

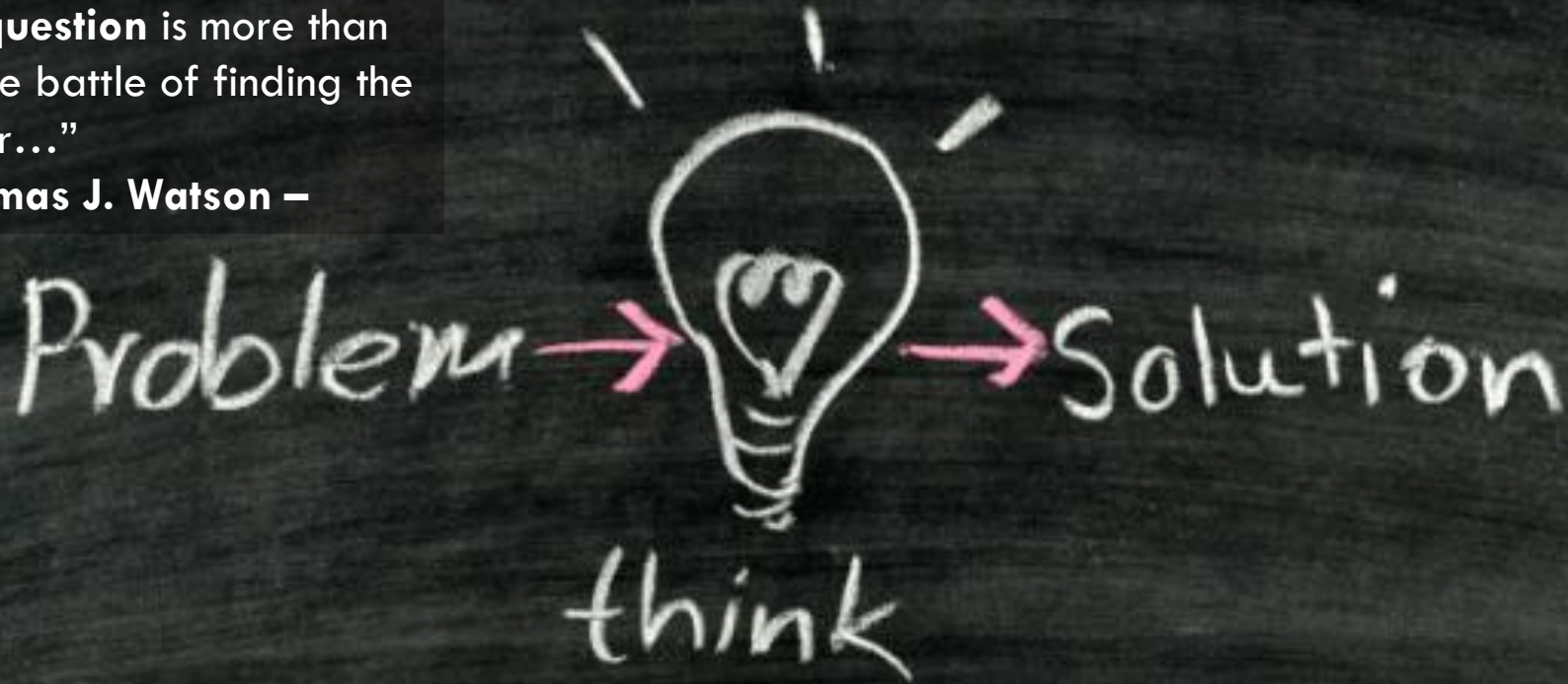


# 1. Problem First, then Solution. Don't flip.

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“...the ability to ask the **right question** is more than half the battle of finding the answer...”

– Thomas J. Watson –



“...If I had an hour to solve a problem and my life depended on it, I would use the first 55 minutes determining the **proper question** to ask, for once I know the proper question, I could solve the problem in less than five minutes...”

