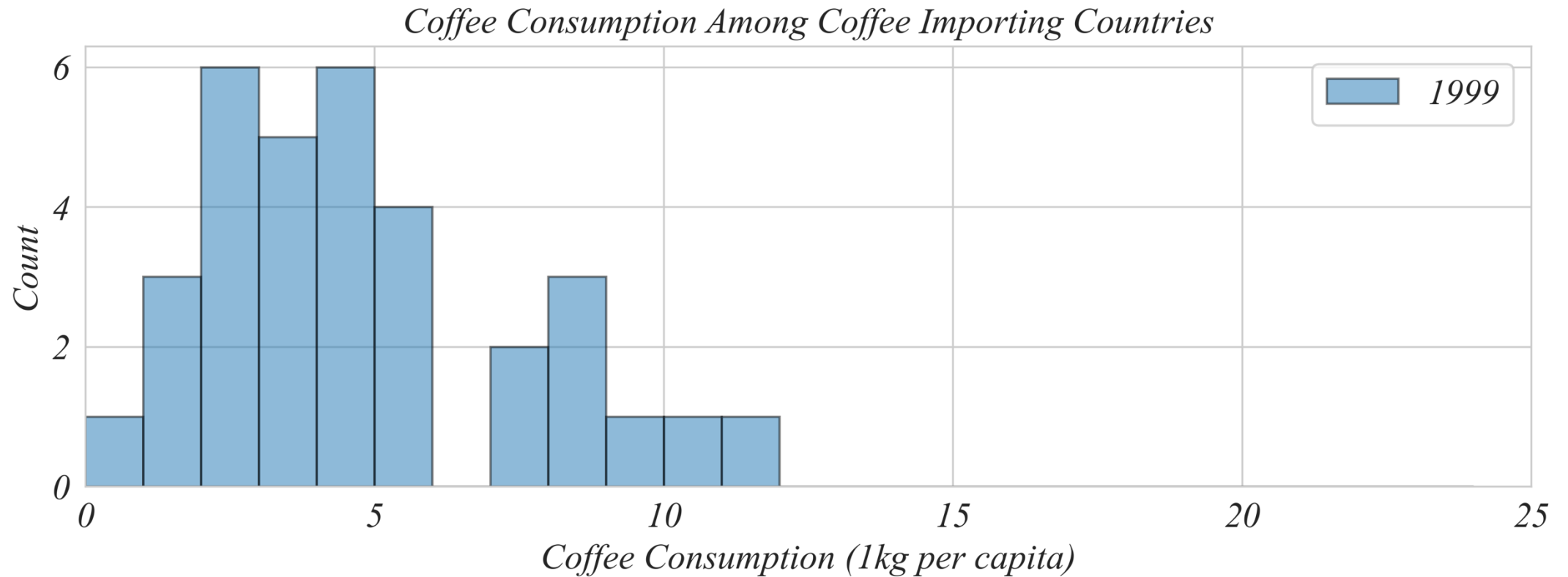


Presenting Data With Slides

Some principles for effectively communicating data to a live audience

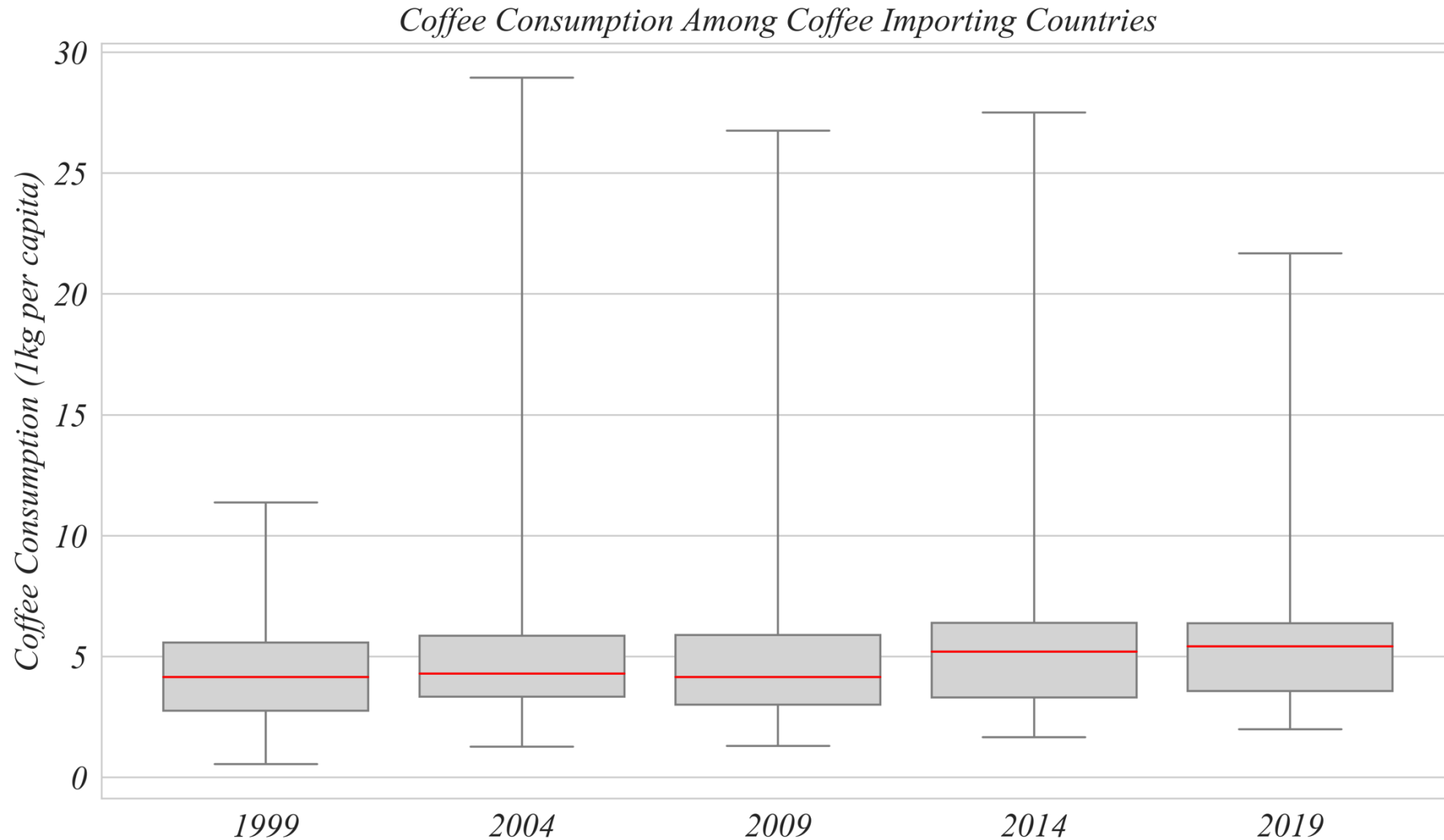
Keep it simple

Focus on one main idea per slide.



