

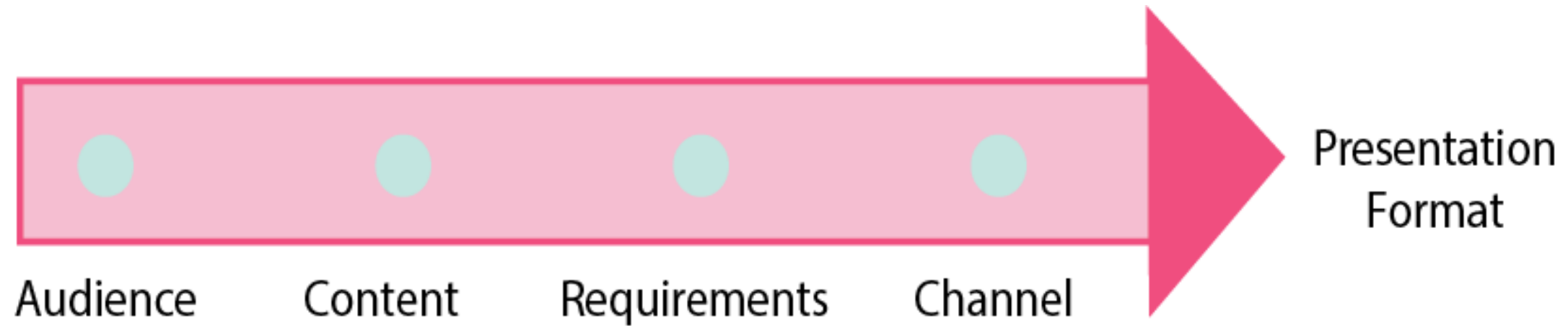
Planning an oral presentation

DATA COMMUNICATION CONCEPTS



Hadrien Lacroix
Curriculum Manager

Presentation strategy



Chapter 4

How to build a compelling oral presentation?

- Plan and build presentation slides
- Avoid common mistakes
- Present effectively

Plan a presentation

- Before building slides: **Plan!**
- Presentation structure
 - Purpose
 - Audience
 - Message

¹ Schwabish J. Better Presentations. Columbia University Press. 2017.

Purpose

What type of presentation?

- **Informative**
 - Current number of negative and positive ratings and words associated with negative reviews

Purpose

What type of presentation?

- Informative
- **Instructional**
 - How to build the model for sentiment analysis

Purpose

What type of presentation?

- Informative
- Instructional
- **Persuasive**
 - Follow-up actions to revert the current situation of high number of negative ratings

Audience

- **Who is the audience?**
 - Technical colleagues
 - Managers or executive team
 - Customer

Audience

- Who is the audience?
- **How big is the audience?**
 - Small meeting
 - Meeting with 10 members of the financial team
 - Conference or large meeting
 - Meeting with 100 employees from the software development department
 - Workshop
 - Technical workshop for 30 customer's IT employees

Message

What is the central message?

- After one week: 90% forgotten
- ==> What do we want to stick?
- **Opening statement**
 - Capture audience's attention
 - Negative ratings scare customers away from our website

Message

What is the central message?

- Open statement
- **Central message**
 - One sentence
 - Delayed shipping is the main cause of negative reviews and immediate actions are needed to revert the situation.

Message

What is the central message?

- Open statement
- Central message
- **Closing statement**
 - Sums up presentation and strengthens central message
 - There is a decrease in sales. Negative reviews have been increasing. Delayed shipping is causing negative ratings. Actions are needed to revert situation.

Structure

- **Introduction**
 - Provide background information
 - Catch audience attention
 - Glimpse of presentation content

Structure

- Introduction
- **Methods, analysis and model outputs**

Structure

- Introduction
- Methods, analysis and model outputs
- **Conclusions and takeaways**
 - Refers back to the introduction
 - Contains call-to-action statement or/and next steps

Outline

- Graphs and visuals
- Sections (five or less smaller parts)
 1. Reason for analysis
 2. Exploratory analysis
 3. Sentiment analysis
 4. Conclusions
 5. Follow-up actions

Keep time in mind!

