

How is knowledge shared

COMMUNICATING DATA INSIGHTS



Joe Franklin

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About the course

- **You will learn how to:**
 - Understand how knowledge is shared
 - Create compelling visualizations
 - Unlock the power of data stories

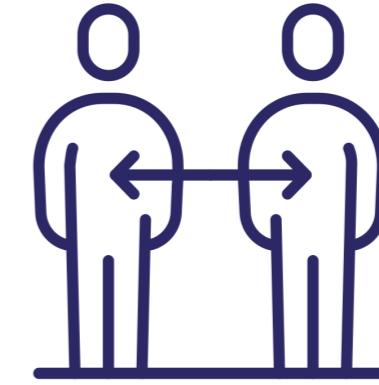


How we communicate

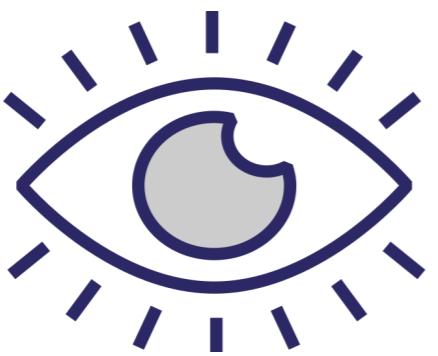
Written Communication



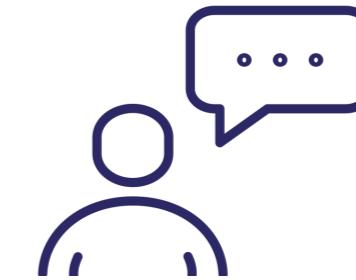
Nonverbal Communication



Visual Communication



Verbal Communication

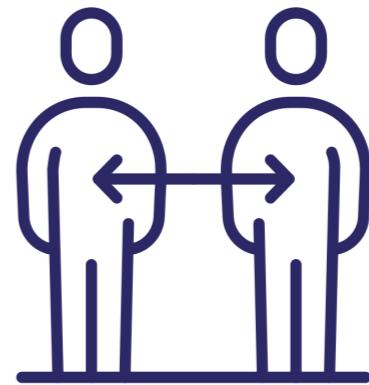


How we communicate

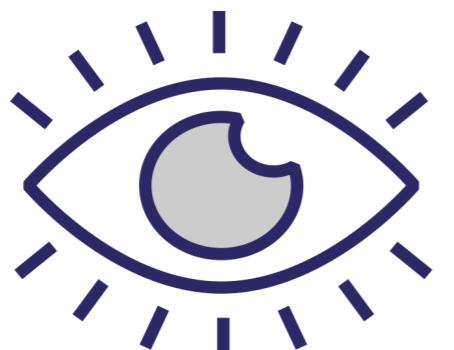
Written Communication

- Emails
- Reports
- Proposals
- Blog Posts

Nonverbal Communication



Visual Communication



Verbal Communication

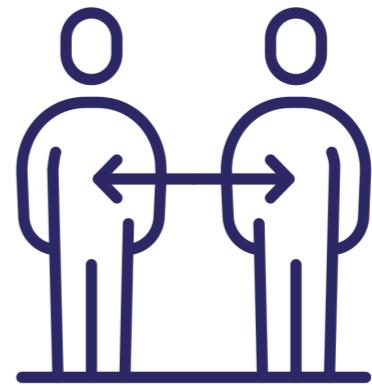


How we communicate

Written Communication

- Emails
- Reports
- Proposals
- Blog Posts

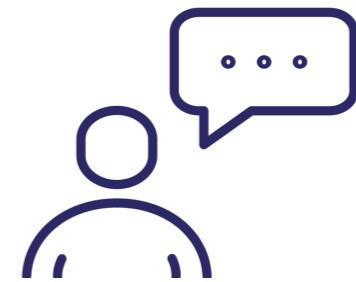
Nonverbal Communication



Visual Communication

- Charts and Graphs
- Pictures and Video

Verbal Communication



How we communicate

Written Communication

- Emails
- Reports
- Proposals
- Blog Posts

Nonverbal Communication

- Posture
- Eye Contact
- Facial Expression
- Gestures

Visual Communication

- Charts and Graphs
- Pictures and Video

Verbal Communication



How we communicate

Written Communication

- Emails
- Reports
- Proposals
- Blog Posts

Nonverbal Communication

- Posture
- Eye Contact
- Facial Expression
- Gestures

Visual Communication

- Charts and Graphs
- Pictures and Video

Verbal Communication

- Phone and Video Calls
- Face to Face Conversations

Written communication

Appropriate Format

- Consider the communication method
- Maintain expectations
- Anticipate audience needs

