



Escola Politécnica de Pernambuco

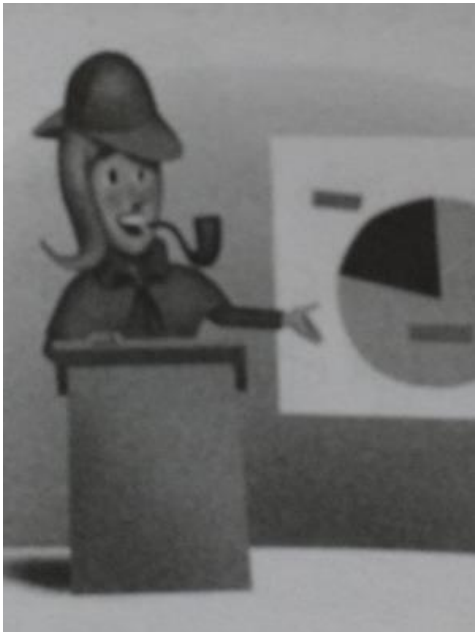
Especialização em Ciência de Dados e Analytics

Introdução à Ciência de Dados

Aula 7

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COMUNICAÇÃO E AÇÃO



- Os analistas mais bem sucedidos “contam uma história com dados”.
- Em negócios, isso toma forma de ganho ou perda de dinheiro.
- Boas histórias terminam com ações à praticar.

STORYTELLING COM DADOS



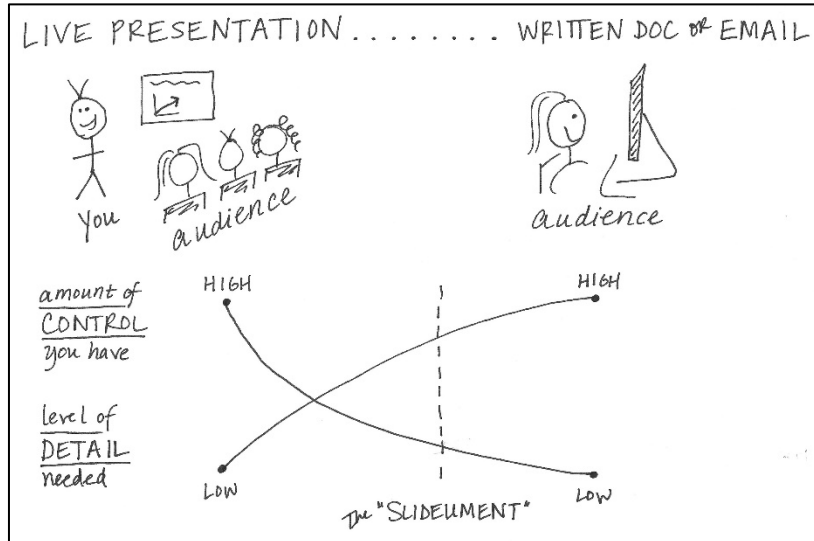
<http://www.storytellingwithdata.com>

1. ENTENDA O CONTEXTO

Quem?

- Você e seu público.

O quê?



Como?

- Storyboard.

Issue:

Kids have bad attitudes about Science

Demonstrate Issue:

show student assignment grades over course of year

Ideas for overcoming issue, including pilot program

Describe pilot program – goals, etc.

Show before & after survey data to demonstrate success of program

RECOMMENDATION:
pilot was a success
let's expand it
we need \$\$\$

- Pitch (3-5 minutos).

2. ESCOLHA O VISUAL ADEQUADO

91%

Texto simples

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%

Tabela

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%

Mapa de calor

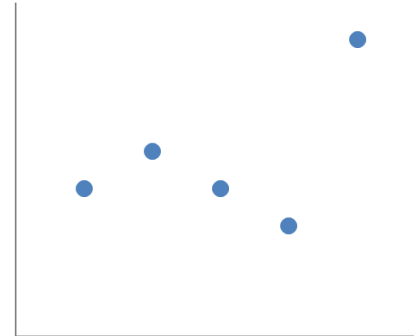
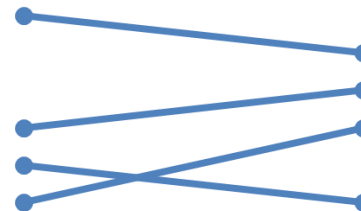