- How long do you have?

Let's practice!

DATA COMMUNICATION CONCEPTS

Building presentation slides

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Hadrien Lacroix
Curriculum Manager

From planning to building

- Slides
 - Support story
 - Short, dynamic

From planning to building

- Slides
 - Support story
 - Refined slides
 - **Slide count or timing = bad metric**

From planning to building

- Slides
 - Support story
 - Refined slides
 - Slide count or timing = bad metric
 - **One message per slide**

¹ <https://www.slidecow.com/blog/how-many-slides>

Color

- Convey meaning
- Readability

Low-contrast

Current ratings and words associated
with reviews

Current ratings and words associated
with reviews

High-contrast

Current ratings and words associated
with reviews

Current ratings and words associated
with reviews

Color

- No more than **3 colors**
- Good **contrast** between words and background
- **Inclusive**
 - Color deficiency
 - Example: green and red

Fonts

- Serif vs sans-serif
- Context
- Support
- Size

Serif

**Current ratings and words associated with
reviews**

Sans-serif

**Current ratings and words associated
with reviews**

Fonts

- Several fonts
- Spacing of letters and lines
- **Bold**, italic and sizes

For **positive reviews**, some of the words that appear frequently do not have a particular connotation and can be interpreted as **neutral**.

Text slide

- Too much text
 - Audience reads instead of listening

Current ratings and words associated with reviews

For positive reviews, some of the words that appear frequently do not have a particular connotation and can be interpreted as neutral. On the other hand, other words, even though less frequent, could be explained to be in reviews with a positive sense, such as “good”, “great”, “best” and “liked”. On the contrary, negative reviews showed mostly negative words such as “delayed” and “disappointed”.

¹ Schwabish, J. Better Presentations . Columbia University Press. 2017.

Text slide

- **Main points**
 - Don't dual purpose the slide deck

Current ratings and words associated with reviews

- Positive reviews:
 - Frequent neutral words.
 - Less frequent positive
 - “good”, “great”, “best” and “liked”
- Negative reviews
 - Frequently negative words
 - “delayed” and “disappointed”

Text slide

- Less text
- **Headline**
 - Highlight main point
 - Specific and concise
 - Big size

Current ratings and words associated with reviews

- Positive reviews:
 - Frequent neutral words.
 - Less frequent positive
 - “good”, “great”, “best” and “liked”
- Negative reviews
 - Frequently negative words
 - “delayed” and “disappointed”

Text slide

- Less text
- Headline
- **Layering approach**
 - Breaks complex slide into smaller points

Current ratings and words associated with reviews

- Positive reviews:
 - Frequent neutral words.
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 - “good”, “great”, “best” and “liked”
- Negative reviews
 - Frequently negative words
 - “delayed” and “disappointed”

Text slide

- Less text
- Headline
- **Layering approach**
 - Breaks complex slide into smaller points
 - Present each point on its own

Current ratings and words associated with reviews

- Positive reviews:
 - Frequent neutral words.
 - Less frequent positive
 - “good”, “great”, “best” and “liked”
- Negative reviews
 - Frequently negative words
 - “delayed” and “disappointed”

Text slide

- Less text
- Headline
- **Layering approach**
 - Breaks complex slide into smaller points
 - Present each point on its own
 - Displayed together

Current ratings and words associated with reviews

- Positive reviews:
 - Frequent neutral words.
 - Less frequent positive
 - “good”, “great”, “best” and “liked”
- Negative reviews
 - Frequently negative words
 - “delayed” and “disappointed”