Concise

- Create a clear focus
- Incorporate supporting concepts
- Find the balance



Showing and telling



Easiest format to consume

- Pictures
- Videos
- Charts and Graphs

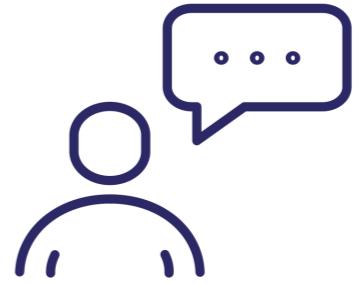
Different twist on success

- Format and simplicity blend together
- Expansive guidelines for creating the right visual

Let's talk

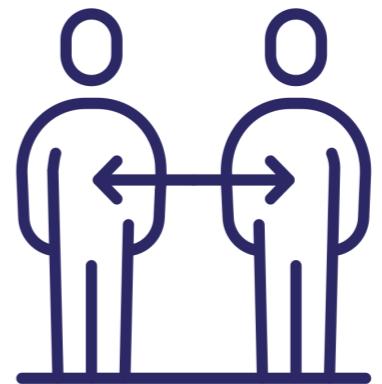
Verbal Communication

- Focuses on tone and consistency
- Flexibility and responsiveness are difference makers
- Respond directly to audience needs



Nonverbal Communication

- Illustrates how message is performing
- Facial expressions, posture, eye contact



Let's practice!

COMMUNICATING DATA INSIGHTS

Data insights

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Data insights

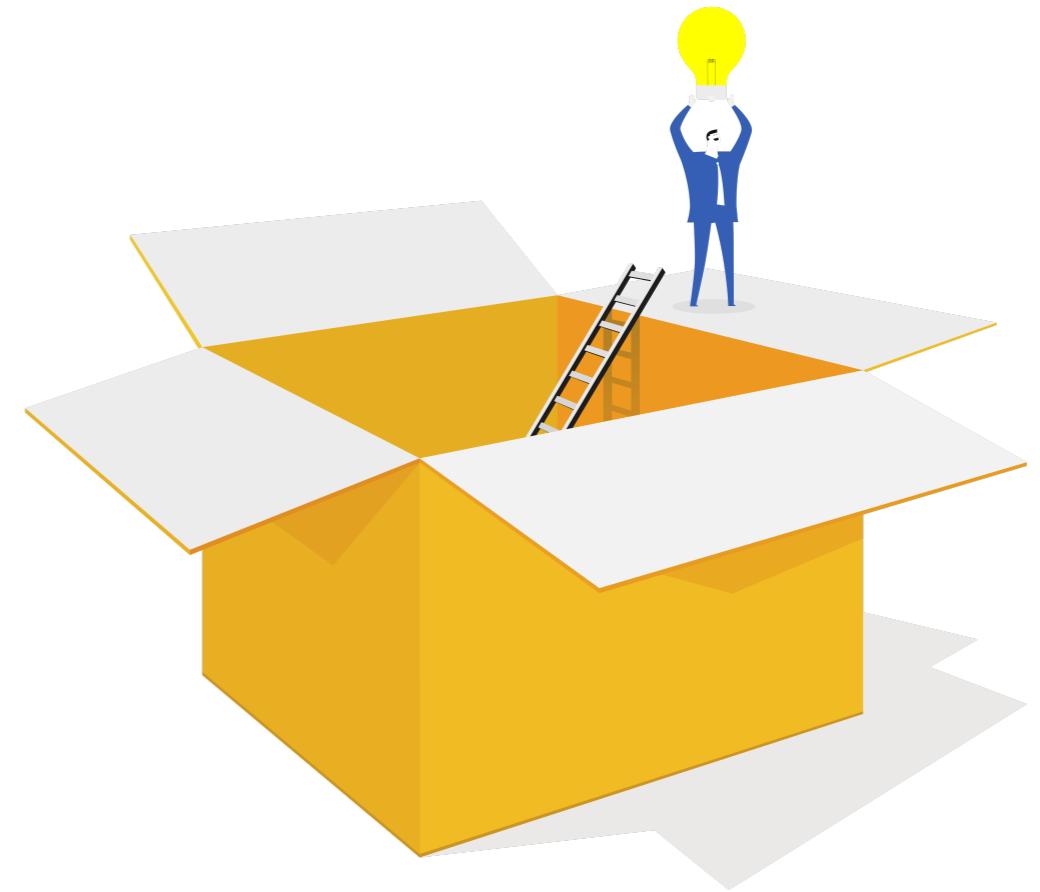


Insights - Deep understanding of a business issue or situation to uncover value.