– Albert Einstein –

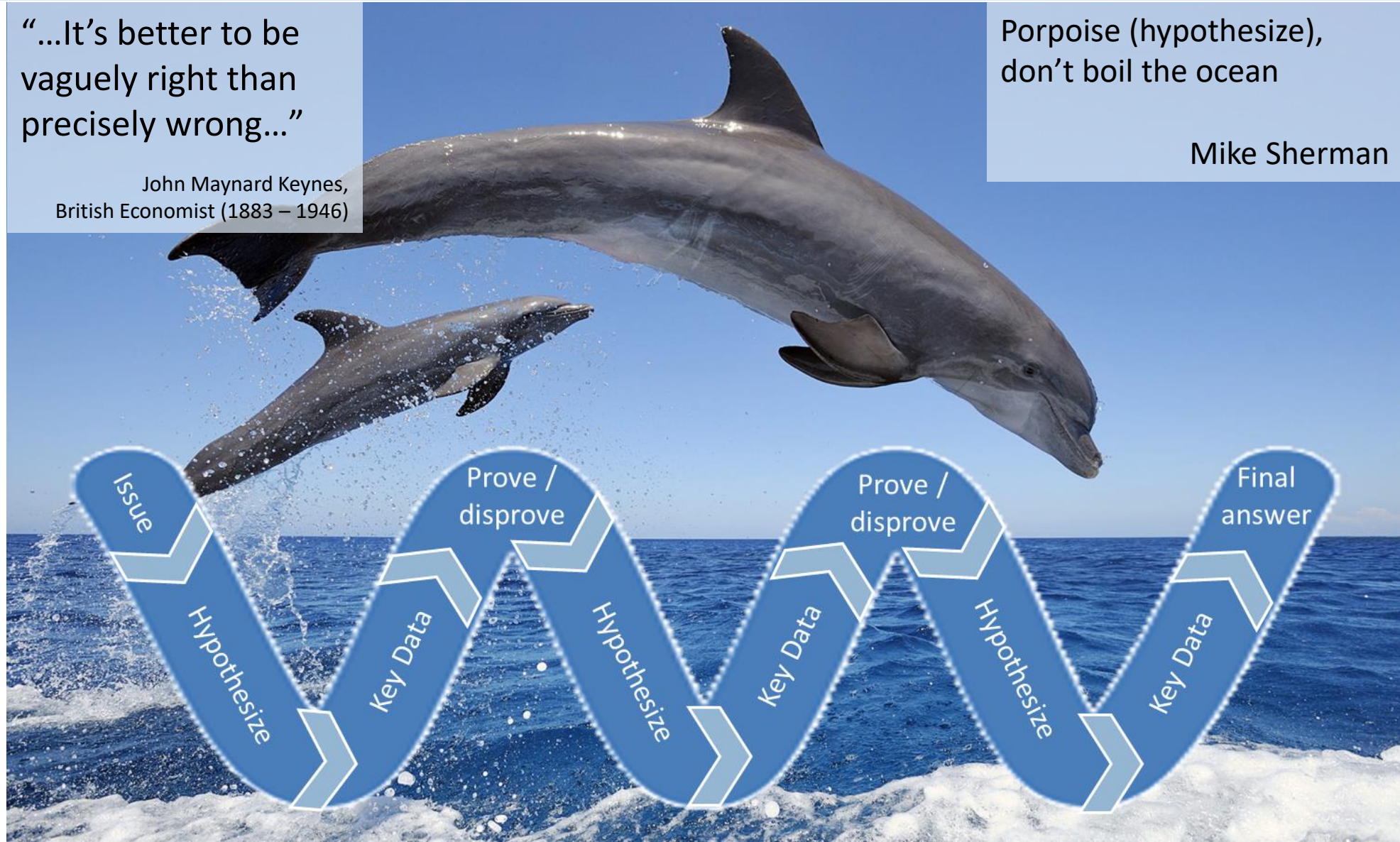
## 2. Dirty Data Fast (DDF)

“...It’s better to be vaguely right than precisely wrong...”