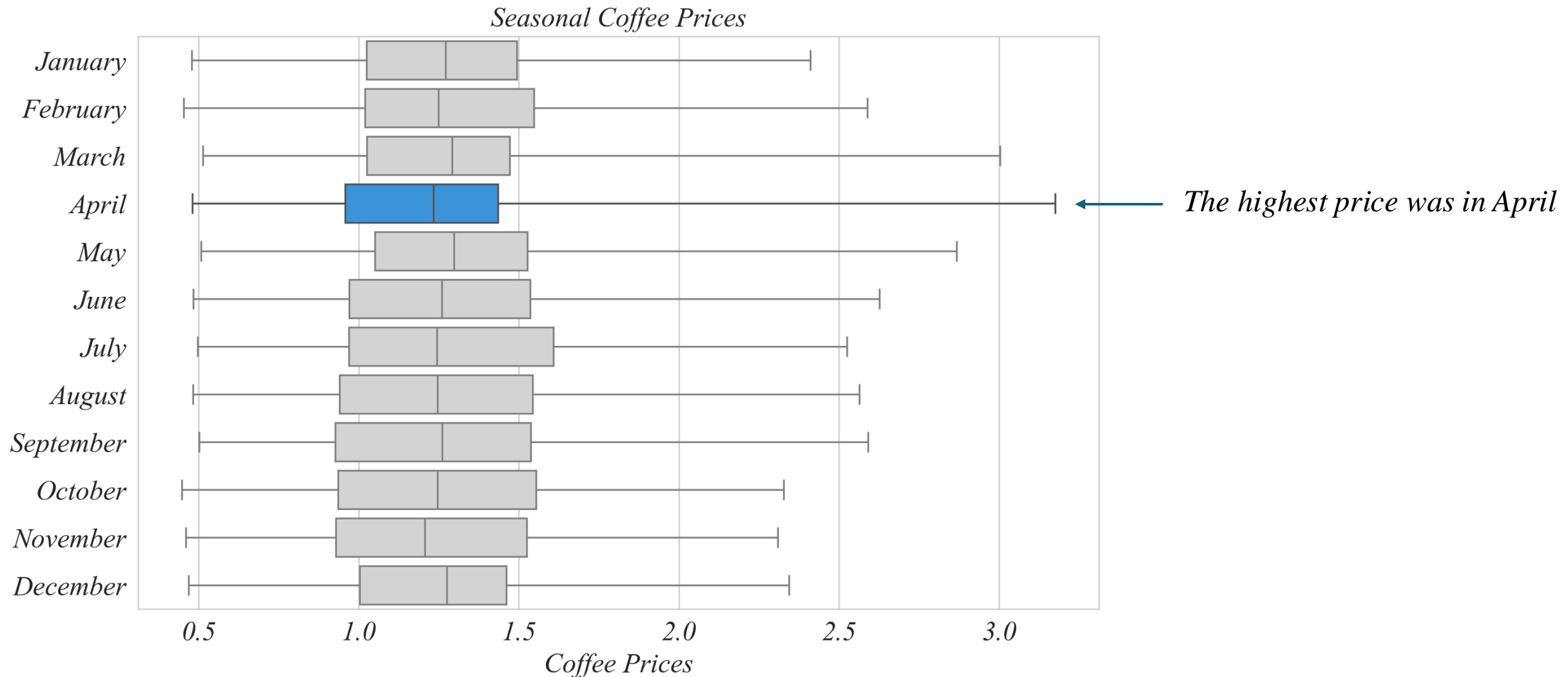
Highlight your key insights

Focus on one main idea per slide. Remove extraneous details.