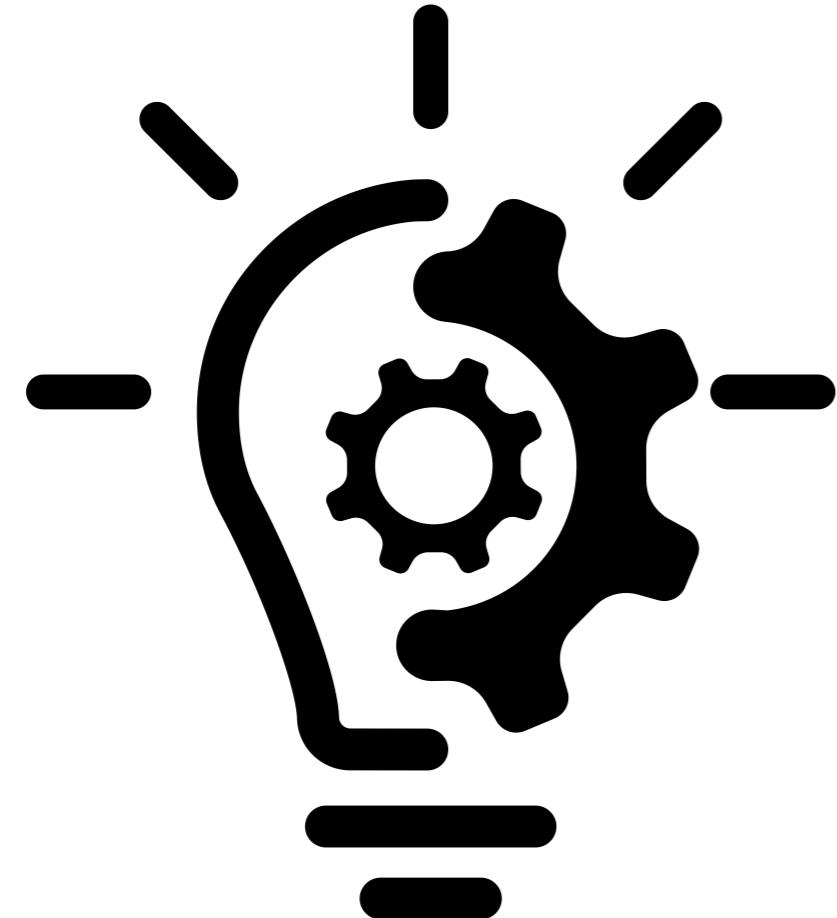
Obtaining insights

Uncovering Insights

1. Collect information
2. Organize information
3. Analyze information
4. Determine action plan
5. Communicate action plan
6. Observe outcome



Insights in action



Wide range of sizes and impacts

- Determining product mix
- Minimizing risk
- Optimizing resources
- Understanding supply chain disruptions

Building a strong foundation

Best Practice: Tie insights back to common business objectives for better context