John Maynard Keynes,  
British Economist (1883 – 1946)

Porpoise (hypothesize),  
don’t boil the ocean

Mike Sherman



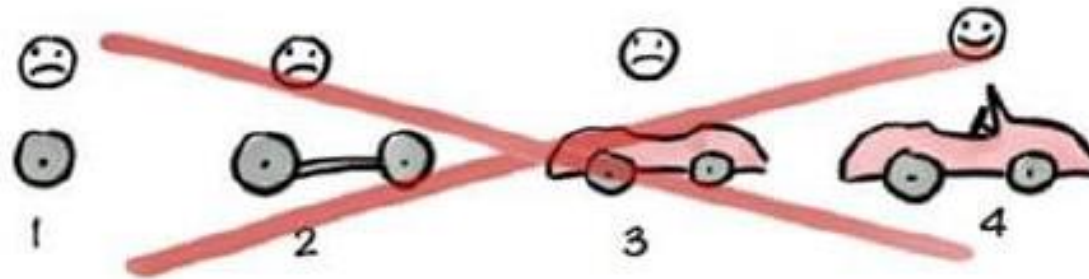


## 2. Dirty Data Fast (DDF)

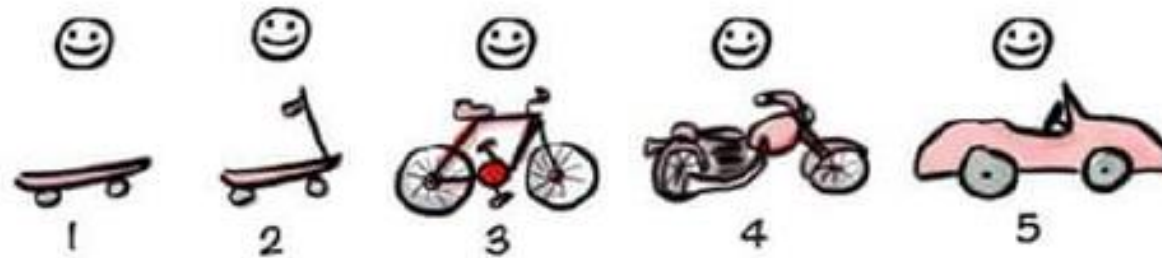
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Focus on goals, not tools.

Not like this....