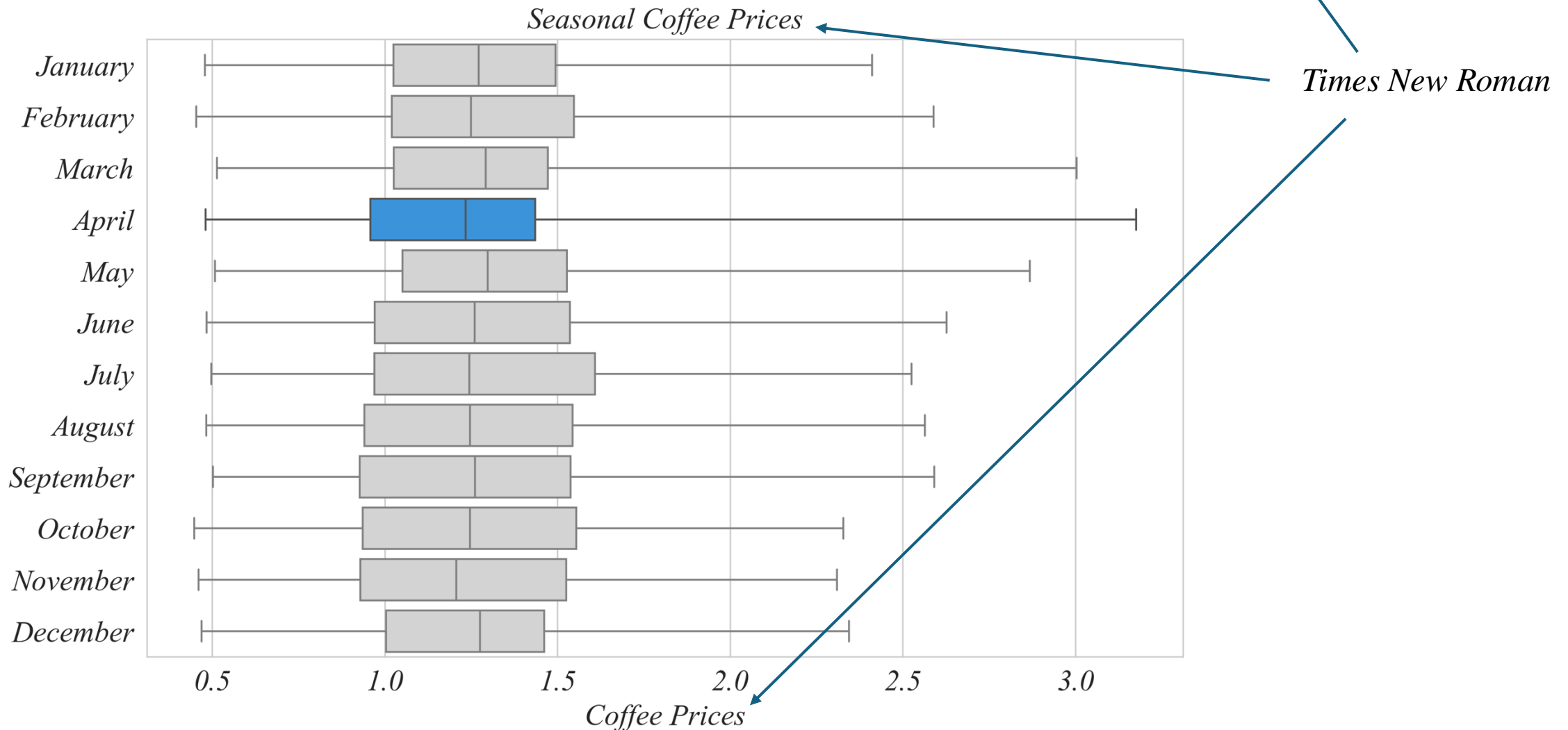
Use Visuals Effectively

Use color, chart annotations, or bold text to emphasize the main ideas.



