

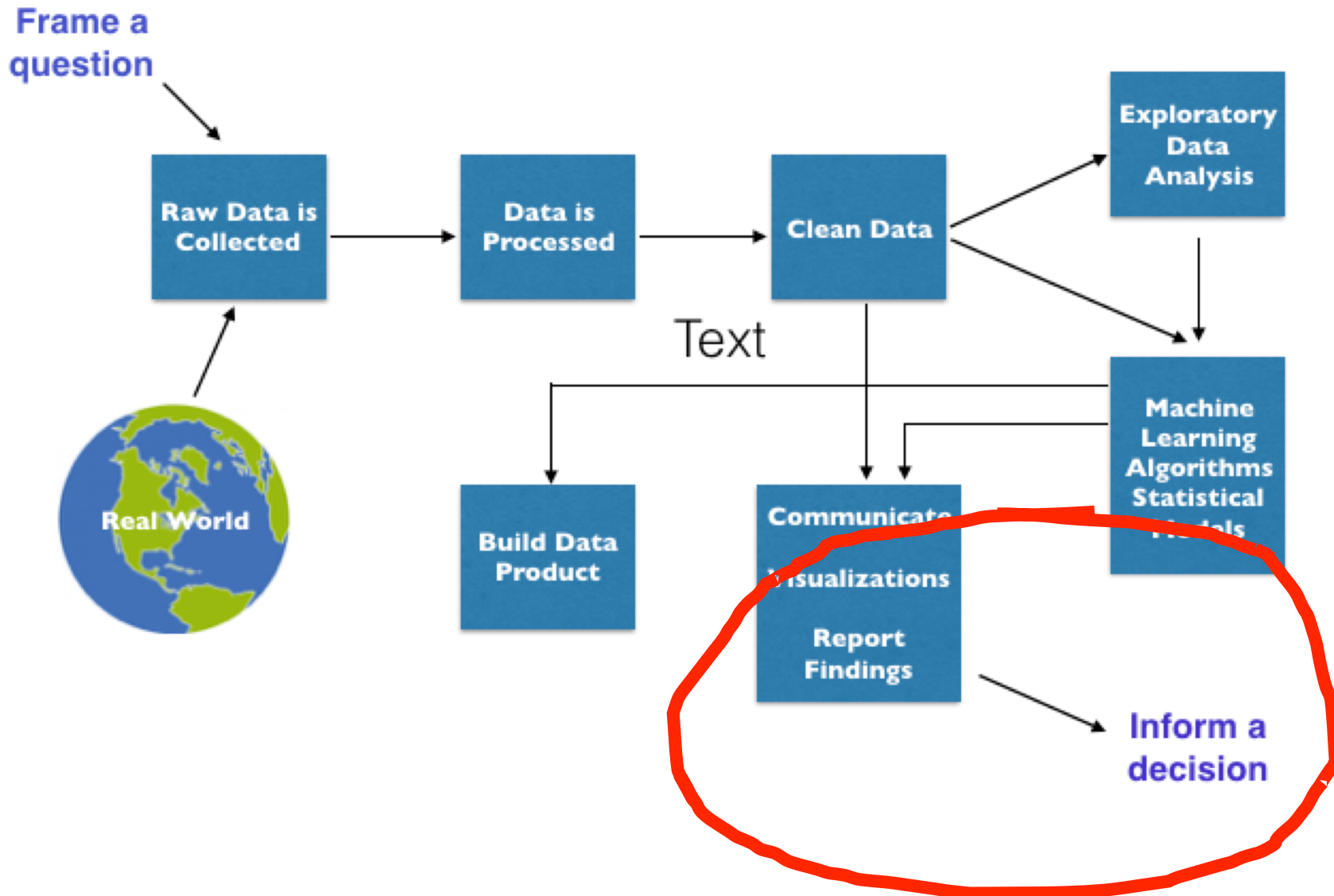
Analytics Jumpstart

Presentation + Storytelling

Nashville Software School



The Data Science Process



Stories will stick with your listener more effectively than statistics will.