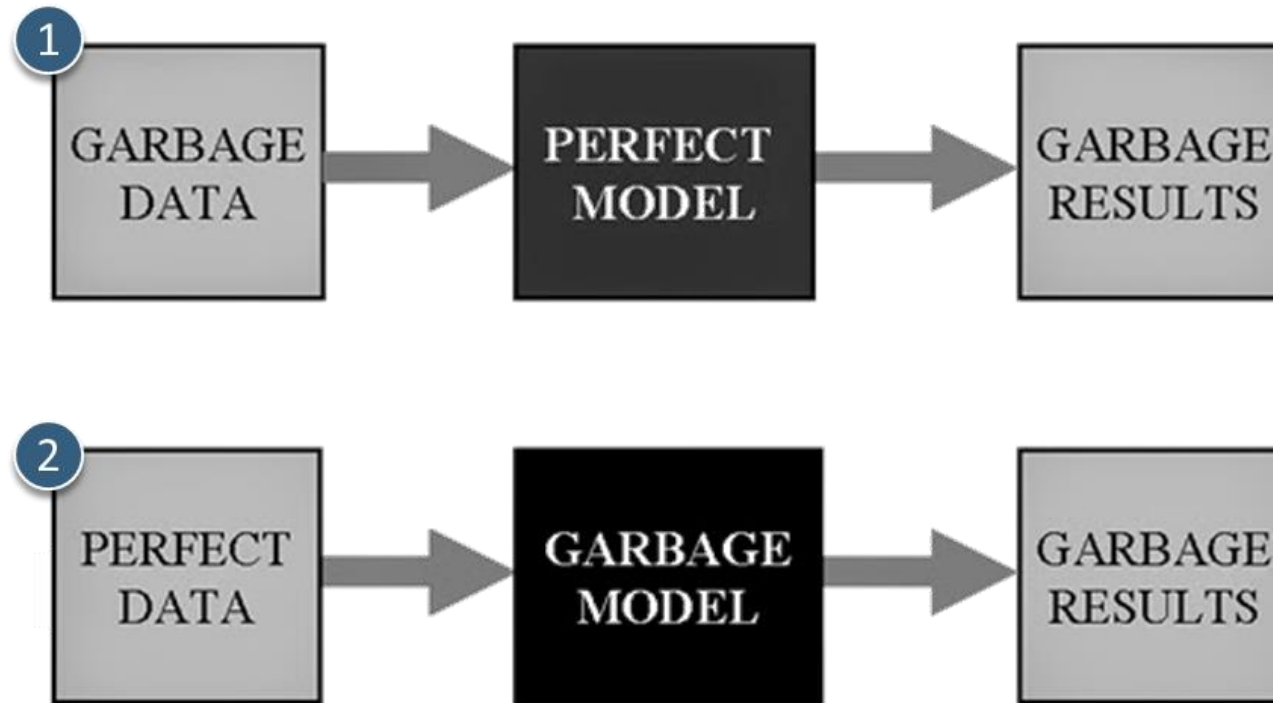
Like this!



