



Presenting your Work as a Data Scientist

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About Me

Education

- B.A. in Economics, Occidental College (2012)
- M.S. in Urban Informatics, NYU (2019)

Career

- Currently: Data & Insights Manager @ Spotify
 - Manage data scientists and analytics engineers
 - Work on playlists and internal data platforms
- Previously: Data @ various startups
- Pivoted from financial services into tech with help from NYU



My Domain Experience

- I am NOT an expert, but I can still help you
- I've presented to everyone in a corporate environment
- I've overseen hundreds of data and research presentations

What I'll go over today

- Why it matters
- How to package work
- How to present
- How to follow up
- **Common pitfalls**

I will leave at least 20 minutes for questions.

“If I was better at this, I wouldn’t be here”

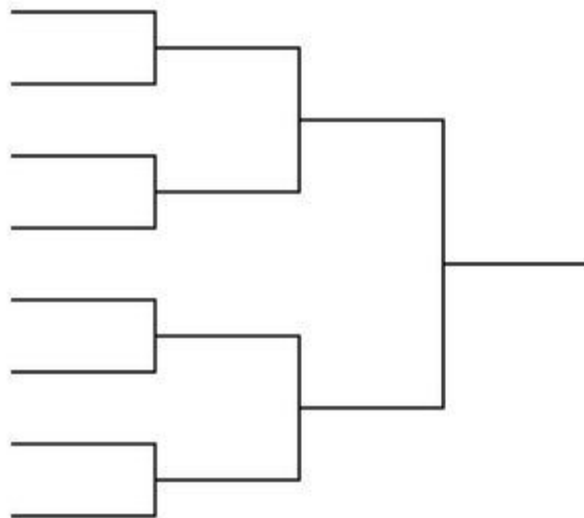
Quiz

What percentage of DSs struggle with presenting work?

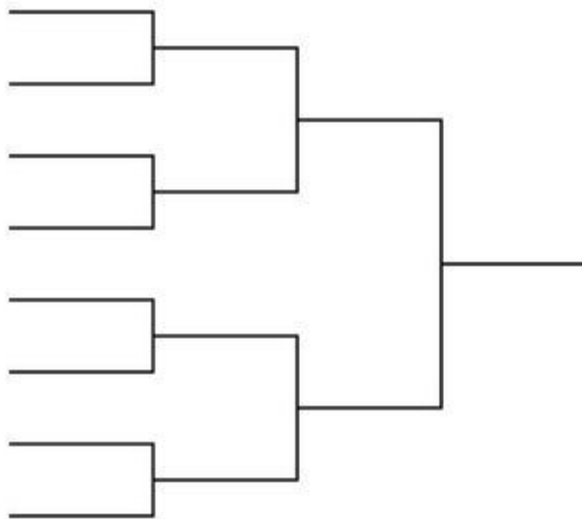
Answer

About 75%

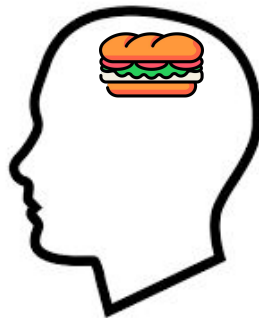
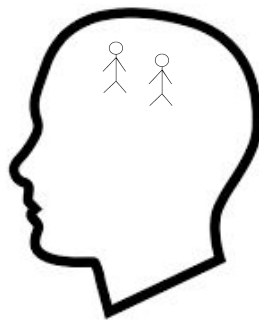
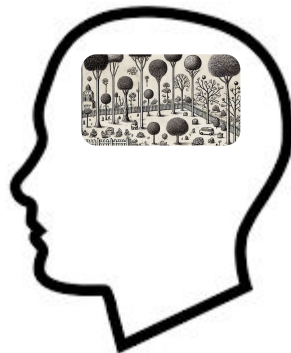
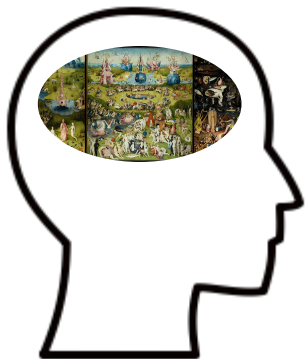
The median tech employee cannot communicate