Maintain Consistency

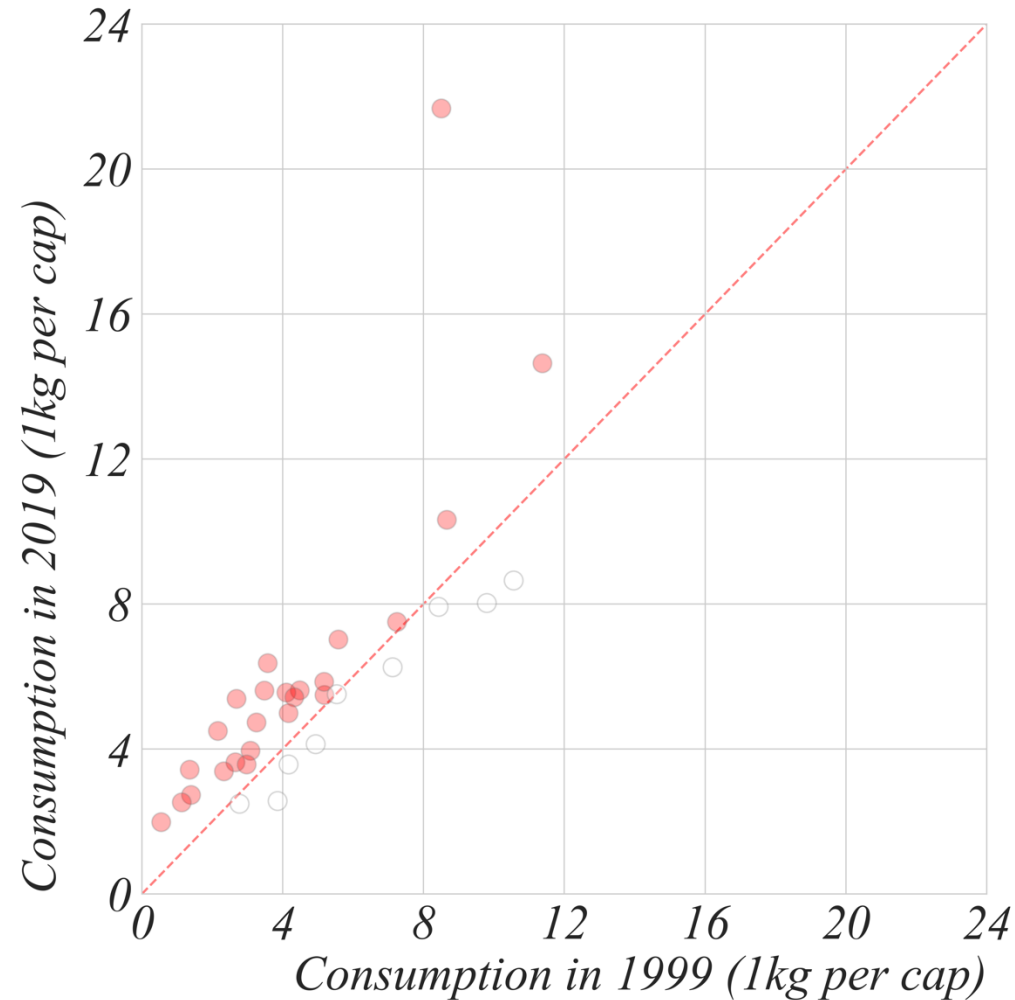
Use the same font, colors, and layout throughout, and a clean professional design.