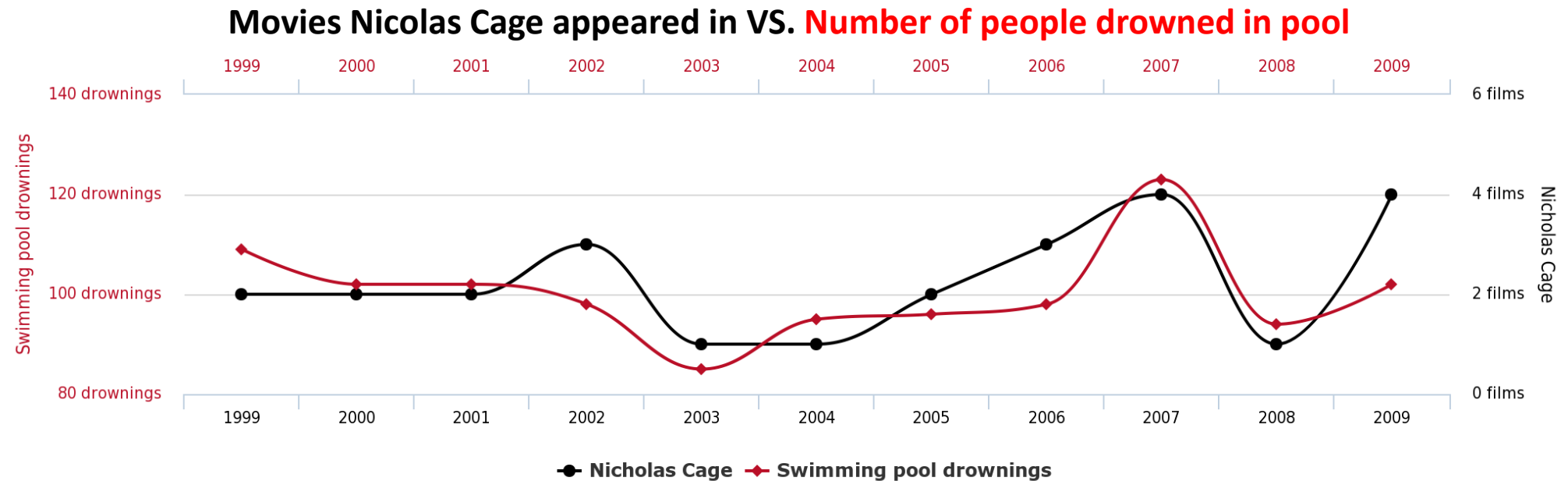
### 3. Garbage In Garbage Out

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#### The G.I.G.O Paradigm



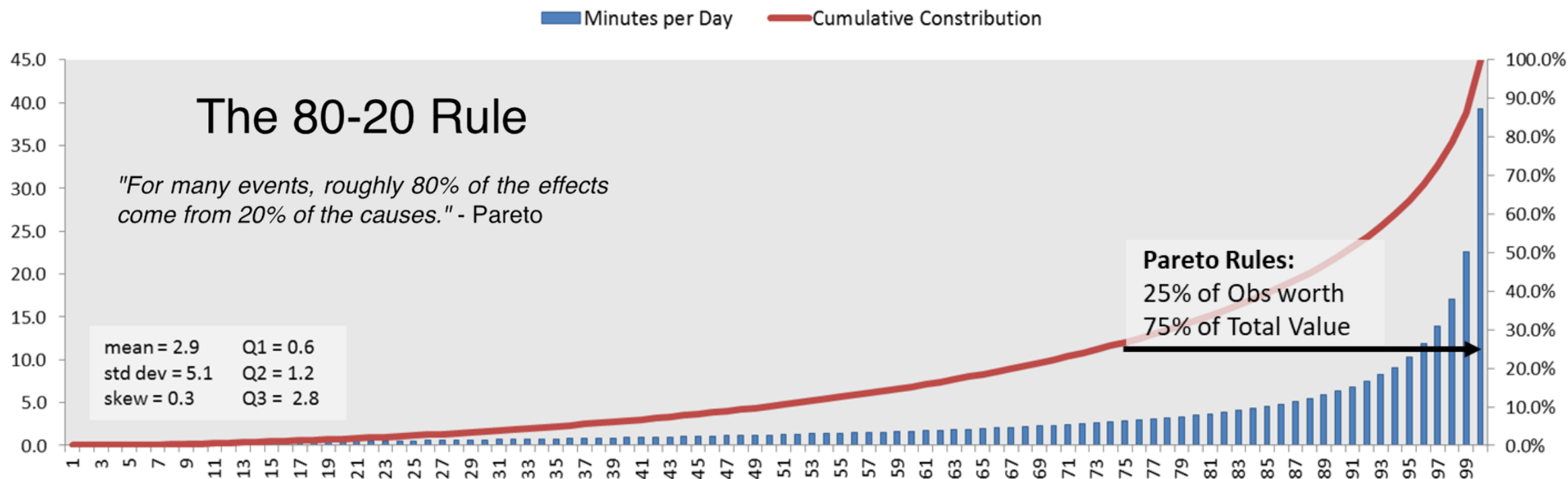
## 4. Correlation doesn't Imply Causation



