



# **Escola Politécnica de Pernambuco**

*Especialização em Ciência de Dados e Analytics*

## **Introdução à Ciência de Dados**

### **Aula 5**

Prof. Dr. Alexandre Maciel  
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# COMUNICAÇÃO E AÇÃO

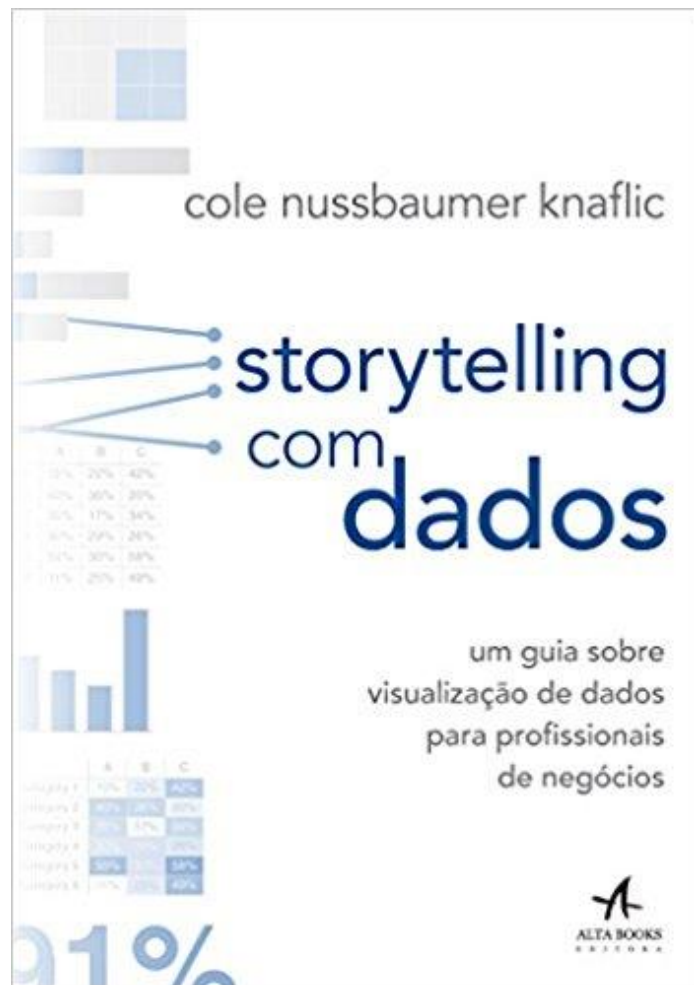
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- Os analistas mais bem sucedidos “contam uma histórica com dados”
- Em negócios, isso toma forma de ganho ou perda de dinheiro
- Boas histórias terminam com ações à praticar

# STORYTELLING COM DADOS

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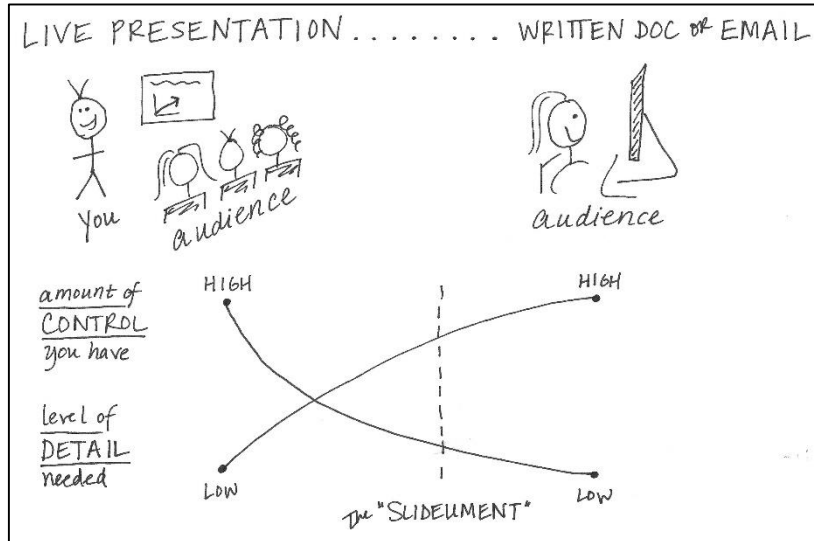
<http://www.storytellingwithdata.com/>

