



EuroPython





Python and Data Storytelling to create and deliver better presentations

Sebastián Flores, EuroPyCon 2025



EuroPython



Part 1 - Block 2

Data Storytelling Framework

A canvas model

Title:	Author:	Date:
When?	Prep time	Activities with audience
Duration?	# slides	Contains data? Takeaway from data?
Audience?	Technology	
Objective?	Emotions	Data will be shown: <input type="checkbox"/> Number(s) <input type="checkbox"/> Table <input type="checkbox"/> Visualizations <input type="checkbox"/> Other
Key content		
Promise	Progress	
Climax & Ending	Anecdotes, Stories & Jokes	Metaphors & Analogies

Activity

Guidelines:

- I'll give you 3 presentation scenarios.
- Choose one (or make up your own) and apply the framework to it.
- Work in pairs, discuss and complete the canvas. Add as much details as you can imagine.
- Later, you'll code some slides on quarto or jupyter notebook - Keep it simple!

Choose your adventure: Presentation #1

- You are a Senior Data Scientist, delivering a talk about the findings of project **Kabutops** to a room of C-level executives.
- Duration: 15 minutes
- Observations: You know you'll get interrupted constantly by the CEO.



Choose your adventure: Presentation #2

- You are a Systems Architect, explaining the new visualization software **Articuno** to a room of Data Scientists colleagues.
- Duration: 15 minutes
- Observations: The Data Scientists are not convinced by the benefits of Articuno, which was imposed by the CTO.



Choose your adventure: Presentation #3

- You are a Pythonista, presenting the library **polygon** on a Python Conference to a room of Pythonistas.
- Duration: 20 minutes
- Observations: It's a new python library, without large traction yet but with a lot of potential.



Sidenote #1

I like to think a presentation as a **problem to be solved**.

Restrictions:

- Specific audience
- Some given time
- Content/Message to deliver

Maximize: Objective for the presentation

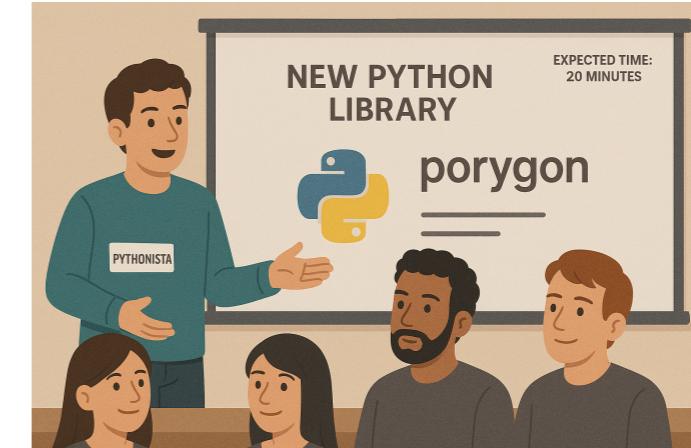
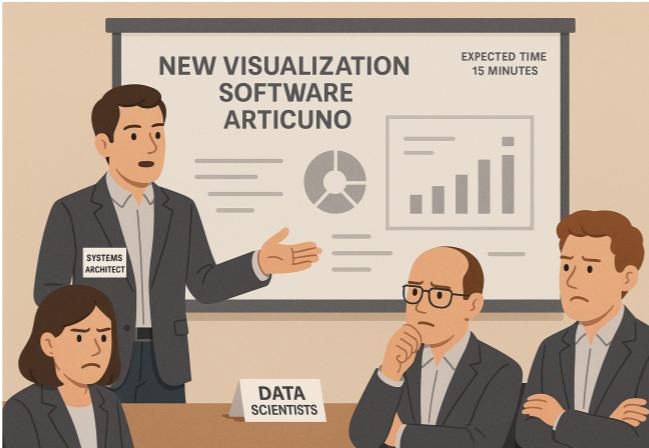
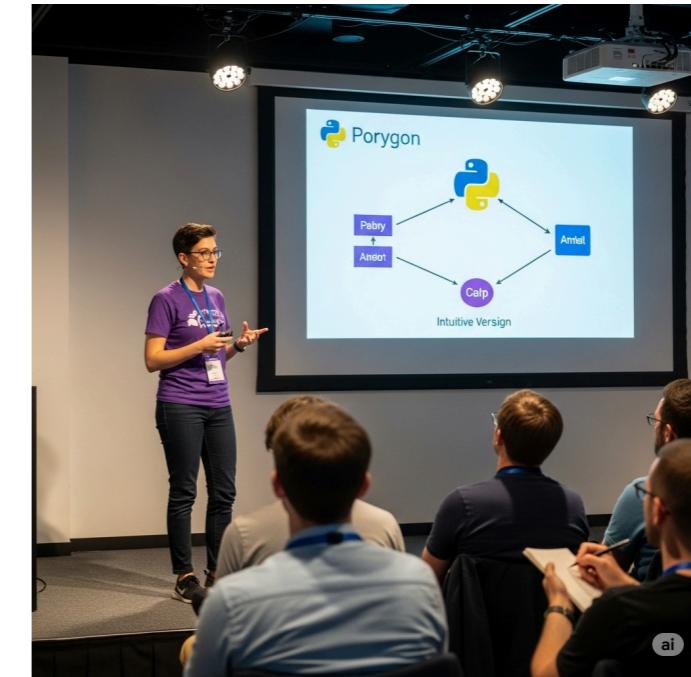
The canvas allows me to structure my thinking and iterate on it.

Sidenote #2

It's easy to get (free) some images generated by AI.

But it's not so easy to create good images.

Gemini (top) vs ChatGPT (bottom)



My take on AI

Delegate aggressively on AI, but keep the control wheel.

Take decisions based on quality. Iterate frequently.

Back to the activity

Scenario #1

- You are a Senior Data Scientist, delivering a talk about the findings of project **Kabutops** to a room of C-level executives.
- Duration: 15 minutes
- Observations: You know you'll get interrupted constantly by the CEO.

Scenario #2

- You are a Systems Architect, explaining the new visualization software **Articuno** to a room of Data Scientists colleagues.
- Duration: 15 minutes
- Observations: The Data Scientists are not convinced by the benefits of Articuno, which was imposed by the CTO.

Scenario #3

- You are a Pythonista, presenting the library **polygon** on a Python Conference to a room of Pythonistas.
- Duration: 20 minutes
- Observations: It's a new python library, without large traction yet but with a lot of potential.

Share time!

- Can you share your canvas?
- What did you learn?
- Was it something missing from the canvas?

