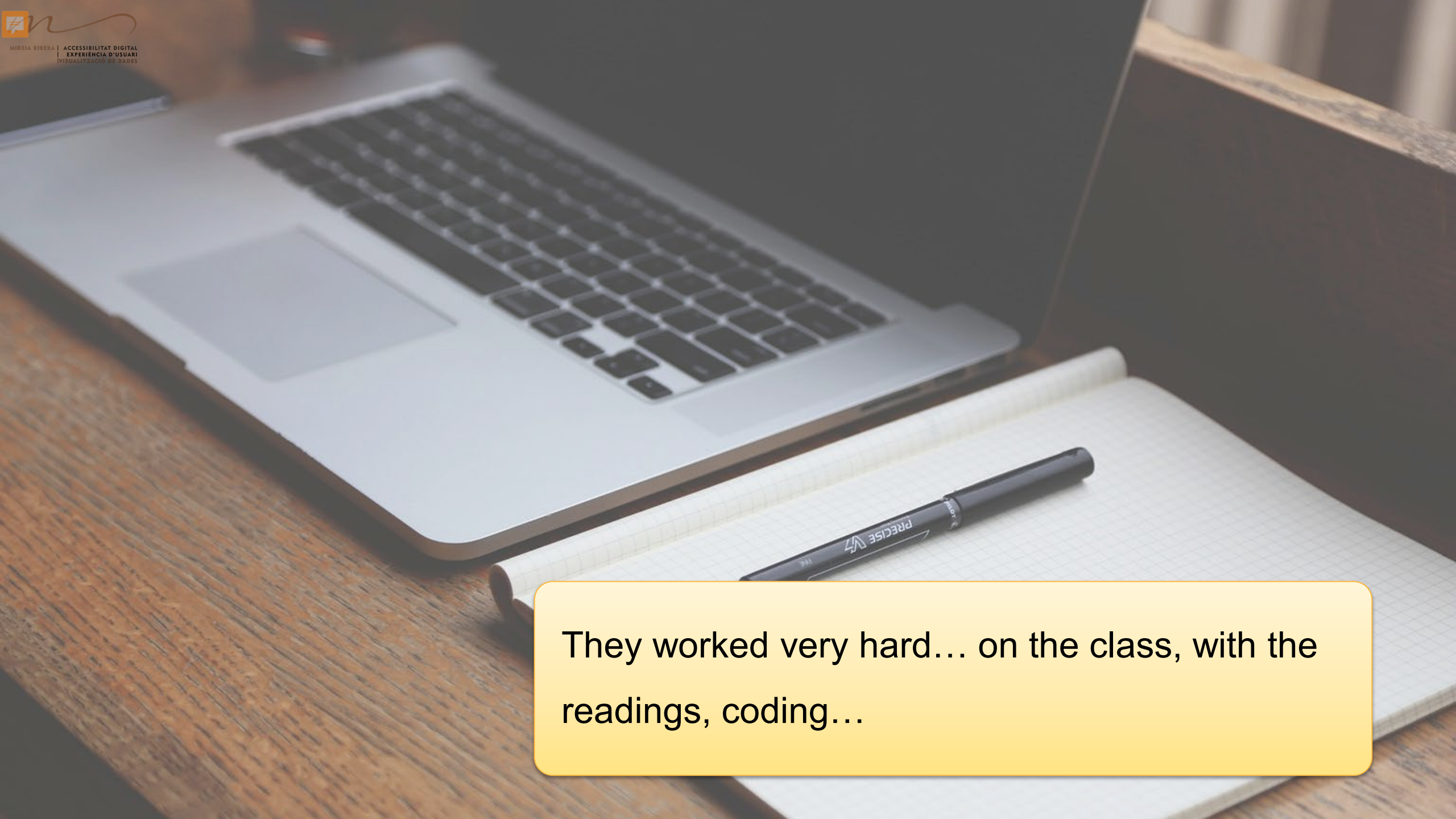
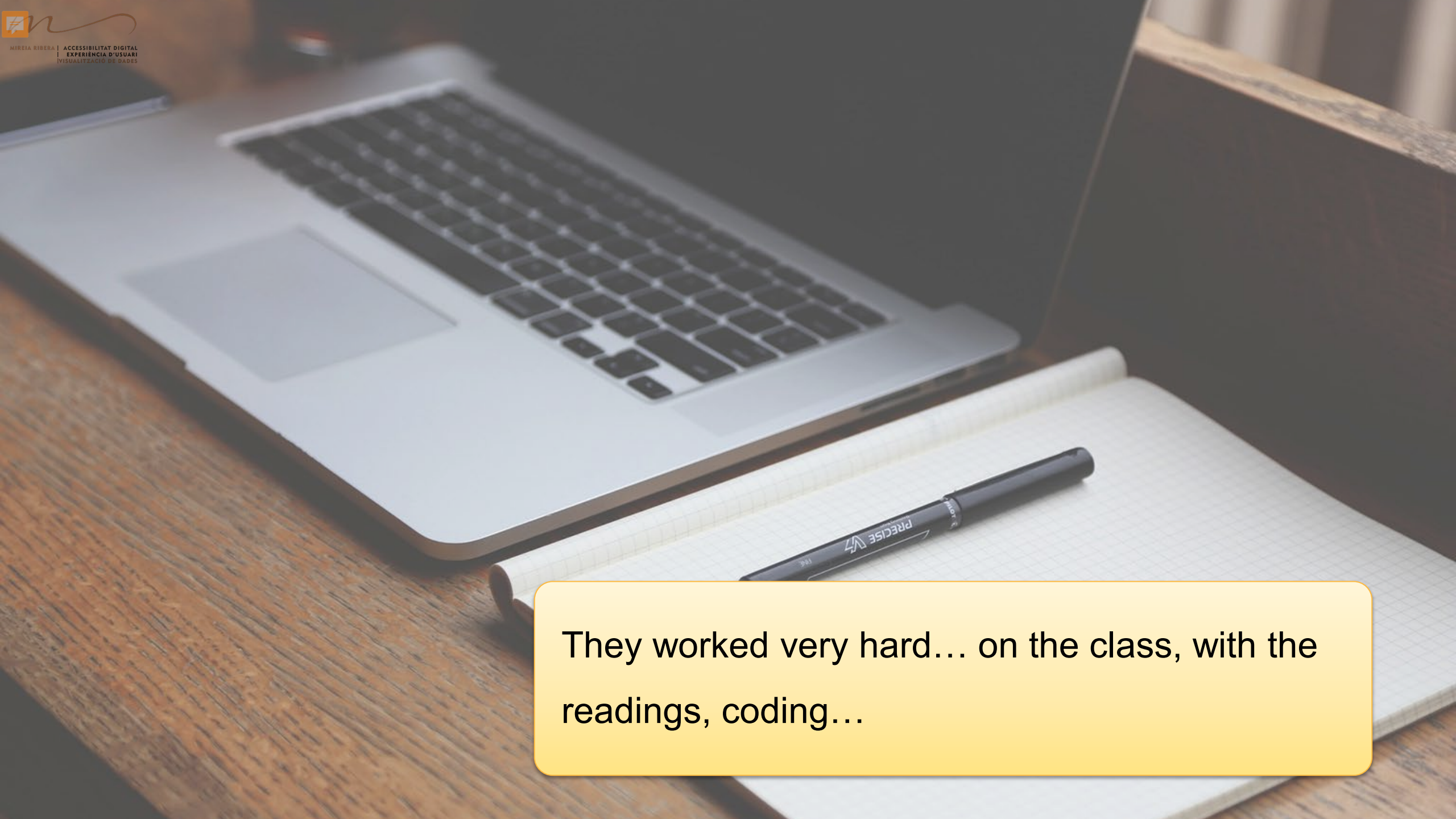
Or how  
**presentation and visualization**  
were the  
*icing on the cake*