# 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 minutos)

# 2. ESCOLHA O VISUAL ADEQUADO

91%

Texto simples

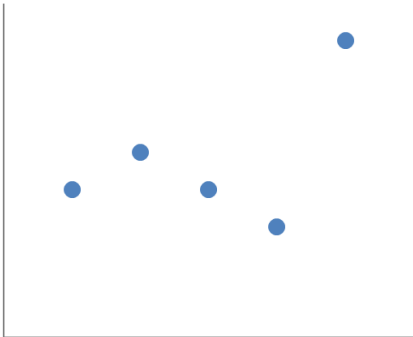


Gráfico de dispersão

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

Tabela

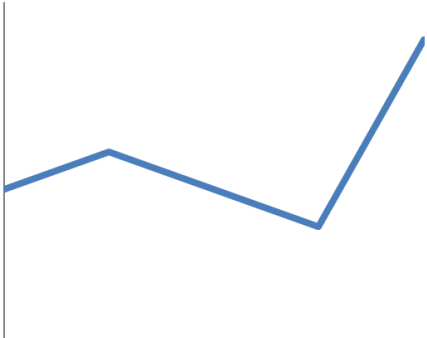
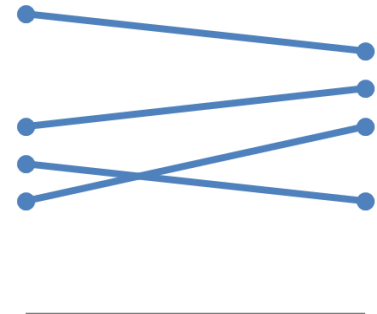


Gráfico de linha

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

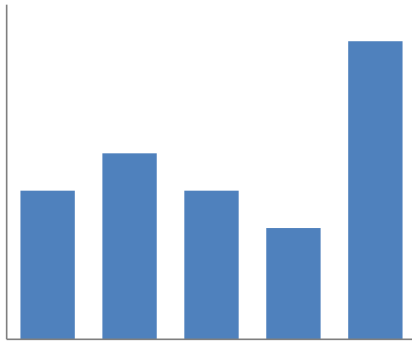
Mapa de calor



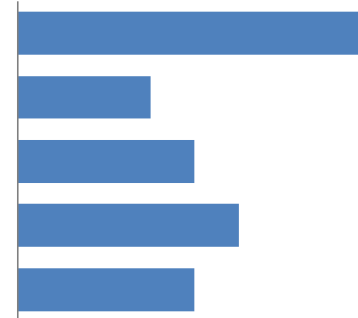
Mapa de inclinação

## 2. ESCOLHA O VISUAL ADEQUADO

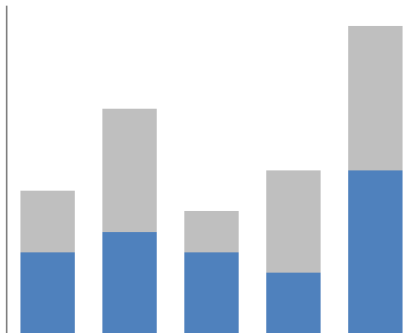
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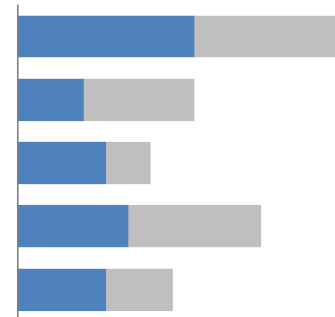
**Barras  
verticais**



