

# **L09: Efficient Presentation using Data to Different Audiences.**

ANLY 5900: Storytelling for Data Science

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GEORGETOWN UNIVERSITY

# Logistics and Outline for today's class

- Today:
  - Spotify Case studies: in groups
  - Break included in prep time
- Reminders:
  - Storytelling Writing test **in-class Tue 4/1**
  - HW2 is due **Wed 4/2**
- New Assignments
  - HW3 will explain today
    - Presentation in class on **Tue 4/15**
    - If you have a preference, email groups to Sophia **Tue by 4/1 noon**, otherwise she will create groups
  - Assignment (10 points): upload to Canvas your “original” poster or “original” slide deck
    - Due on **Tue 4/8**

# Storytelling Writing Exam in Class

## HOW TO PREPARE AND WHAT TO EXPECT

- Review all lectures and presentations as related to Storytelling.
- **All major elements** of Storytelling need to be present in your story.
- After you write your story, you will need to provide *metadata* of your story including types of story, type of ending, what do you want your audience feel/think/do, etc.
  - Basically, all of those that we discussed so far during the semester.
- Read before the exam in the *Reading* Folder on Canvas:
  - Hints for Storytelling
  - CliftonStrengths

# Writing Exam: Logistics

1. The theme will be provided at the start of the test on 4/1
2. Access to Canvas is ok only but no outside materials allowed

Starts at 12:30 (be on time!)

Done NLT 3pm

# Case Study Presentations

- Spotify Case studies: <https://towardsdatascience.com/spotify-case-study-is-there-a-secret-to-producing-hit-songs-aab8c2dc64c1/>
- In 6 groups (3-4 students). 3-4 min in class presentation (corresponds to # of students per group, 1 slide/min per student)
- Use Announcement for free platforms for slides
- To kick-off, the questions for each group are provided by TAs.  
Audience will ask theirs after your presentation.
- Audience:
  1. Smart 7–9-year-old
  2. Your colleagues at Data Science in another (**competing!**) department
  3. Marketing/Sales
  4. Music Producer
  5. CTO
  6. CEO

## HW3 – Presentation in class

1. Pretend that will be participating in a Data Conference and have a booth there. In your booth you should have a **poster** to “hook” the visitors who are passing by to stop **at your booth**. You should also have an in-depth **interactive** material for those who do stop by. Thus, your assignment consists of two parts, please read below.
2. You starting point for the poster is either the presentation (7 slides min) or the poster that you or your team have created in the past, related to working with data. Again, if you present your poster in a group, at least one student in the group needs to be the “original” owner of the slides or of the the poster.
3. Presentation is in Class. Starting point is **135** points.
4. You will work in groups of 2-3 students (3 max!) or on your own, you need to email your group preferences to TA Sophia, deadline is Tue 4/1 at noon; otherwise, she will assign the groups if she does not hear from you.
5. Your overall presentation time (Part 1 + Part 2) is 4min for a group of 2 students and 6min for a group of 3 students. That way, every student must present approx. for the same amount of time.

# HW3 Part 1

Materials you **MUST** use for your Poster

1. “Original” slides or the poster you or your group member created in the past
  1. Deck or poster you (or your team member) created some time ago that you can share!
  2. 7 slides minimum if the slide deck is the starting point for the poster.
  3. If other people were involved, check if you need to ask their permission to share!
2. The book "Storytelling with Data" by Cole Nussbaumer Knaflic.
  - a. While working on your poster and deciding on visuals, use information from the book, Chapters 2 (already used previously!), 3, 4, 5, 6 and 8
  - b. Points will be **deducted** if materials from these Chapters are not used, with special attention to new chapters.
  - c. Chapters 9 (case studies) are optional but highly recommended
3. Utilize recommendations from **watching this video**
  - <https://www.youtube.com/watch?v=1RwJbhkCA58>
  - 30 points will be **deducted** if video is **not** utilized.
  - QR code mentioned in video doesn't need to take so much space.
4. Slides by Dr Purna in Reading folder on Canvas about the Posters.

