D601 VKN1 Task 2

Simulated Presentation

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D601 Data Storytelling for Varied Audiences
MS, Data Analytics

A. Technical Communications Analysis

Expectations of a Non-technical Audience

Non-technical audiences are generally more concerned with why your conclusion matters and what they can do with the new information. If jargon is used, it's often more business-related things like KPIs, metrics, department names, etc. It's best to avoid technical jargon, technical details, and overly complex descriptions of your analysis process or the math behind the findings. Non-technical audiences generally seek recommendations made in plain language along with evidence to back it up.

Expectations of a Technical Audience

Technical audiences tend to be more concerned with both the conclusion and how the analyst arrived at the conclusion. Technical jargon can be used more freely with the assumption that the audience has a better/similar understanding of the processes involved than a non-technical audience. However, a presenter should still be prepared to define or further explain anything, particularly if the presentation is meant to educate peers on the use of a new or experimental technology or process. Presenters should also be aware of the purpose of the presentation: they should be informed in the planning of the presentation if the audience is there to receive the conclusions found or if the audience is there to learn about the process in which the analyst got there. A good presenter can modify the presentation to suit the purpose.

Differences of Audiences

In *Principles of Data Science*, Sinan Ozdemir states:

> There are generally two styles of oral presentations: one meant for more professional settings, including corporate offices where the problem at hand is usually tied directly to company performance or some other **key performance indicator (KPI)**, and another meant for a room of your peers where the key idea is to motivate the audience to care about your work. (Ozdemir, 2024).

We can take this to mean that in our context of a telecommunications company, a non-technical audience is looking for certain key takeaways: a big picture idea, a call to action with a set of recommended actionable items, and the evidence to support taking action to enhance an aspect of the business. A non-technical audience is less concerned with how an analyst arrived at their conclusion and more concerned with what to do with the conclusion. It's more difficult to establish what everyone's baseline knowledge is, so it's best to stay away from technical jargon–while business jargon may be appropriate–and to toe the line in providing working definitions of certain concepts without being condescending to the audience about how little you assume they know.

On the flipside, a technical audience looks for the methods you used to arrive at your conclusion, a reason to care about your work, and perhaps for inspiration on how to apply your methods to their own work. We are made to assume that a technical audience shares a base-line minimum knowledge on the technical concepts but the presenter is to be prepared to answer or explain any concepts or steps further.

B. Panopto Video

https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=782a4320-47eb-4e34-b9ee-b2c701320868

C. Sources

Ozdemir, S. (2024). *Principles of Data Science* (3rd ed.). Packt Publishing.

WGU Course Materials.