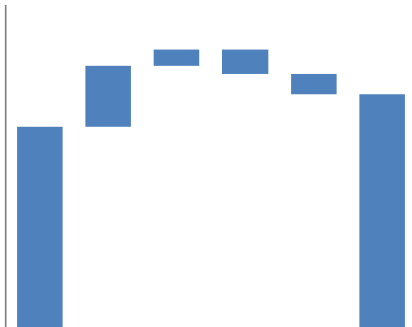
**Barras  
horizontais**



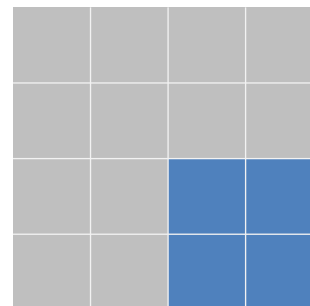
**Barras  
verticais  
empilhadas**



**Barras  
horizontais  
empilhadas**



**Cascata**

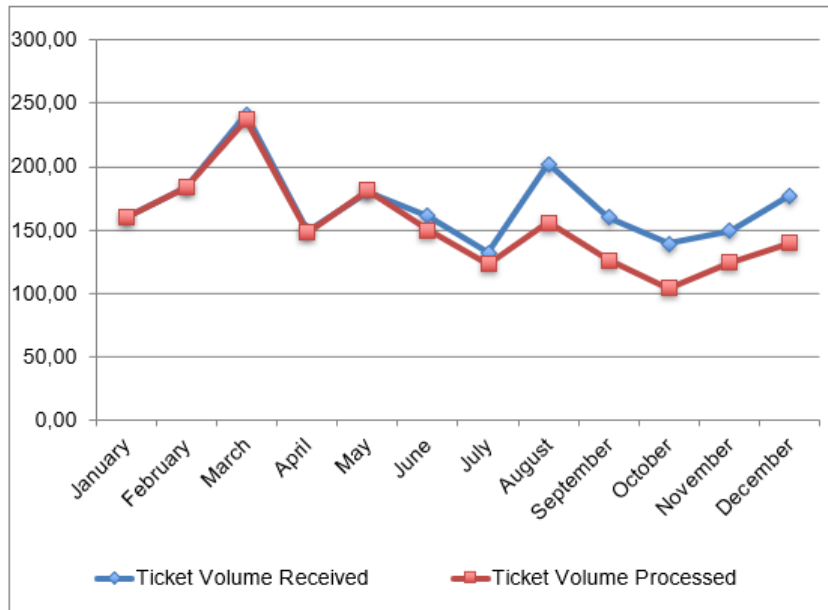


**Área  
quadrada**

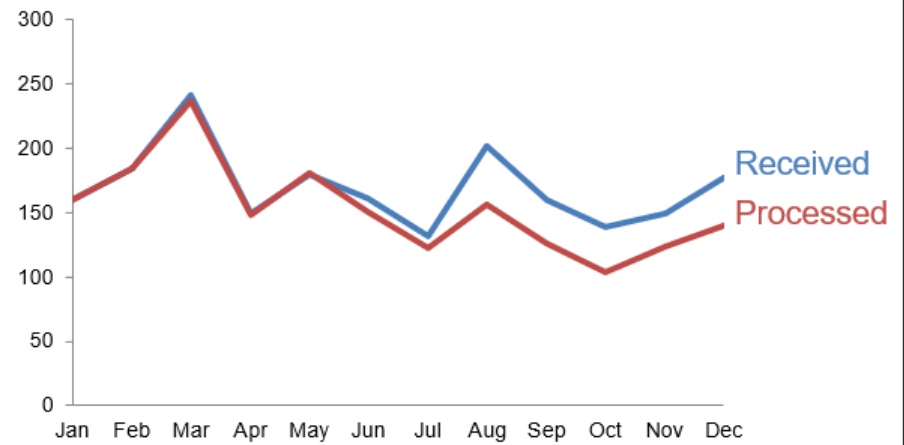
### 3. ELIMINE A SATURAÇÃO

G0324

BEFORE



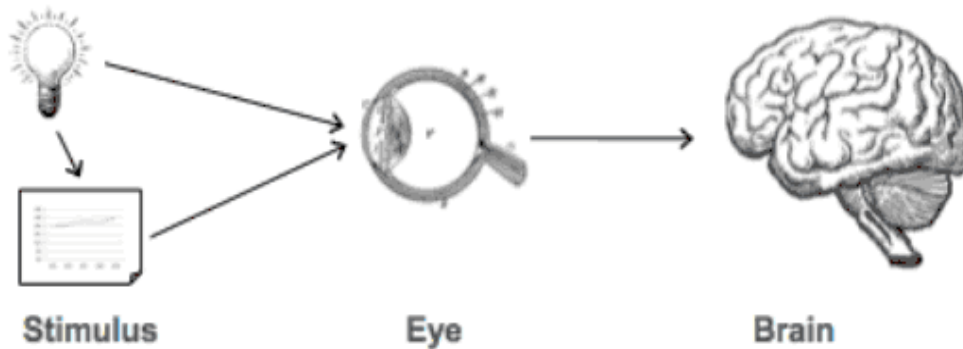
AFTER



## 4. FOCALIZE A ATENÇÃO DO SEU PÚBLICO

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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