Once upon a time...

Two young students enrolled in the  
Fundamentals of Data Science Master Degree



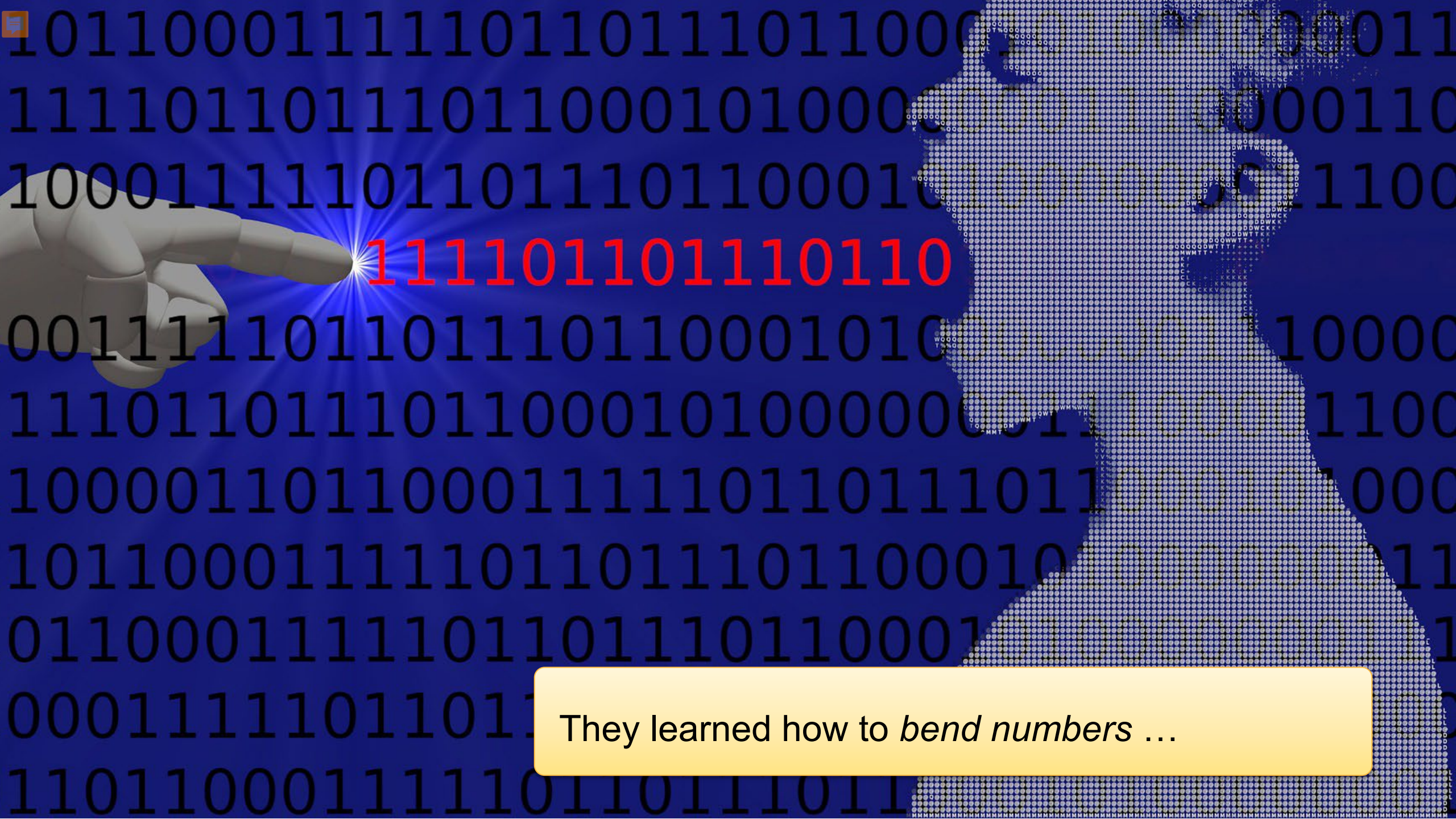


They worked very hard... on the class, with the readings, coding...