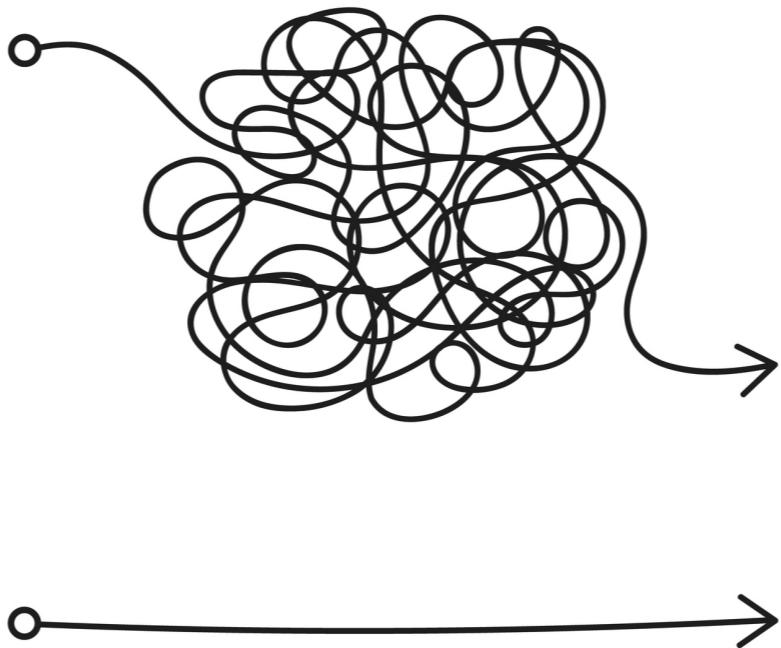


Support required



Best Practice: Business context alone isn't enough. Build a foundation of support.

Keep it simple



Best Practice: Simplicity is essential. Break complex insights into smaller ideas.

Let's practice!

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Getting to know your audience

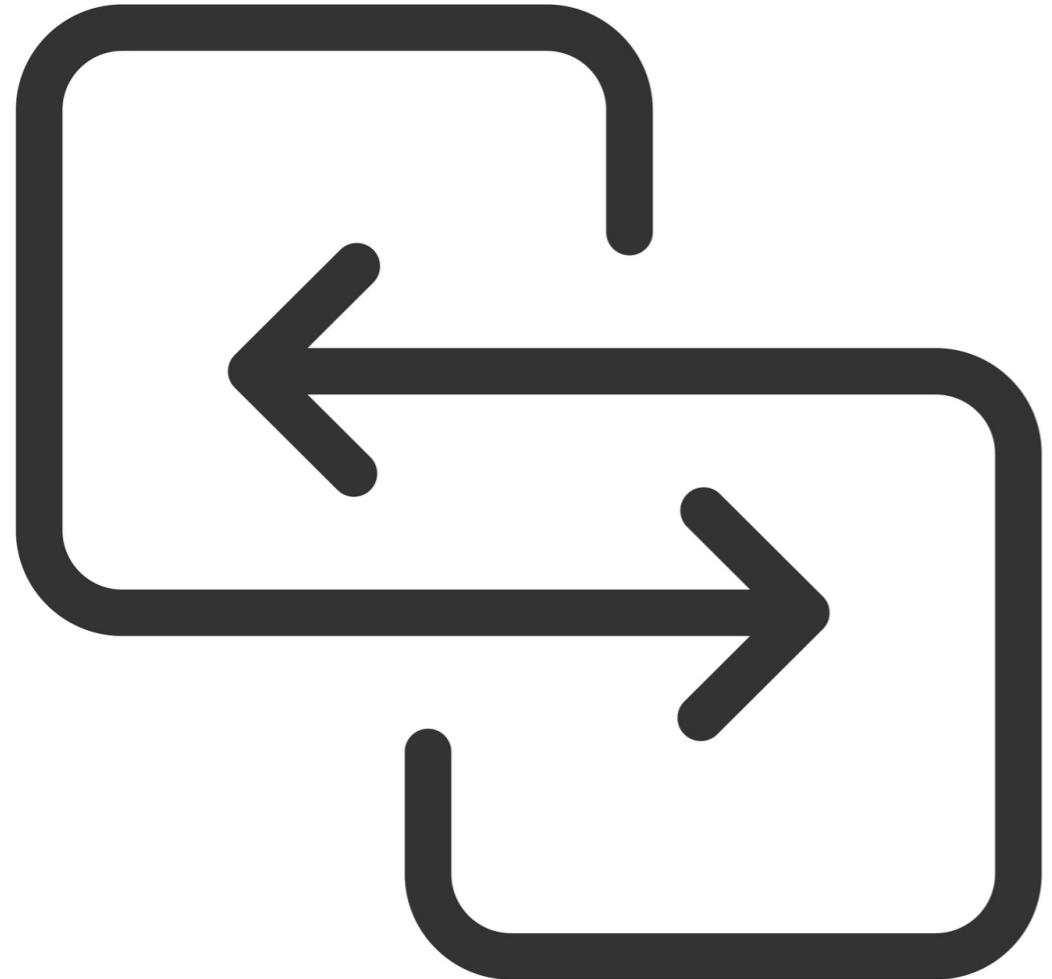
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Refreshing ideas



The audience is the most important part of communicating.