Gráfico de dispersão

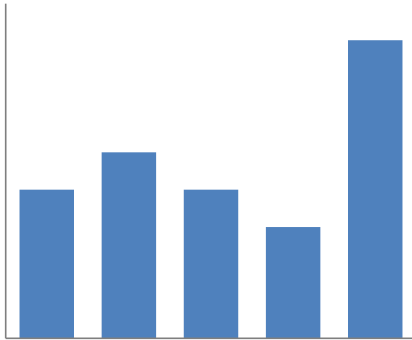


Gráfico de linha

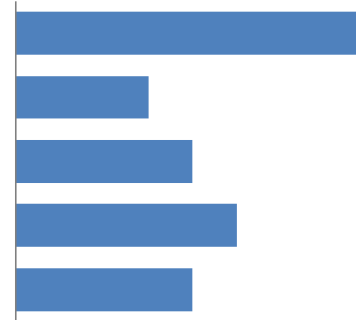


Mapa de inclinação

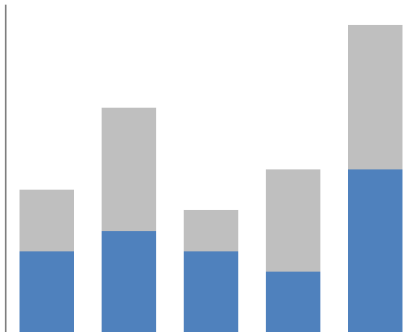
2. ESCOLHA O VISUAL ADEQUADO



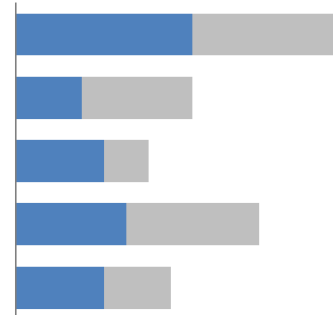
**Barras
verticais**



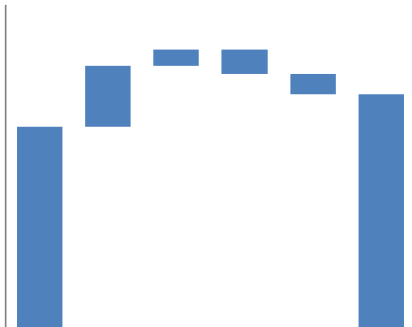
**Barras
horizontais**



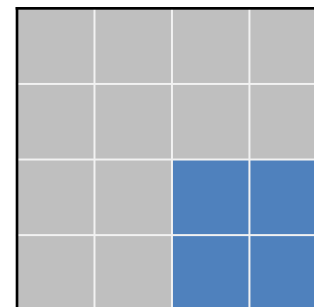
**Barras
verticais
empilhadas**



**Barras
horizontais
empilhadas**



Cascata

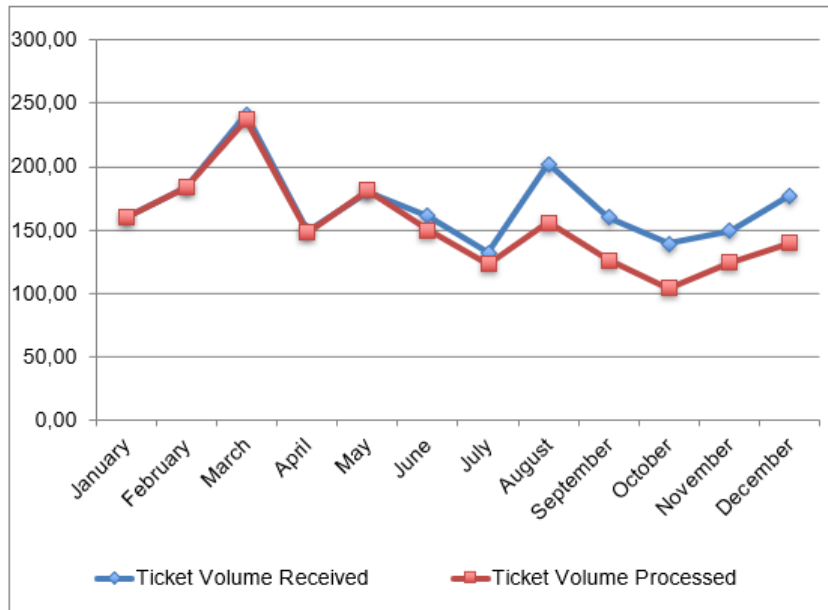


**Área
quadrada**

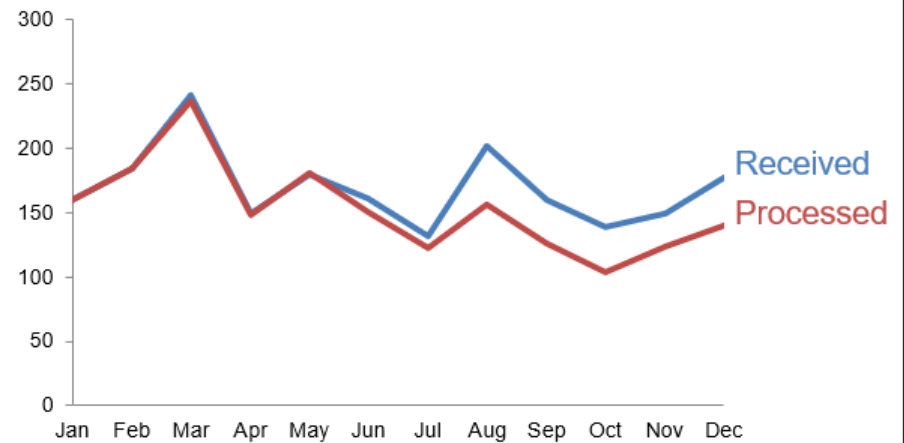
3. ELIMINE A SATURAÇÃO