Through the skills and methods learned...

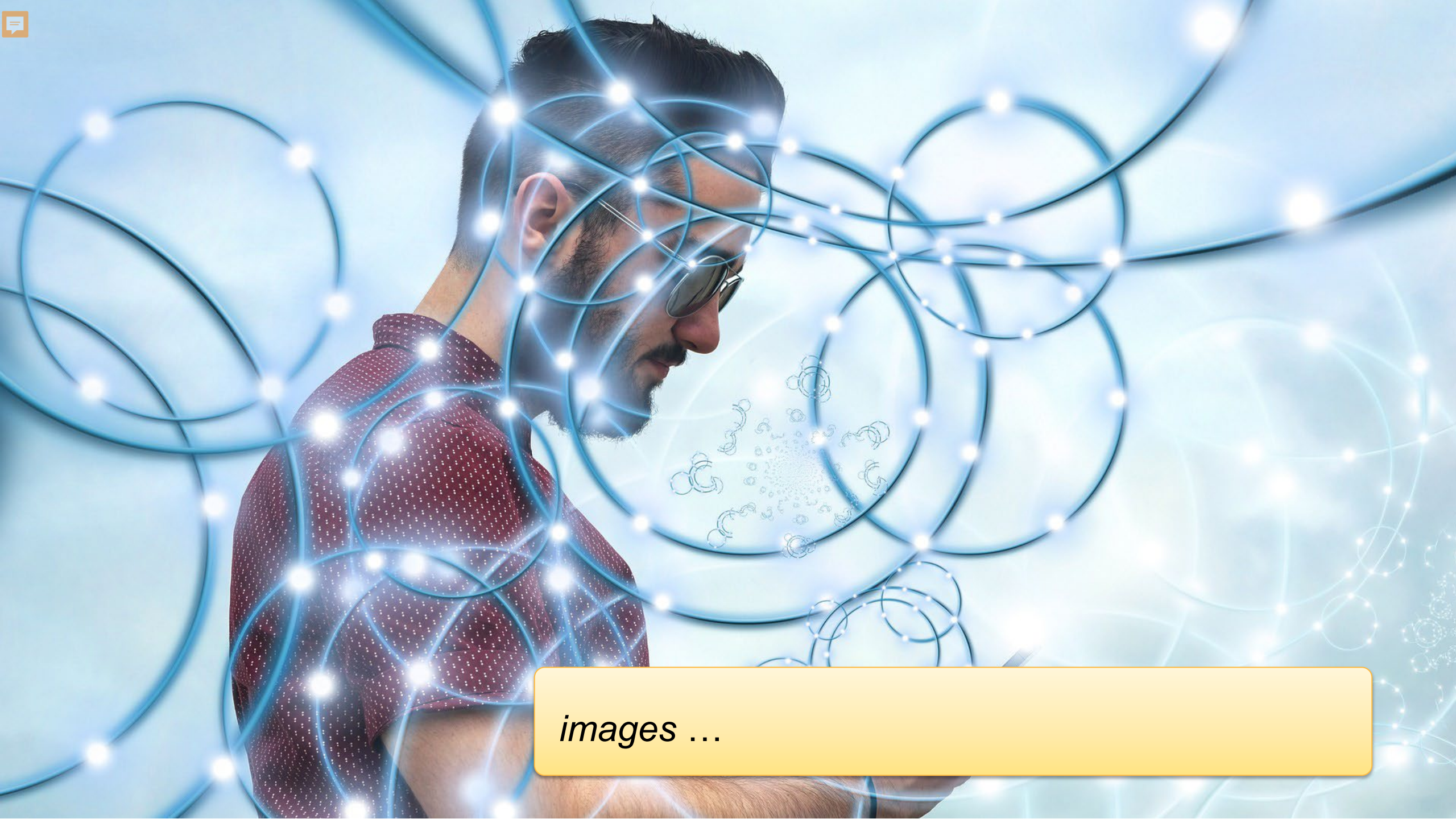




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They learned how to *bend numbers* ...