**Assignment (10 points): submit your “original” poster or “original” slides by 4/8**

## PART 2: Interactive

- **Part 2** is about using an **interactive approach** to supplement your poster so that your audience can follow your demo (e.g., using a website you create, or interactive demo, etc.). BE CREATIVE!!!
- Part 2 should be between 1-2 minutes, but not less than 1 min
  - Included in overall, 4-6 min presentation



# HW3 Presenting Your Poster

When presenting your poster, you **must** articulate how you made decisions on your updated approach, including your visual choices (for examples, you can refer to the book or the lectures) including **showing side-by-side 1-2 major decisions you made**. (No need to show small updates!).

- You are expected to use **between 30sec and 60 sec** to show the updates (using “before” and “after”) you made.
- The visual choices you made will be evaluated (and voted on), specifically:
  - 1) Is your presentation more visually captivating for your conference audience (vs the “original” slides or poster)?
  - 2) How quickly your audience can grasp the main idea you are presenting?
  - 3) Is your visual effective enough, meaning how easy it is to read your graphs and visualizations as related to the story you are telling? (See the book!)
  - 4) How much clutter is there? **ONLY** key and critical information should be included! See Chapter 3 in the book on *how to eliminate the clutter*!

**Part 1 of the** presentation should be 2-4min, depending on the number of students in your group

\*Cancer Research Institute of M.D. Anderson Cancer Center Orlando. †Texas Tech University Health Sciences Center, Amarillo, TX.

## Acknowledgements

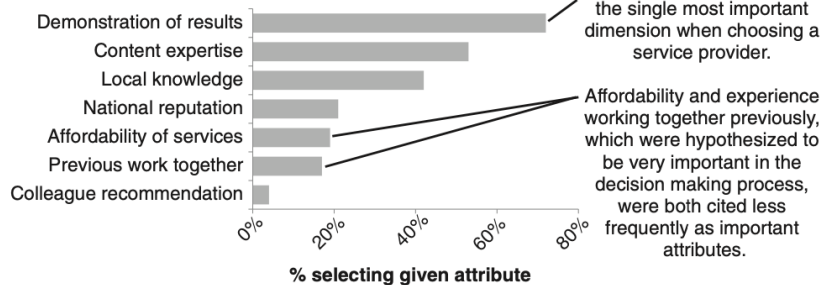
# Get rid of clutter

Knaflitz, Chapter 3  
Images: Knaflitz pp 81, 82

These visualizations both show the same data:

## Demonstrating effectiveness is most important consideration when selecting a provider

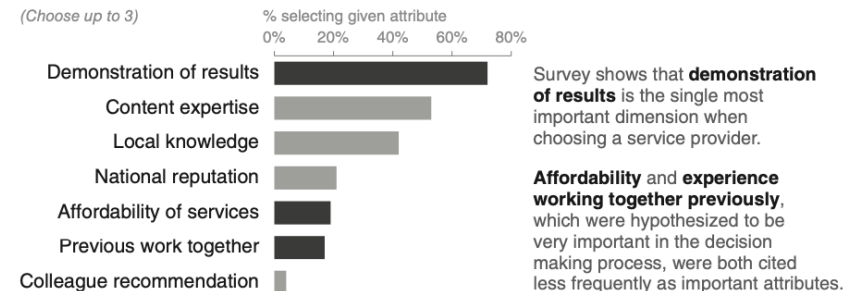
In general, what attributes are the most important to you in selecting a service provider?  
(Choose up to 3)



Data source: xyz; includes N number of survey respondents. Note that respondents were able to choose up to 3 options.