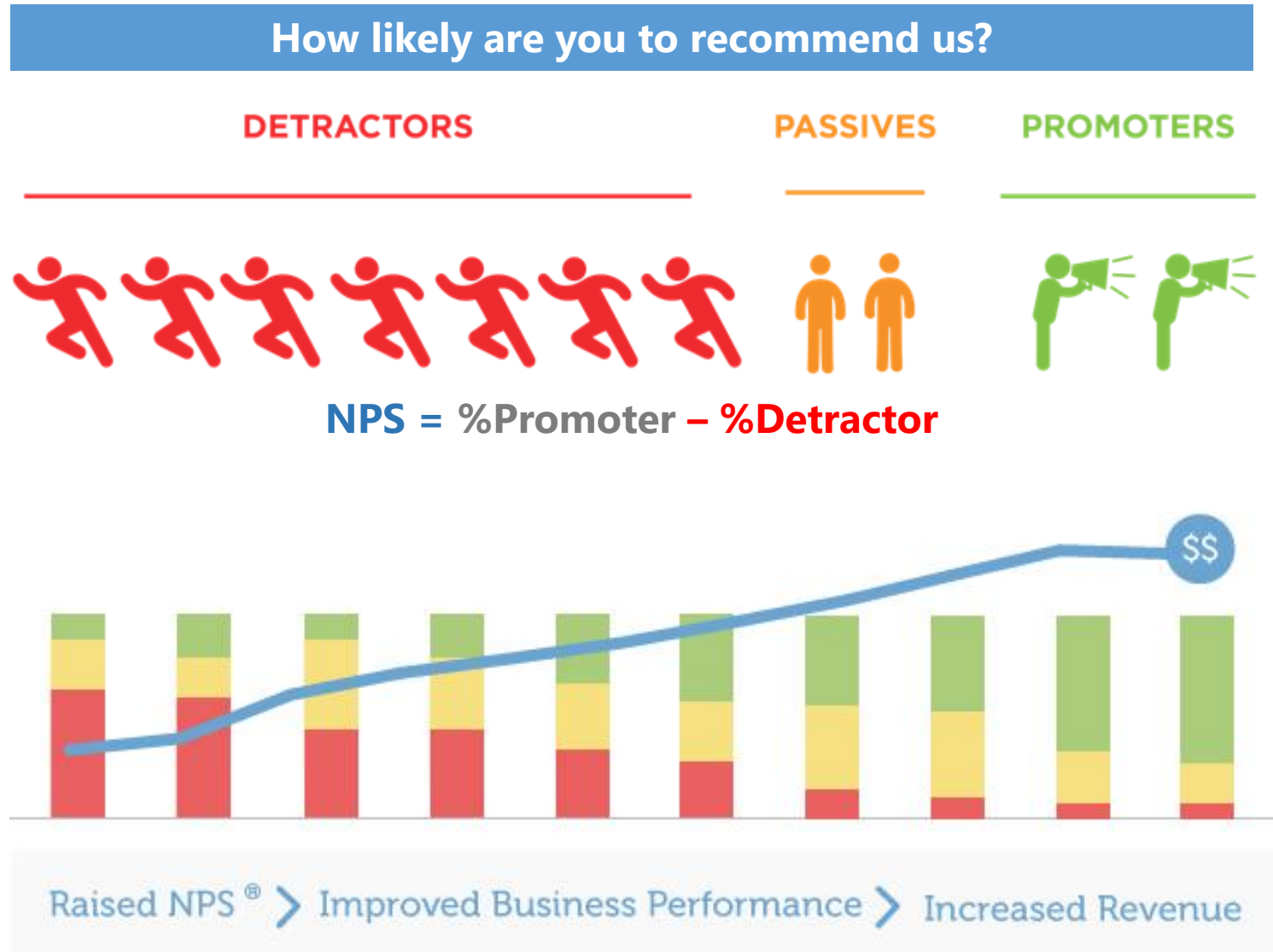
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## 5. Examine The 80/20 Rule



## 6. Show The Money





## 7. Keep it Short and Simple (KiSS)

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**“...If you can’t explain it simply, then you just simply don’t understand...”**



1. Start with elevator speech
2. Outline key findings
3. Draw conclusion, don't put summary
4. Visualize highlighted data (avoid complex chart)
5. Put (extensive) appendix for scientific touch



### **ELEVATOR SPEECH**

A 30-secs brief to get your boss attention

1. What's the most issue
2. How do you addressed it
3. What's the next step

### **FACTS**

- I broke my knee
- A burglar knocked in my car window
- I got a speeding ticket

### **SUMMARY**

- My knee, car and wallet were all damaged recently

### **CONCLUSION**

- I've been living dangerously

# Thank You

[maulidy.rizky@gmail.com](mailto:maulidy.rizky@gmail.com)