Better at talking →







How to package your work

Data < Doc < Deck

Data < Doc < Deck

How to package data

- Linked
- Reproducible
- Readme

Data < Doc < Deck

Data < **Doc** < Deck

How to Prepare a Document

- “I have made this letter longer than usual because I did not have time to make it shorter”
- This is homework for most readers
- Pre-reads are rarely successful unless culturally enforced



i ain't reading all that

i'm happy for u tho

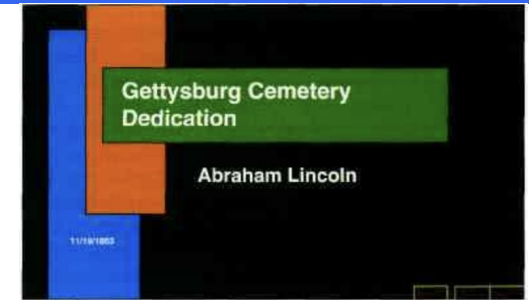
or sorry that happened

Data < **Doc** < Deck

Data < Doc < **Deck**

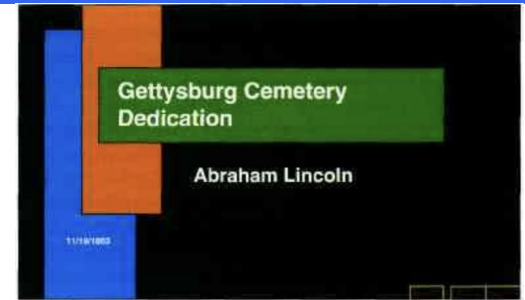
Guidelines for preparing a deck

- Wait — doesn't everyone hate slides?
 - “The Cognitive Style of PowerPoint”



Guidelines for preparing a deck

- Wait — doesn't everyone hate slides?
 - “The Cognitive Style of PowerPoint”
 - No, just be smart about it



Principles for preparing a deck

- 1 headline per slide
 - Everything the reader needs to know is in the headline
- Summarize repeatedly
- Include recommendations
- Cut text, then cut more
 - NYU professor: “I present pictures”
- Most of all:
 - The deck is just the container for the narrative

Data < Doc < **Deck**

Data < Doc < Deck < **Drama**

Data < Doc < Deck < Drama



producers conspired to raise prices on everyday Americans.

comments share

EXCLUSIVE Trump slapped with radical Puerto Rico plan to save America \$617 BILLION



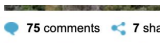
At least two congressional offices are in possession of a seven-page draft 'executive order' on how the U.S. can help the island territory transition to independence.

Share 524 488 comments

CDC to study link between vaccines and autism in bombshell move



The CDC says it will study the potential link between vaccines and autism.



75 comments 7 shares

Urgent 'do not eat' warning over common food that could PARALYZE you



The FDA revealed that it only takes a few micrograms of the toxin to cause irreparable harm.

Share 202 31 comments

Why the writing is on the wall for radioactive MSNBC star that Trump wants off-air



The president himself has said the 'Deadline White House' host should be 'forced to resign' - showing the attention the incident has received.

Data < Doc < Deck < Drama

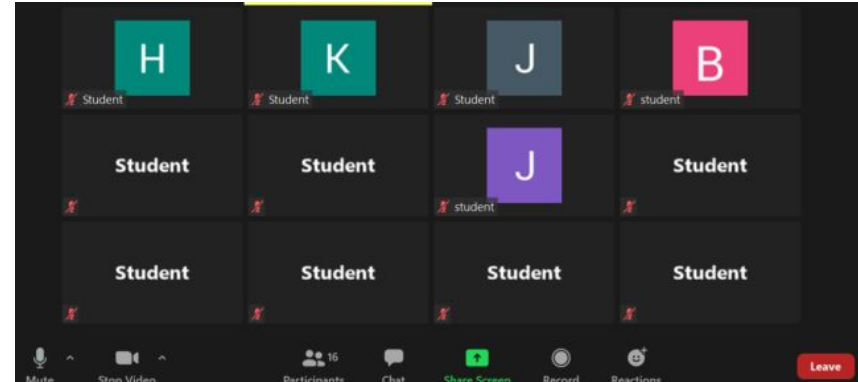


Data Storytelling

Storytelling with Data

Presentation Guidelines

- Your audience's attention is your most precious resource
- You are more excited than them
- You are **free** afterwards
- Include audience



Special Topic: Should I memorize?

- Options
 - Memorize
 - Read
 - Magic
 - Learn

Special Topic: Should I memorize?

- My recommendation is to learn your presentation
- But absolutely do not read — something dies in the audience every time

How to Follow Up

How to Follow Up

- Don't list next steps unless you want to be accountable for them
- Log questions and follow-ups
 - Check in with the requester the **next day**
- Annotate your deck, then send it out with a summary ASAP
- Fielding questions? See next slide

Special Topic: Answering Questions

- “Any meeting with more than 2 people is a performance”
- Obama
- David S Rose
 - <https://www.youtube.com/watch?v=3RLHJV650eo>



David S Rose on pitching to VCs Understand How To Pitch Better Online Sales Training

Common Pitfalls

You're not in school anymore

“Look at me working!”

“Look at me working!”

Too much data

“Technical terms make me sound smarter”

Impenetrability as self-defense

Parting Thought

Most DS projects fail

Questions?