G0324

BEFORE

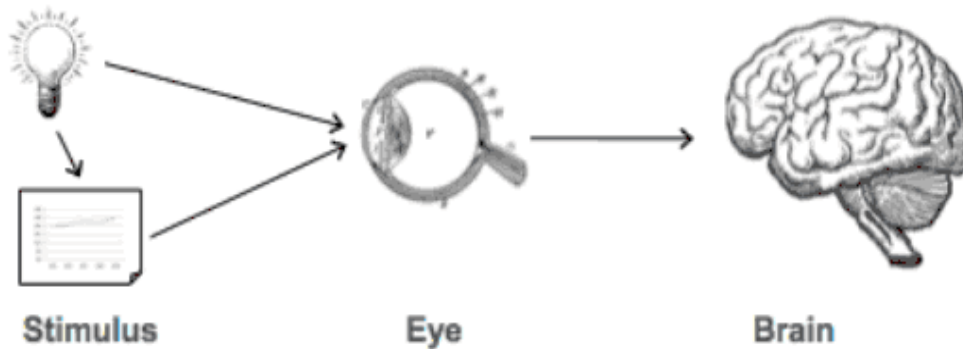


AFTER



4. FOCALIZE A ATENÇÃO DO SEU PÚBLICO

O que você vê...



Memória:

- Icônica
- De curto prazo
- De longo prazo

Atributos pré-atentivos:

What are we doing well?

Great Products. **These products are clearly the best in their class.**

Replacement parts are shipped when needed. You sent me

gaskets **without me having to ask.**

Problems are resolved promptly.

Bev in the **billing office** was quick to resolve a billing issue I had.

General customer service exceeds expectations.

5. PENSE COMO UM DESIGNER

Affordances:

- Aspectos que tornam óbvio como um produto deve ser usado

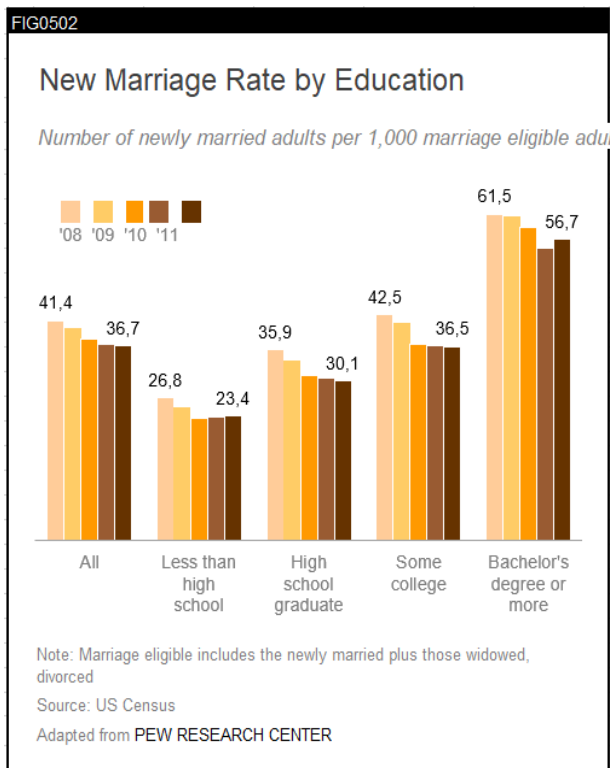
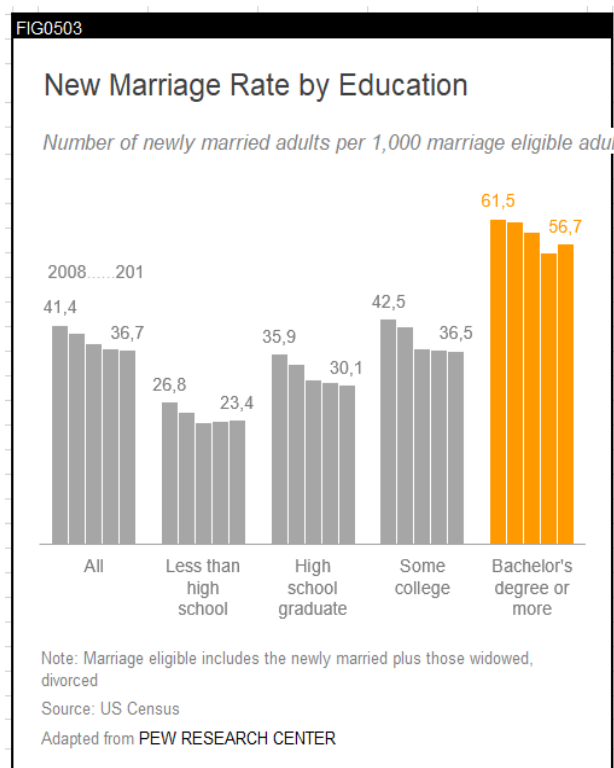
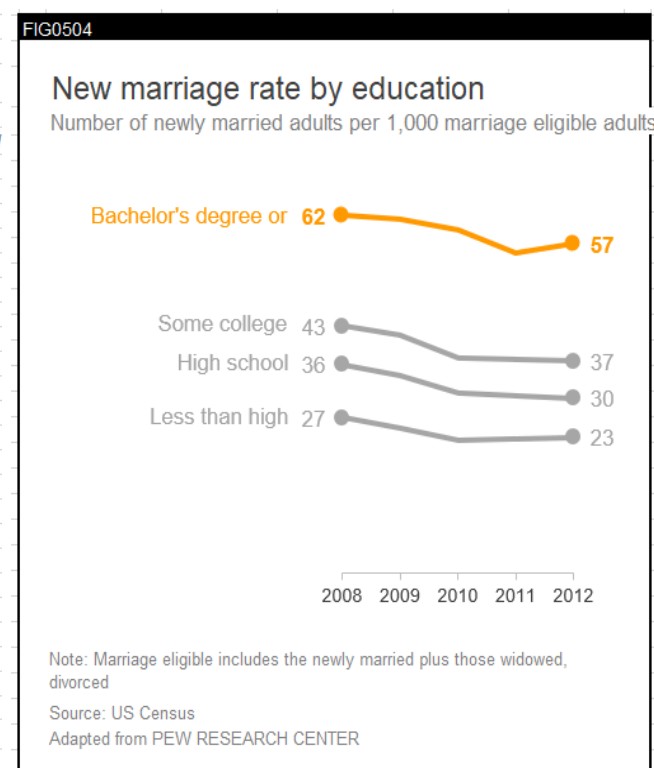


Gráfico original



Realce o importante



Elimine distrações

5. PENSE COMO UM DESIGNER

Estética:

- “fazer bonito com dados”.