Visualization slide

- Replace many sentences

Current ratings and words associated with reviews

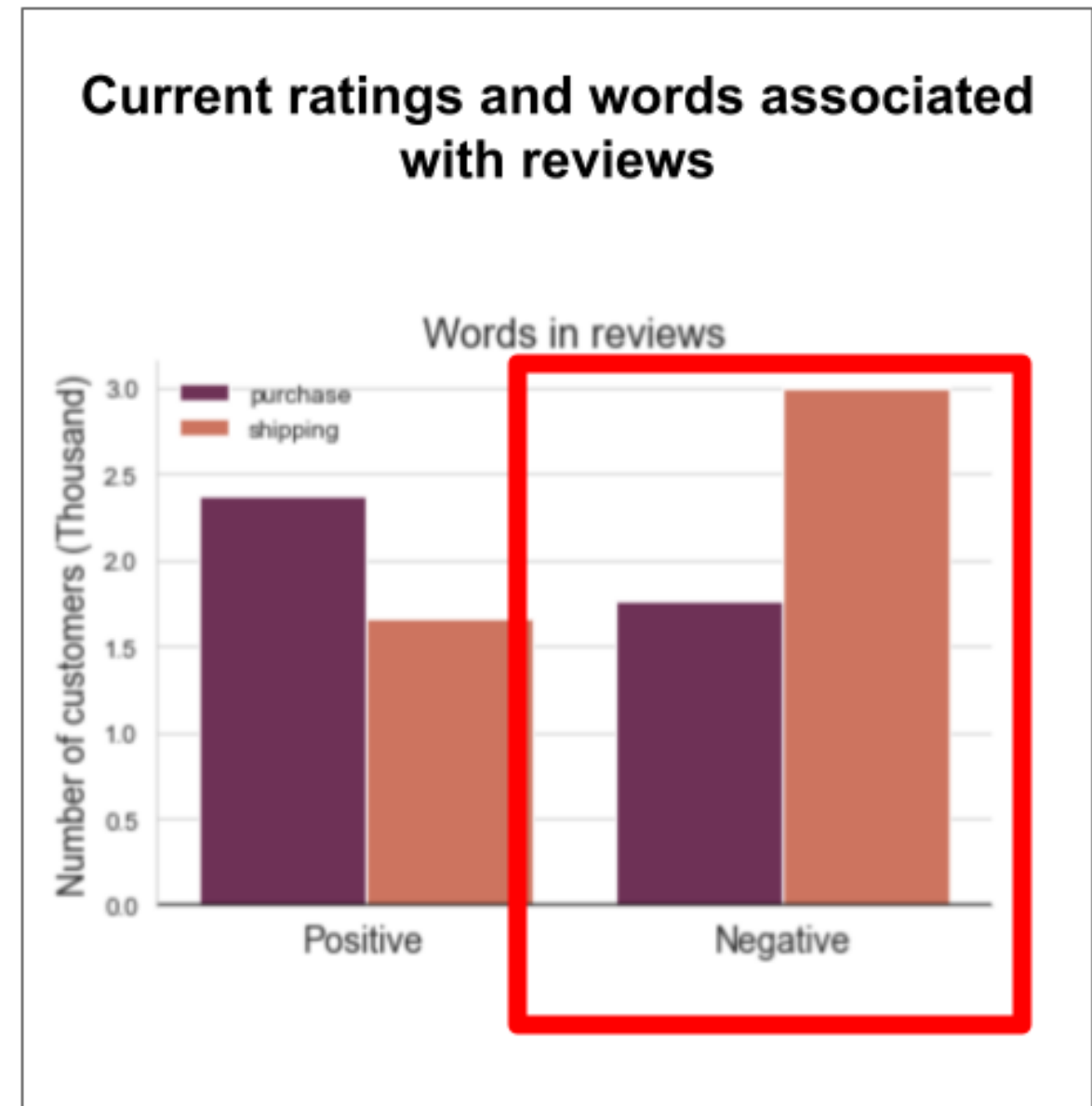
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Current ratings and words associated with reviews



