BUSINESS

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PRESENTATION SKILL

THE PURPOSE OF PRESENTATION

- **To inform**
- **To educate**
- **To persuade or convince**
- **To activate**
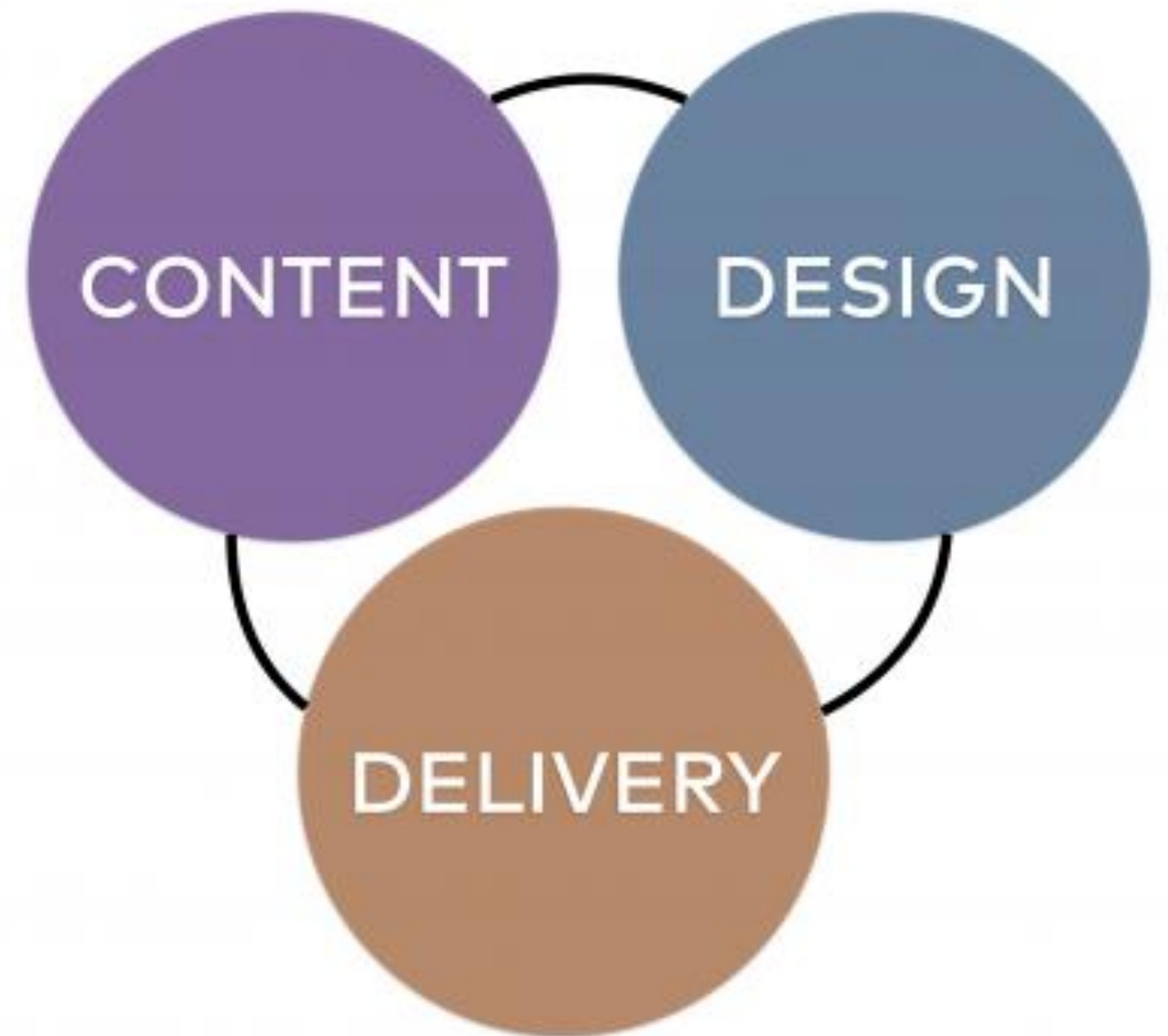- **To inspire or motivate**
- **To entertain**

PRESENTATION SKILL TIPS FOR DATA PROFESSIONAL

Presentation = Content + Design + Delivery

A remarkable presentation is strong in these three things:

- Content (What will you talk about? What is your message?)
- Design (How do you support your message with visuals?)
- Delivery (Your style, your voice, your gestures, eye-contact, etc.)