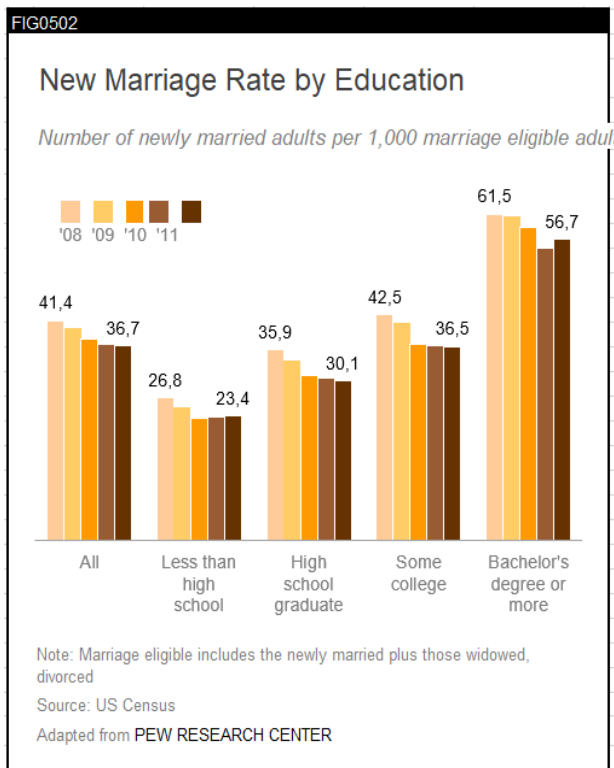
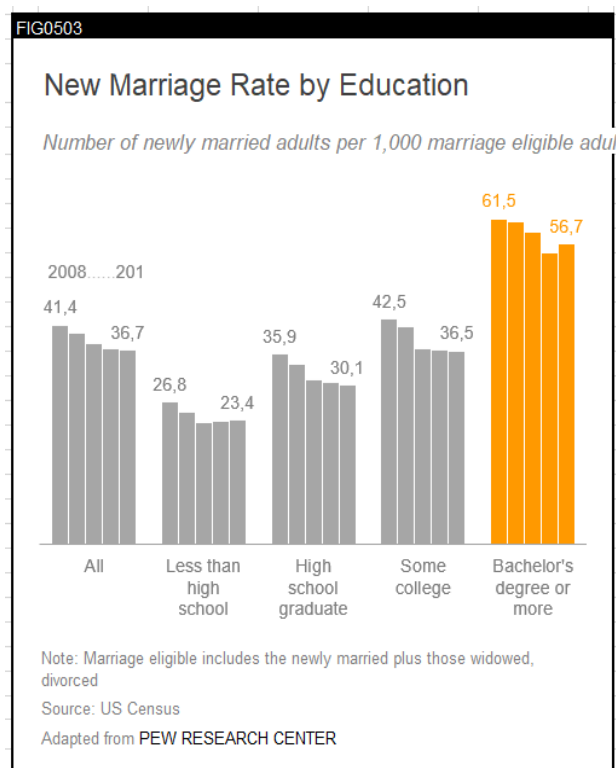
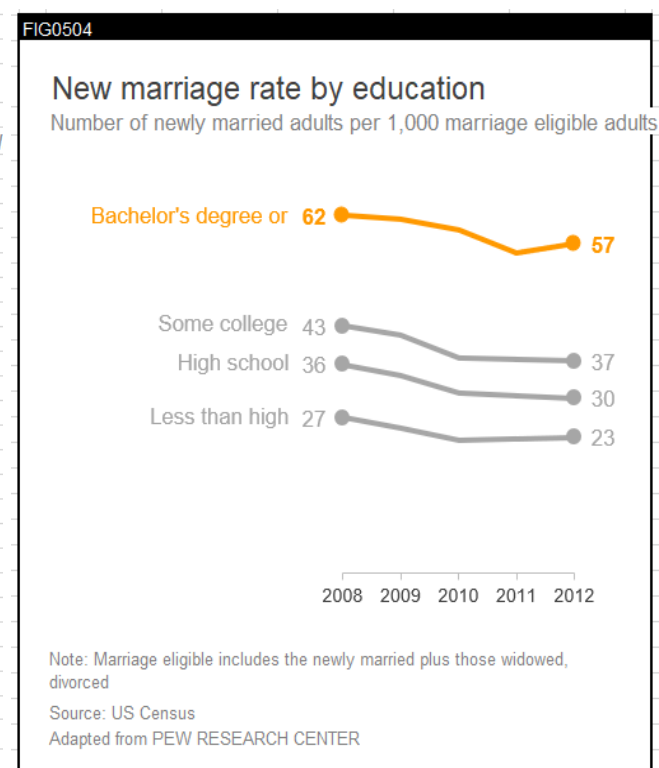


Gráfico original



Realce o importante



Elimine distrações

## 5. PENSE COMO UM DESIGNER

### Estética:

– “fazer bonito com dados”.