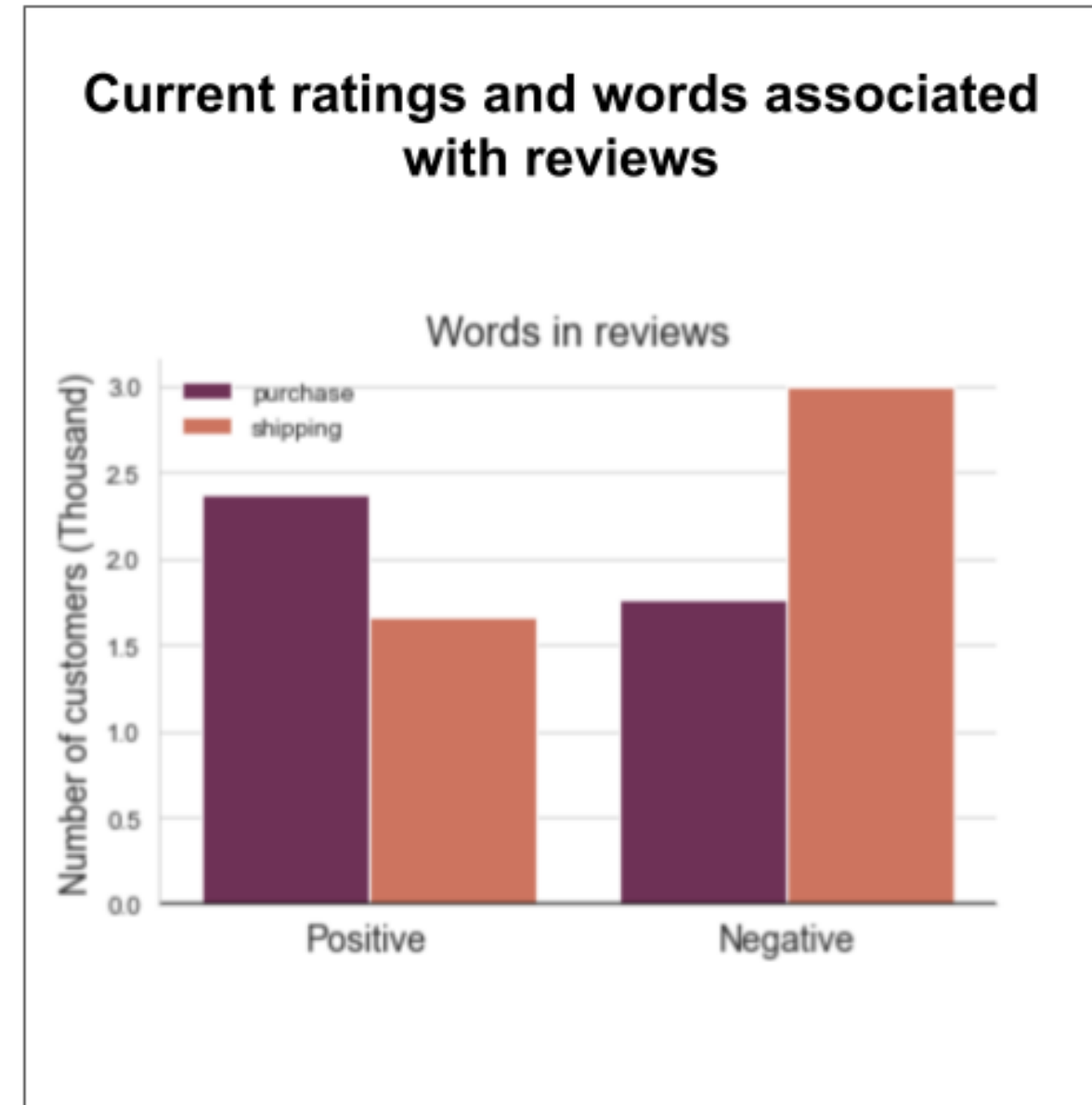
Visualization slide

- Replace many sentences
- Use layering and highlighting



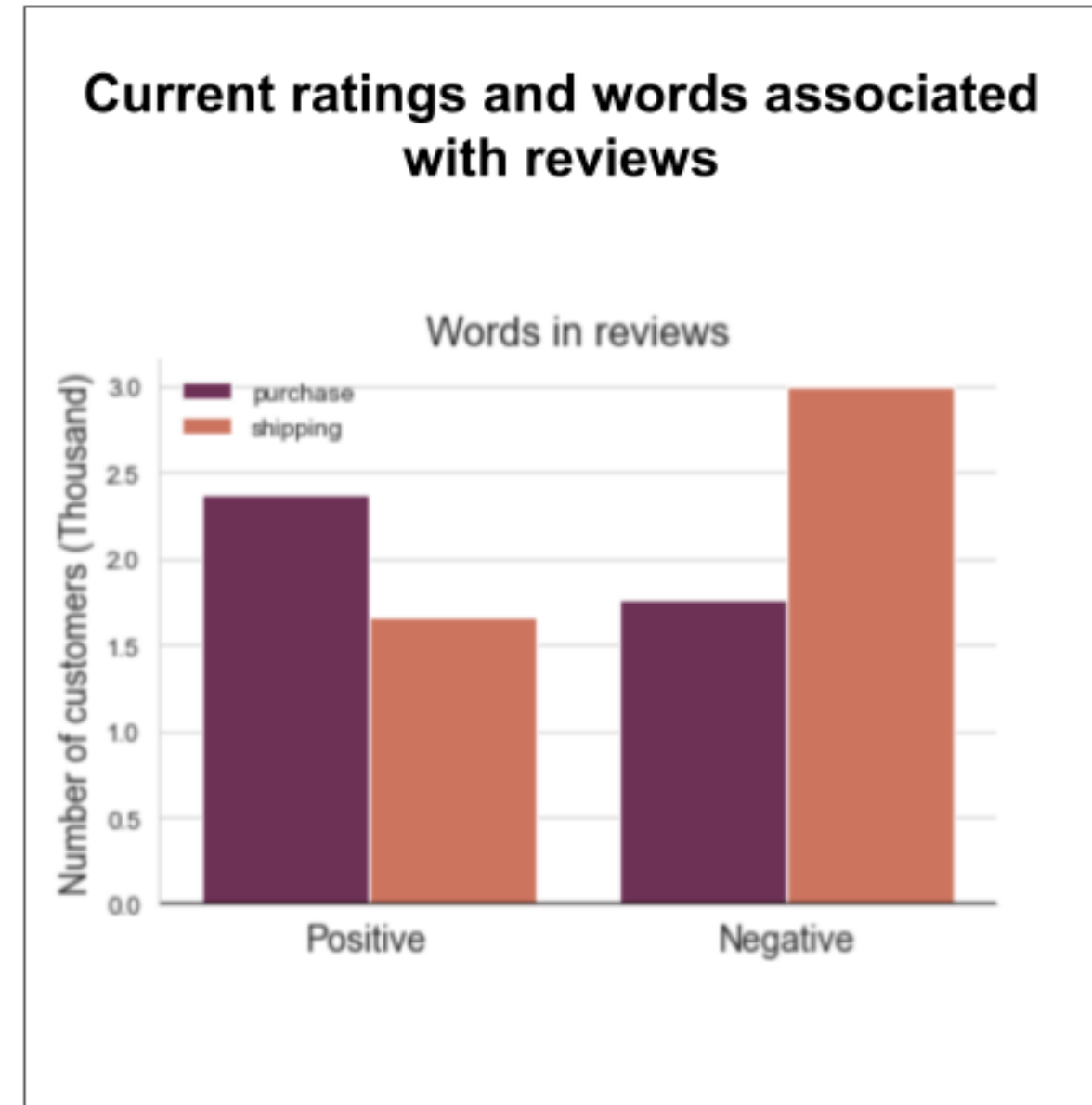
Visualization slide

- Replace many sentences
- Use layering and highlighting
- **Headline (if needed)**



Visualization slide

- Replace many sentences
- Use layering and highlighting
- Headline (If needed)
- **One or two full-size graphs**
 - One message per slide
 - No overcrowding



Let's practice!