How To Make Great Content?

- Know your audience!

- Define your one-sentence takeaway

- Turn your data into a story!

How To Make Great Design?

- Don't pack your slides

- The simpler the better

- Avoid stock photos!

DESIGN

How To Be Good In Delivery?

- The simpler the better
- Turn it into a discussion
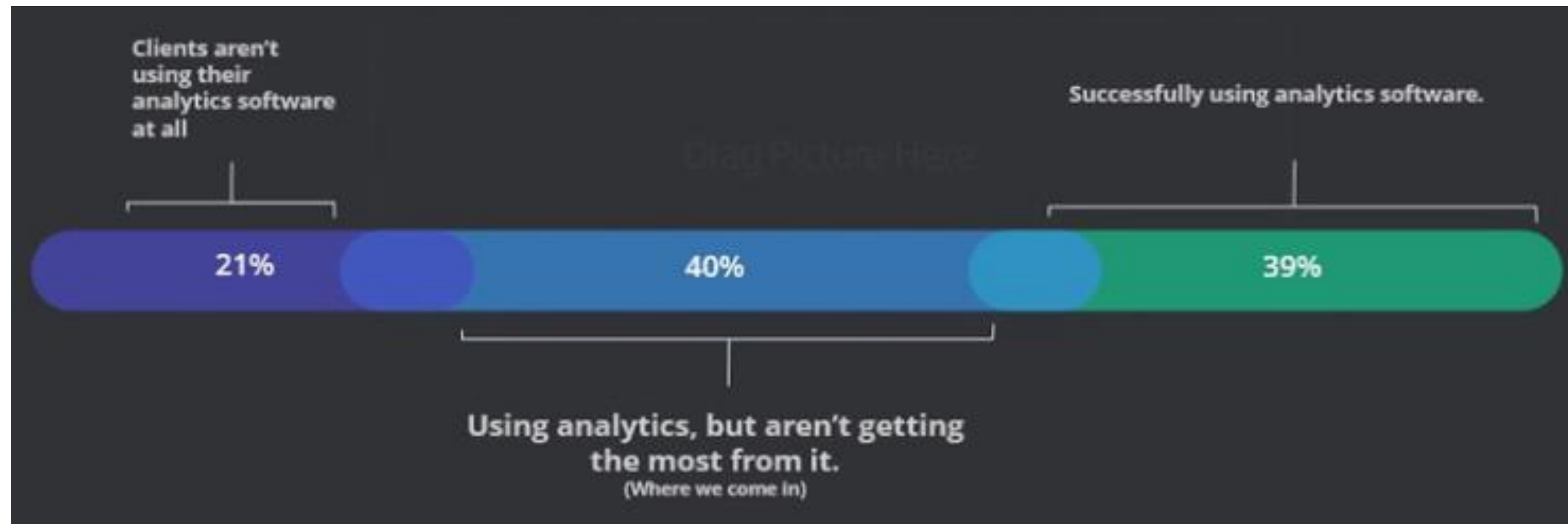- Practice
- Speak Slowly than Ussual