*images ...*





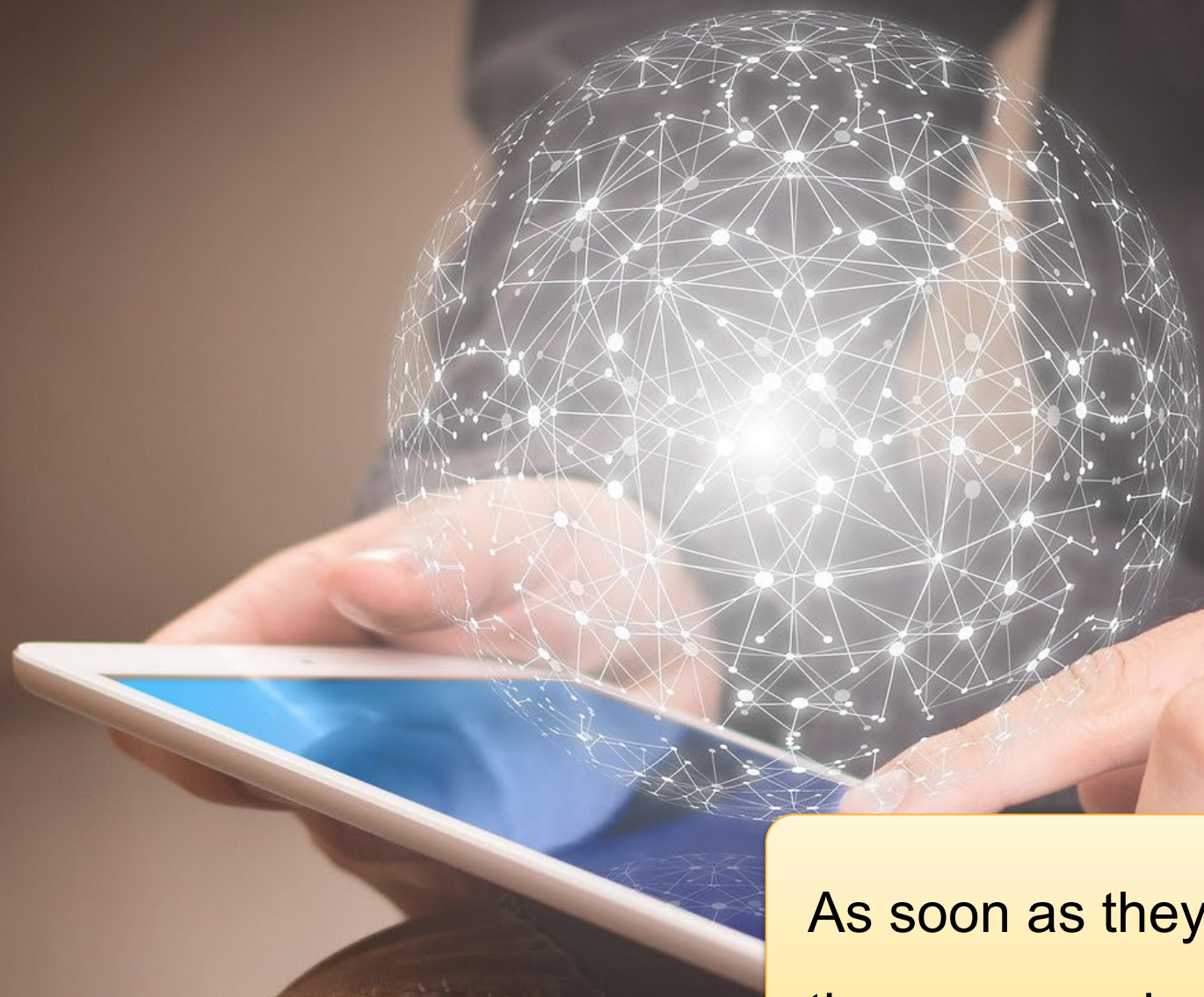
*... and the cloud.*





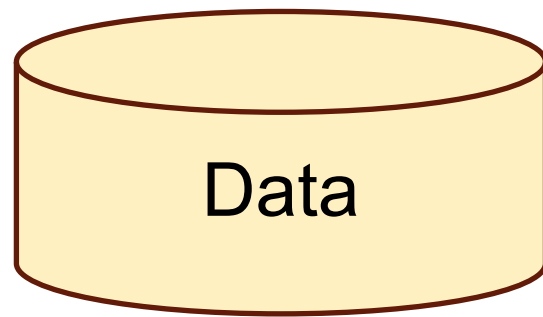
They were so good, that just after six months,  
a company immediately hired them...





As soon as they entered the company,  
they prepared a demo





Data preprocessing

Data analysis

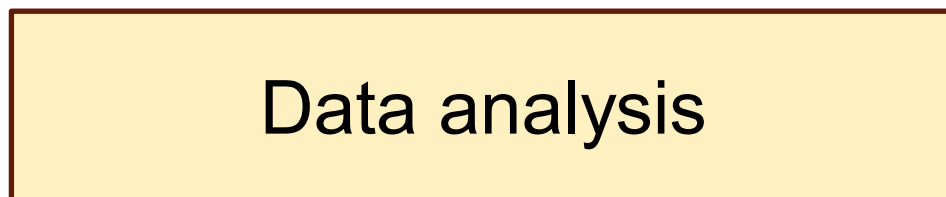
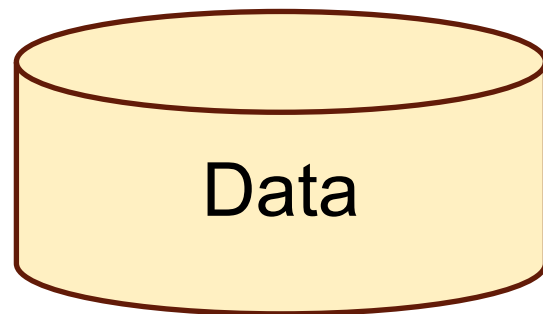
Data presentation





BUT





Their message  
was not  
understood.



So what?

I must beat the competition