DATA COMMUNICATION CONCEPTS

Delivering the presentation

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Hadrien Lacroix
Curriculum Manager

Recap

- Before building slides: **plan!**
- **Build** slides that support story

Practice

- Write script
- Don't memorize
- Become familiar with content
- Anticipate follow-up questions

Practice

- Prepare
- **Rehearsal**
 - Stand up
 - Use the slides
 - Speak out loud
 - Detect distracting patterns (um, so, like, basically, actually)
 - Find linking statements
 - Answer to Q&A

Deliver the presentation

- **Be aware of emotions**
 - Confidence vs. unsure

Deliver the presentation

- Short attention span
- Talk **to** audience (not **_at_** them)
- Develop a relationship

Deliver the presentation

- Be aware of emotions
- Talk to audience
- **Timing**
 - Use allocated time

Deliver the presentation

- Be aware of emotions
- Talk to audience
- Timing
- **Pace**

Deliver the presentation

- Be aware of emotions
- Talk to audience
- Timing
- Pace
- **Open up for questions**
 - During or at the end of the presentation

An effective oral presentation

- Talk to the audience
- Less is more
- Consistent and persistent take-home message
- Practice
- Prepare to answer follow-up questions

Let's practice!

DATA COMMUNICATION CONCEPTS

Avoiding common errors

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Curriculum Manager

Recap

- Plan
- Prepare and practice
- Deliver

Length

- Ineffectively long presentations
- Attention span
- Around 20 minutes
- Leave time for Q&A

Purpose

- State the purpose at the beginning
- Better understanding
- Better story impact

Guide audience

- Sequence of information
- Keep audience's attention
- Do not leave all findings to the end

Audience involvement

- **Engage and involve** audience

Audience involvement

- Engage and involve audience
- **Strong introduction**
 - *Good morning! My name is Hadrien, and I'm here today to present how negative ratings are impacting the company profits.*

Audience involvement

- Engage and involve audience
- Strong introduction
- **State key assumptions**

Audience involvement

- Engage and involve audience
- Strong introduction
- State key assumptions
- **Ask questions**
 - Know answer
 - Hook for next slide

Audience involvement

- Engage and involve audience
- Strong introduction
- State key assumptions
- Ask questions
- **Reiterate** to main idea

Body language

- What matters is the **message**...
- ...but the **speaker** is at the center of the presentation

Body language

- What matters is the message...
- ...but the speaker is at the center of the presentation
- Emphasis by **natural gesture and movements**
 - Move hands or point at slide
 - Smile or make a facial expression

Body language

- What matters is the message...
- ...but the speaker is at the center of the presentation
- Emphasis by natural gesture and movements
- **Attracts attention**
 - Posture can convey confidence

Body language

- What matters is the message...
- ...but the speaker is at the center of the presentation
- Emphasis by natural gesture and movements
- Attracts attention
- **Supports message**

Voice tonality

- Use different voice tonalities

Voice tonality

- Use different voice tonalities
 - **Speed**
 - **Fast:** urgency, excitement, and emotion
 - **Slow:** importance, and new ideas introduction

Voice tonality

- Use different voice tonalities
 - Speed
 - **Volume**
 - Live: speak loud
 - Online: check mic

Voice tonality

- Use different voice tonalities
 - Speed
 - Volume
 - **Intonation**

Let's practice!

DATA COMMUNICATION CONCEPTS

Congratulations!