DELIVERY

"Be Simple"
-Unknown-

POWER POINT STORYTELLING

- Convert Data Tables to Graphics

- Remove Unnecessary Elements

- Add Images, Video, and Graphics

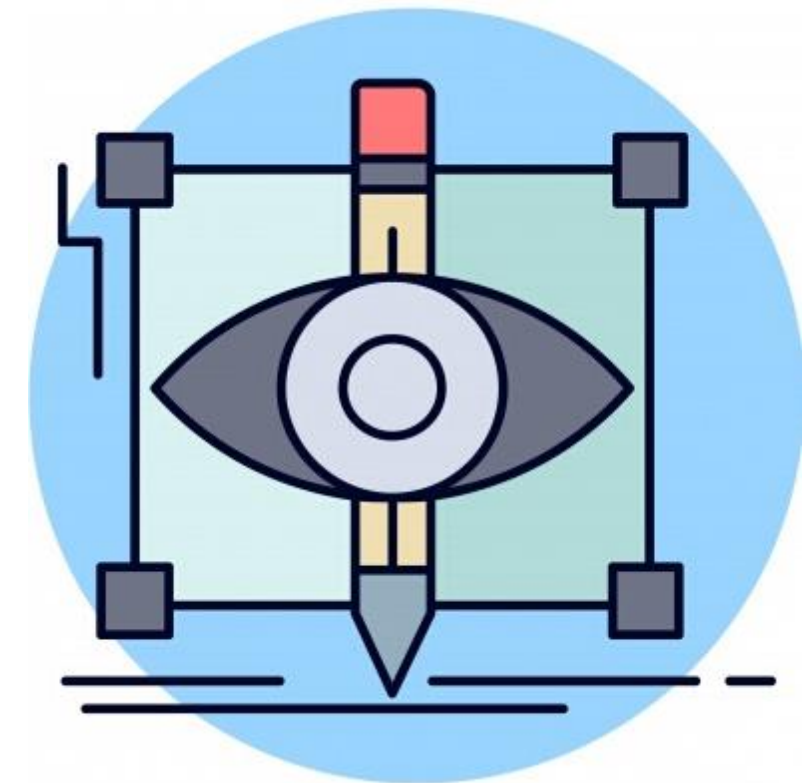- Show Off Process Steps With Infographics

INTERPERSONAL SKILL

TYPE OF COMMUNICATION

- **Verbal**
- **Nonverbal**
- **Written**
- **Visual**

Tips For Good at Communication

- Think before you speak
- Be clear and concise
- Speak with confidence
- Vary your vocal tone
- Be a good listener
- Be aware of your non-verbal communication cues
- Think about the perspective of your audience

"You never know when a moment and a few sincere words can have an impact on a life"
~ Zig Ziglar~

PROJECT MANAGEMENT SKILL

PROJECT MANAGEMENT TOOLS FOR DATA SCIENCE PROJECTS

CRISP-DM
Cross-industry standard process for data mining comes to mind immediately as this is probably the best well-known standard.

Waterfall
This approach gives a clear consequential picture of all the tasks that were defined from the very beginning of a project.

Scrum
This is one of the most widespread Agile approaches in the world with the application in a variety of industries.
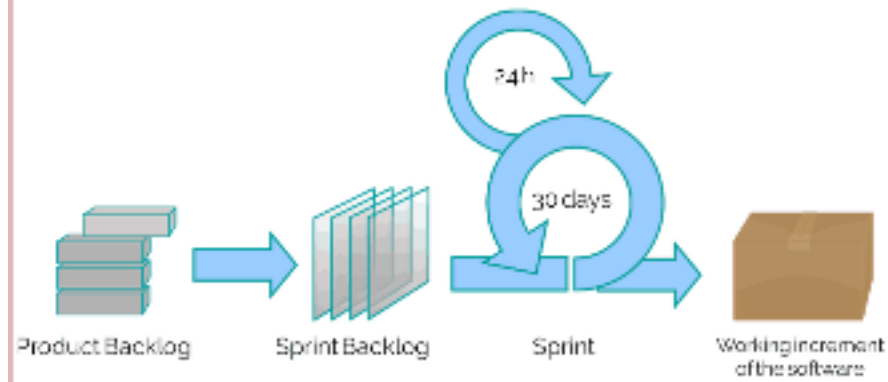
Kanban
Kanban is a methodology that uses a board as a project and cards as tasks.

TOOLS

PROS AND CONS

CRISP-DM

RapidMiner

Pros:

- flexible and cyclical nature
- task-focused approach
- easy to implement.

Cons :

- not work for teams
- does not cover communication issues.

WATERFALL

GanttPRO

Pros:

- requirements, tasks, assignees are known
- visual details
- easy to follow
- team communication.

Cons :

- does not cover change management

SCRUM

JIRA

Pros:

- focus on customers
- adaptive and flexible
- it allows optimizing predictability.

Cons :

- time-bound nature may cause troubles

KANBAN

Trello

Pros:

- emphasis on work in progress
- flexible and easy
- greatly visualized.

Cons :

- no accent on dates and deadlines

REFERENCES

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TANK YOU