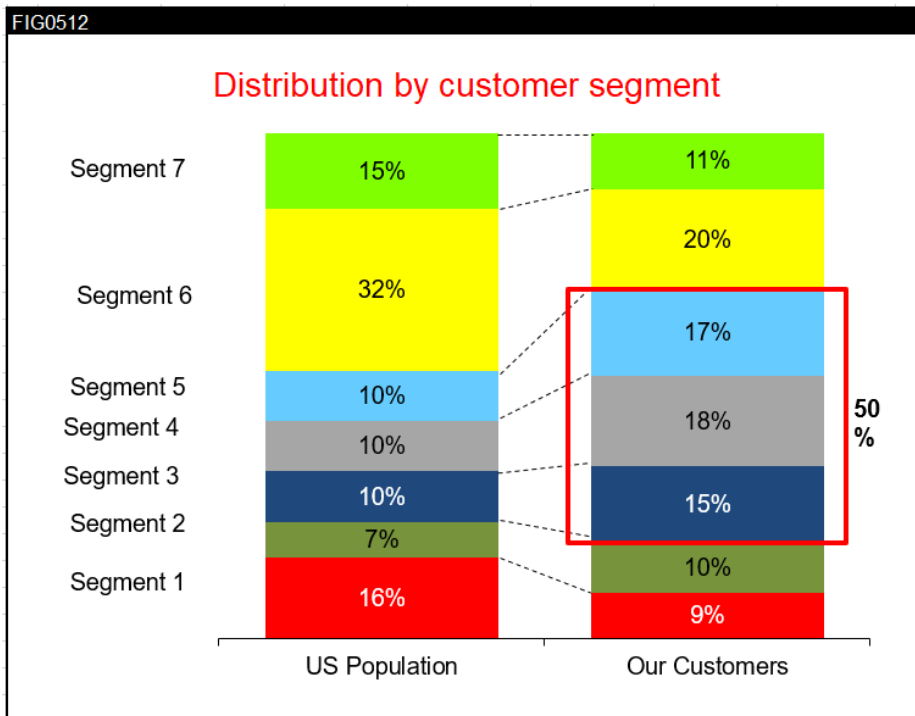
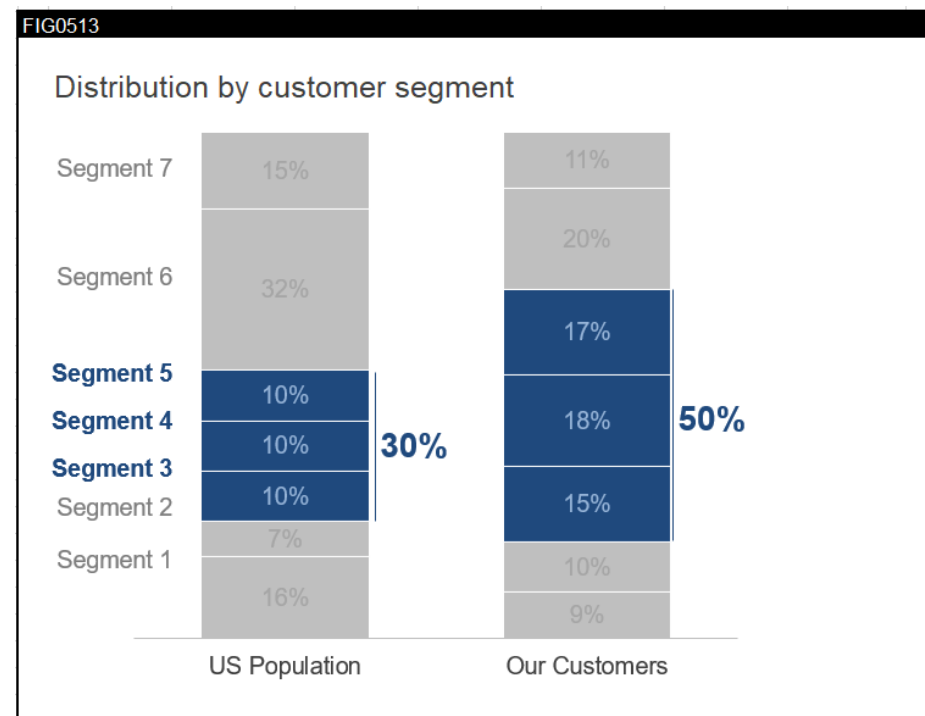


Gráfico original



Desgin estético

6. CONTE UMA HISTÓRIA



<https://endeavor.org.br/storytelling>

ATIVIDADE 7

1. Adeque os slides produzidos anteriormente para contar uma história com dados.
2. Faça o upload no Google Classroom.