I have to sell my goods

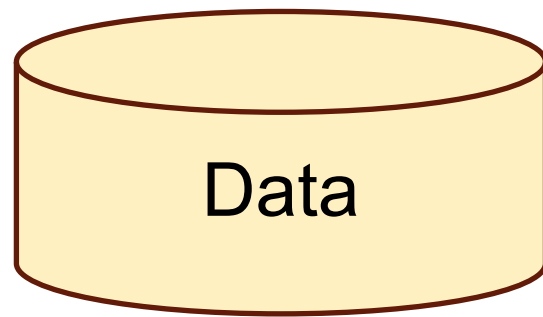
I want to know where to focus my business on

I need to reduce the product offer



The two students went back to the master to attend  
*Presentation and Visualization* subject



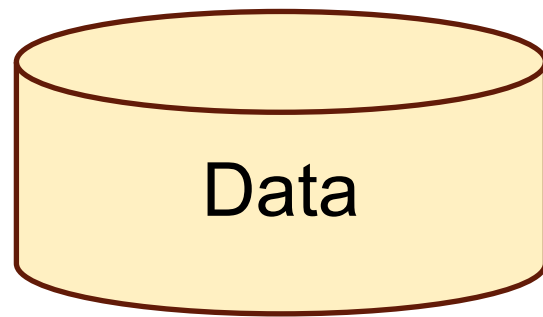


Data preprocessing

Data analysis

Data presentation





Data preprocessing

Data analysis

Data presentation







Finally, the *magic* was done.

# Thanks you for your attention



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