- Understand the audience's expected format.
- Tailor the message based on audience feedback.
- Keep the messaging simple.
- Utilize context to enhance value.

Asking questions

Key questions:

- What roles does your audience have?
- What does your audience already know?
- What does your audience need to know?
- How well does your audience know you?

Come up with your own to build out your toolbox.



Buildingsway



Building a plan

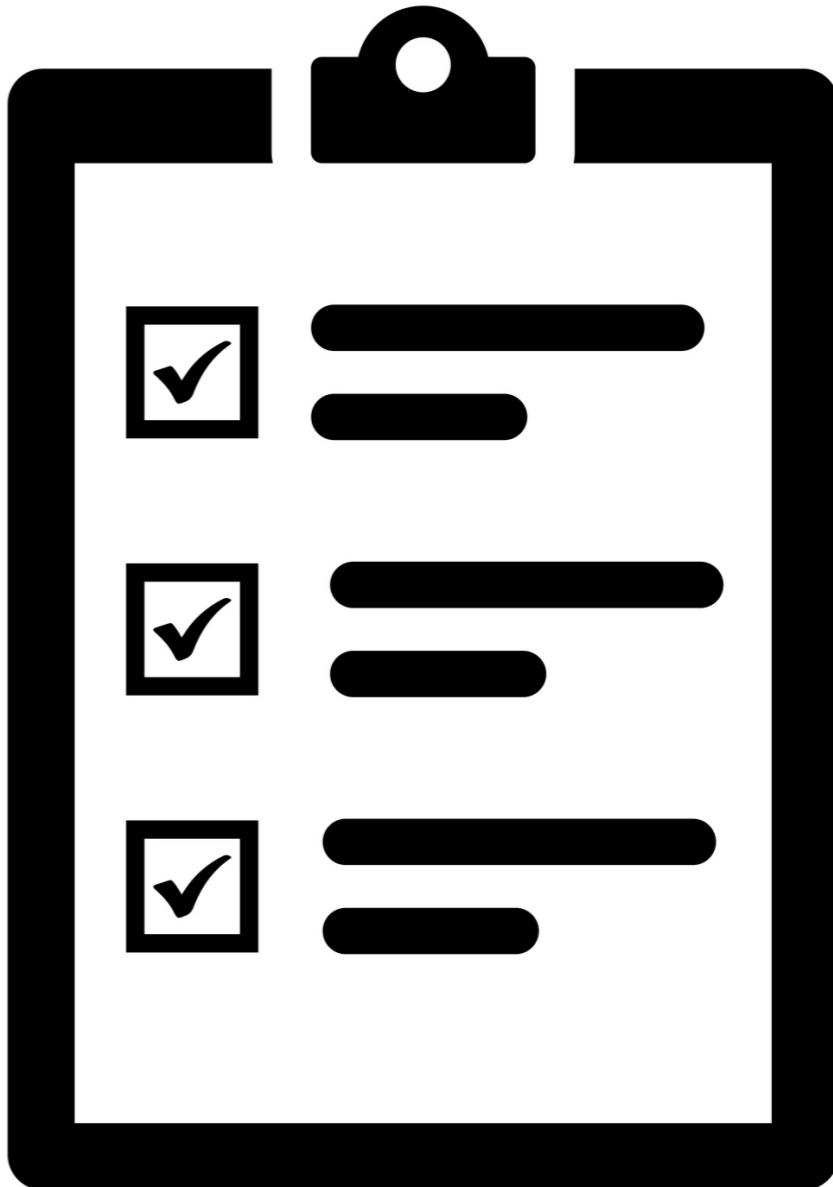
Obtain insights

- Indoor treehouses

Build communication plan

Identify stakeholders

- Paul, Yuri, and Lorraine



Importance of roles

What role do they have?



Yuri: Warehouse Manager



Paul: Analytics Director



Lorraine: Sales Director

Need to know

- What do they need to know?
- What do they already know?



Paul: Analytics Director



Yuri: Warehouse Manager



Lorraine: Sales Director

Learning from the past

How well do they know Harold?



Paul: Analytics Director



Yuri: Warehouse Manager



Lorraine: Sales Director

Let's practice!

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