## Demonstrating effectiveness is most important consideration when selecting a provider

In general, what attributes are the most important to you in selecting a service provider?  
(Choose up to 3)



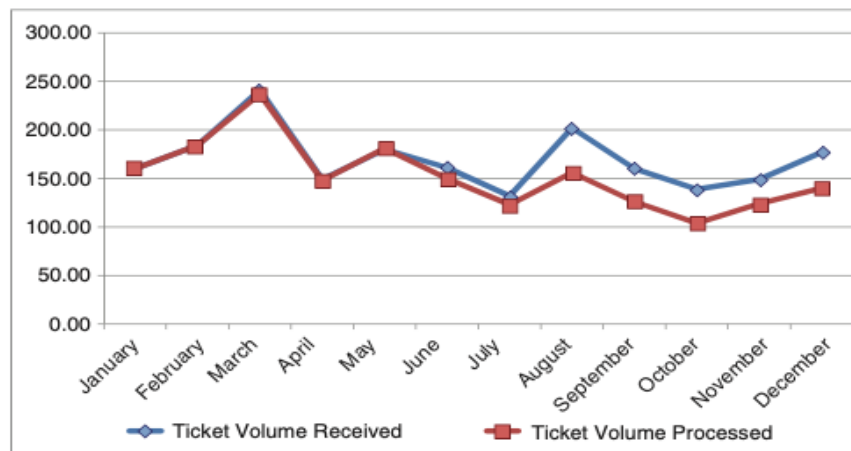
Data source: xyz; includes N number of survey respondents. Note that respondents were able to choose up to 3 options.

# Suggested Steps to de-clutter

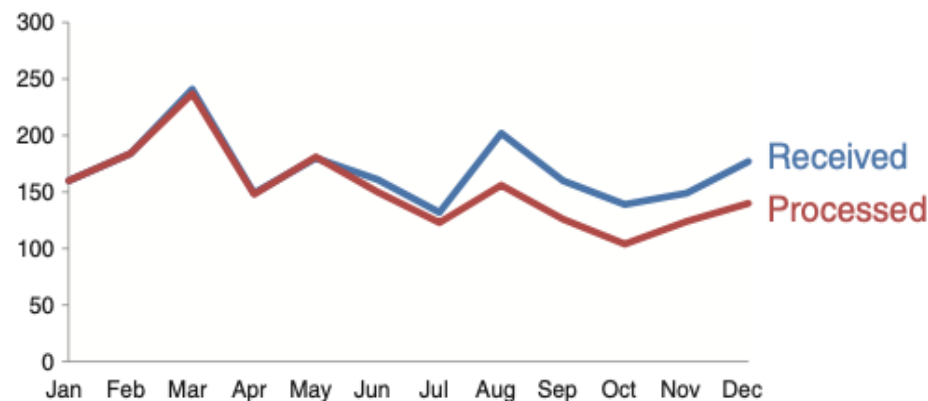
Knaflitz, Chapter 3  
Image: Knaflitz pp 91, 97

1. Remove chart border
2. Remove gridlines
3. Remove data markers
4. Clean up axis labels
5. Label data directly
6. Leverage consistent color

Before



After



Read Chapter 3 in the Storytelling book!

# HW3 Grading

- Points will be deducted if
  - The book material and the video are not utilized as specified above
  - Part 1 or Part 2 is not prepared or is not referred to during your presentation
  - Your visual choices are not effective as defined above
  - Some team members have much shorter parts to present than others
  - Your presentation is too short or too long: *your total time (part 1 + part 2) cannot exceed 4 min for 2 students, and 6 min for 3 students' groups*
  - You did not show & explain the “before” and “after” – the updates to the “original” slides or poster you made and the reasons behind those
- Points will be added if
  - Your presentation is voted one of the “best” by the audience
    - Four best posters (Part 1) as voted by students and TAs. (10 points)
    - Four best interactive parts (Part 2) as voted by students and TAs. (10 points)
  - Your visual choices are exceptionally efficient
  - Points will be added to you as an audience member, for the valuable feedback (as we've done in the past)