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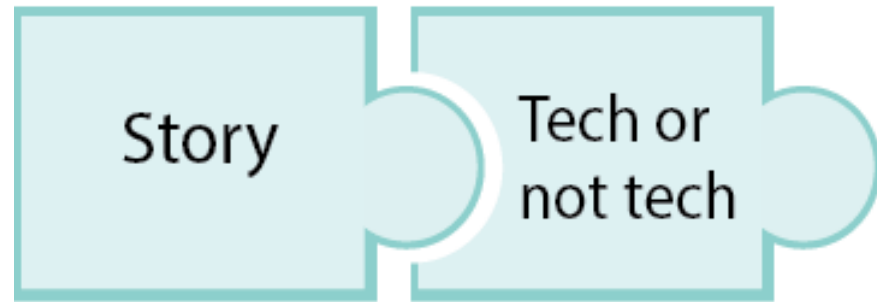
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Curriculum Manager

What you've learned - chapter 1



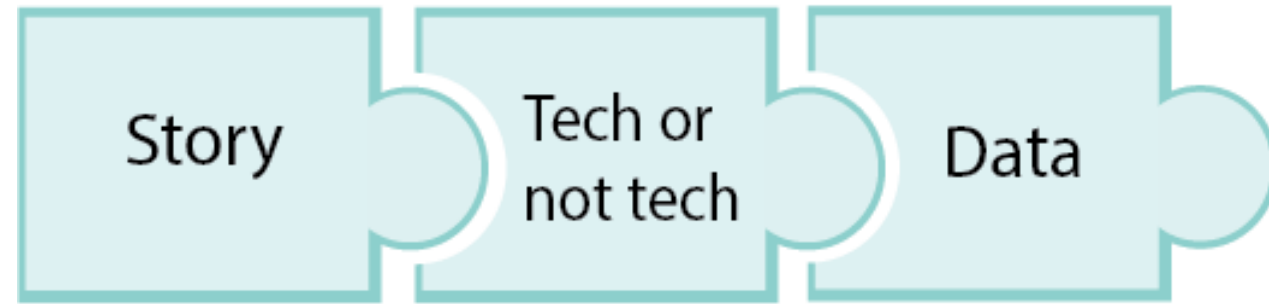
- Importance of data storytelling

What you've learned - chapter 1



- Importance of data storytelling
- Translate results for non-technical stakeholders
- Craft stories that impact the decision-making process

What you've learned - chapter 2



- Select right data and statistics
- Audience persona

What you've learned - chapter 2



- Select right data and statistics
- Audience persona
- Choose appropriate visualization

What you've learned - chapter 3



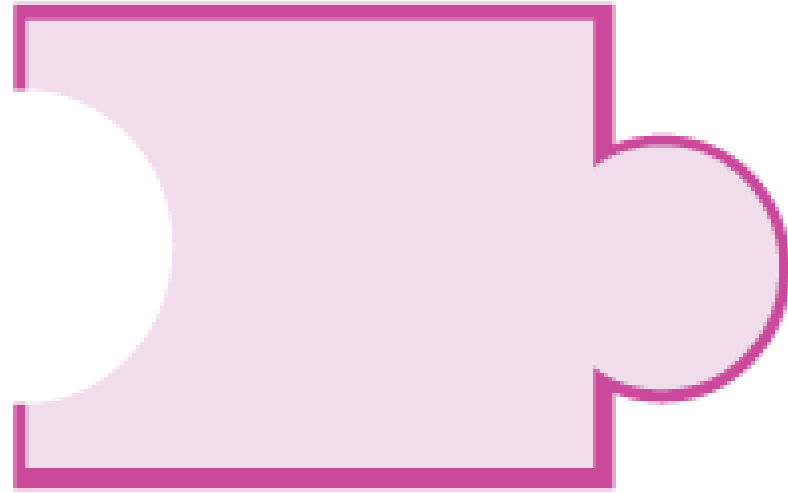
- Types of reports
- How to structure a clear report
- Reproducibility

What you've learned - chapter 4



- Planning and building a presentation
- Importance of practicing and rehearsing
- Best practices and common mistakes when delivering a presentation

Next piece



Congratulations!

DATA COMMUNICATION CONCEPTS