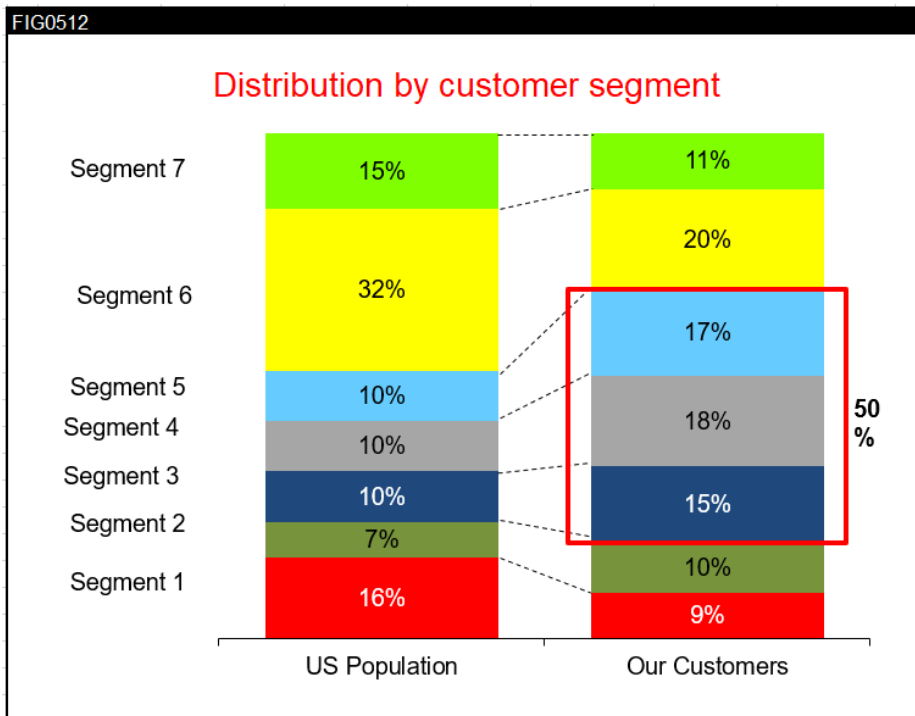
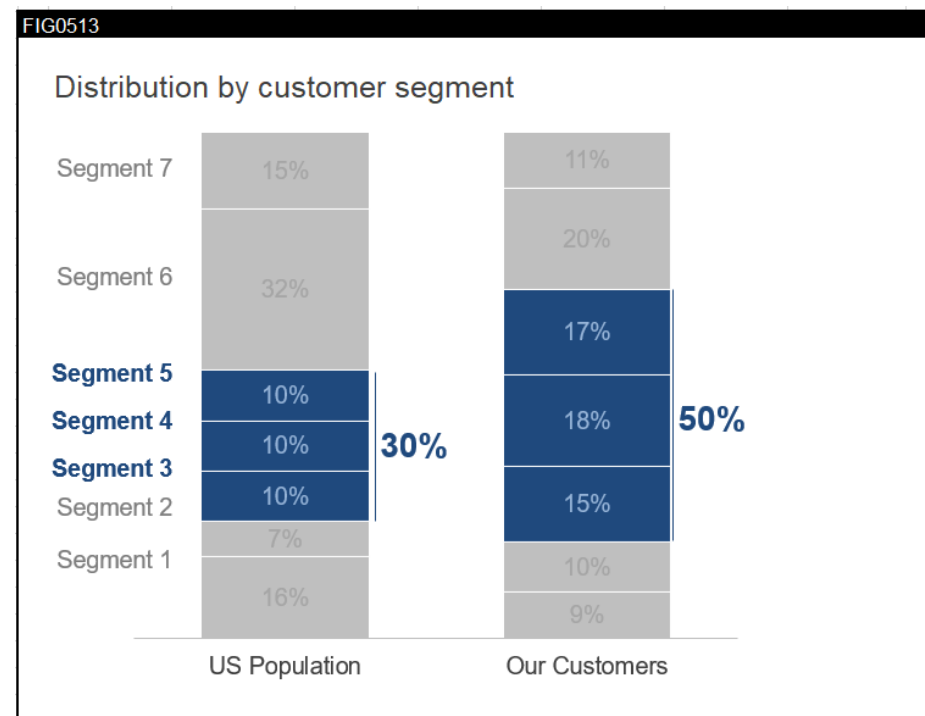


Gráfico original



Desgin estético

## 6. CONTE UMA HISTÓRIA

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

# DINÂMICA

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- Apresente para a turma, utilizando técnicas de storytelling os resultados dos seus experimentos.