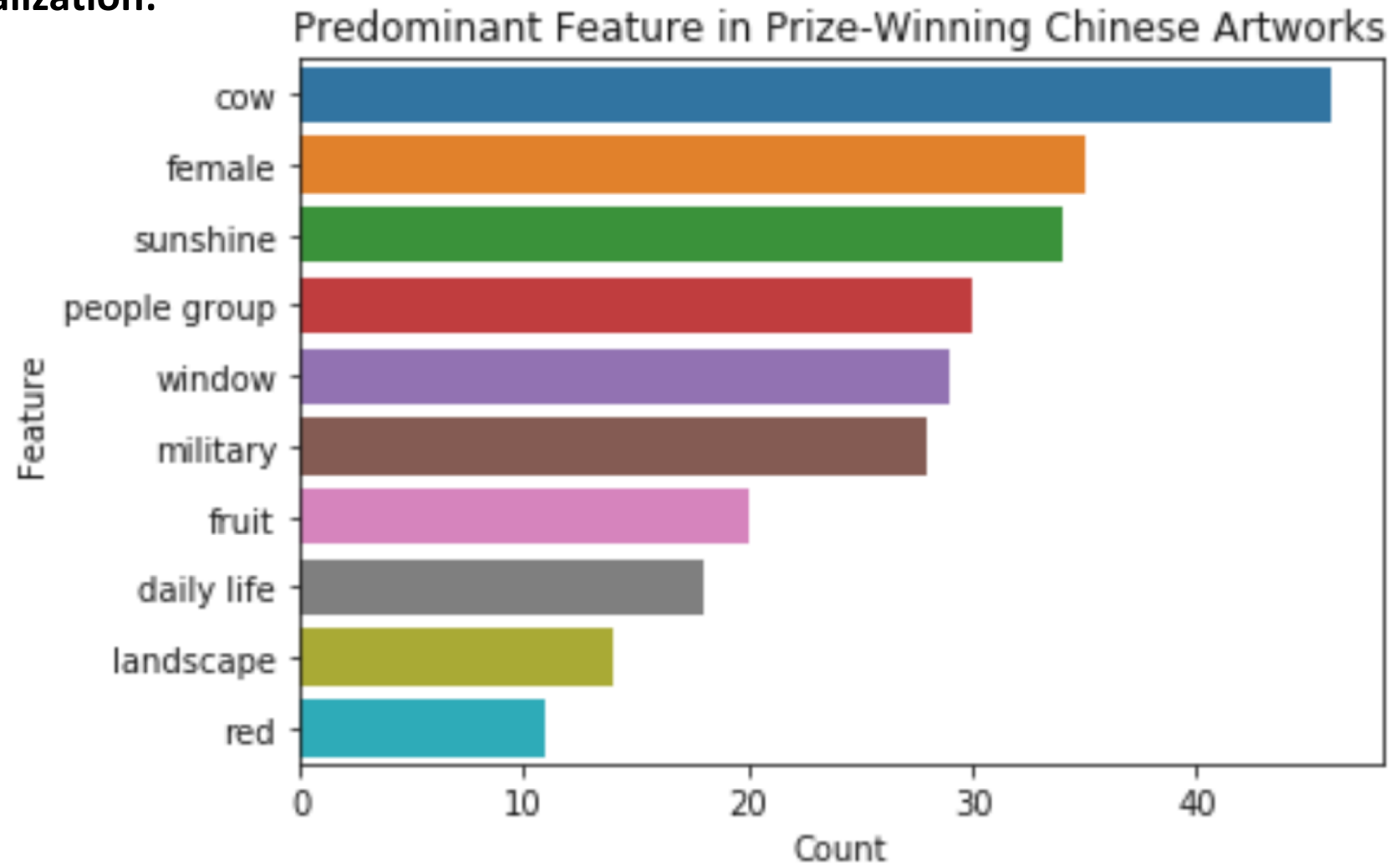
Consider an analysis of features that were common to prize winning art in China.

We could display the data in tabular form:

	Feature	Count
0	cow	46
1	female	35
2	sunshine	34
3	people group	30
4	window	29
5	military	28
6	fruit	20
7	daily life	18
8	landscape	14
9	red	11



Or create a visualization:



But storytelling makes more of an impact:

<https://youtu.be/w9w08-NPivM>



Some things to keep in mind when creating your presentation

- **Why should/does your listener care?**
- **What is compelling about your findings?**
- **What narrative should accompany your findings?**
- **What visualization is appropriate to the insights you want to communicate?**



More examples and inspiration:

Hans Rosling is a classic example of effective data storytelling. Here is his TED Talk along with some others.

<https://bigdata-madesimple.com/best-ted-videos-on-data-visualization/>

There are many ways to think about your data and the story it tells. Here are a few.

<http://bi-notes.com/2018/06/examples-data-storytelling-analytics/>



Questions?