Provide Context

Use descriptive titles to emphasize the key message, label axes, and include units.

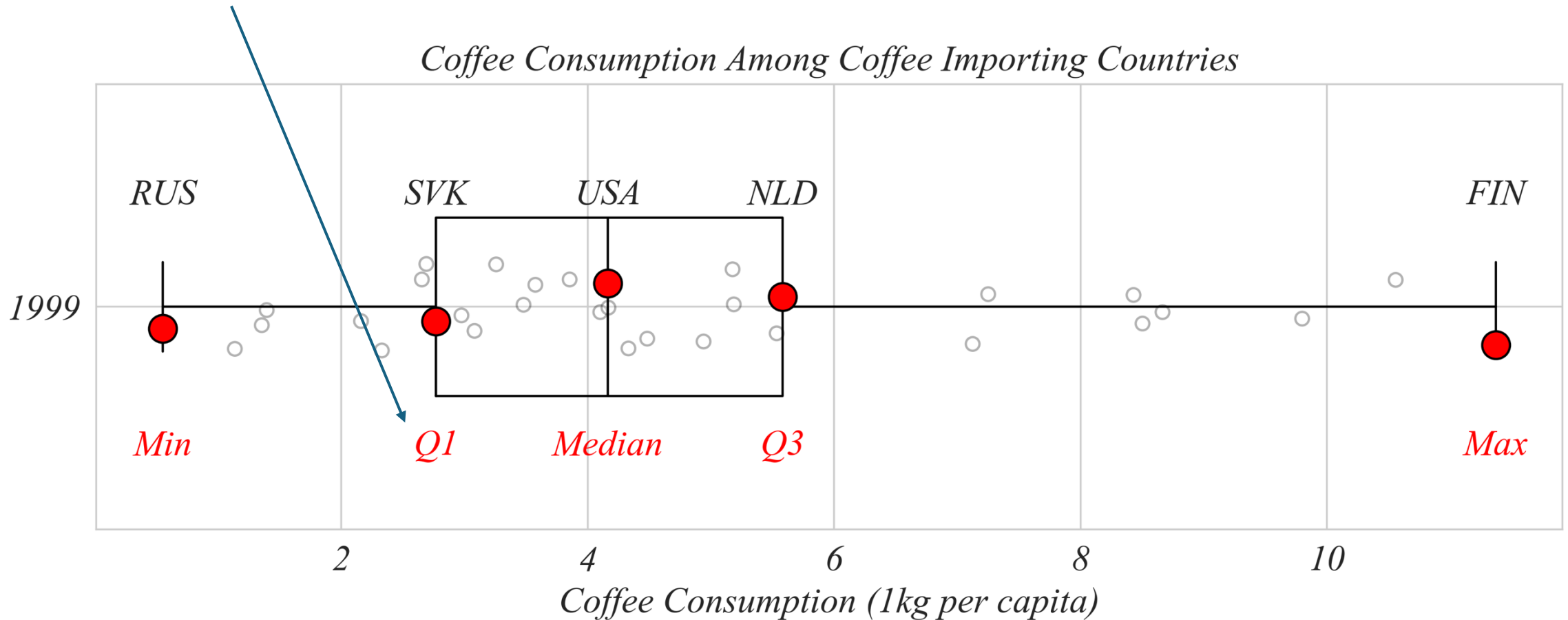
Countries with higher coffee consumption



Be Audience-Centered

Avoid jargon and tailor the level of detail to your audience.

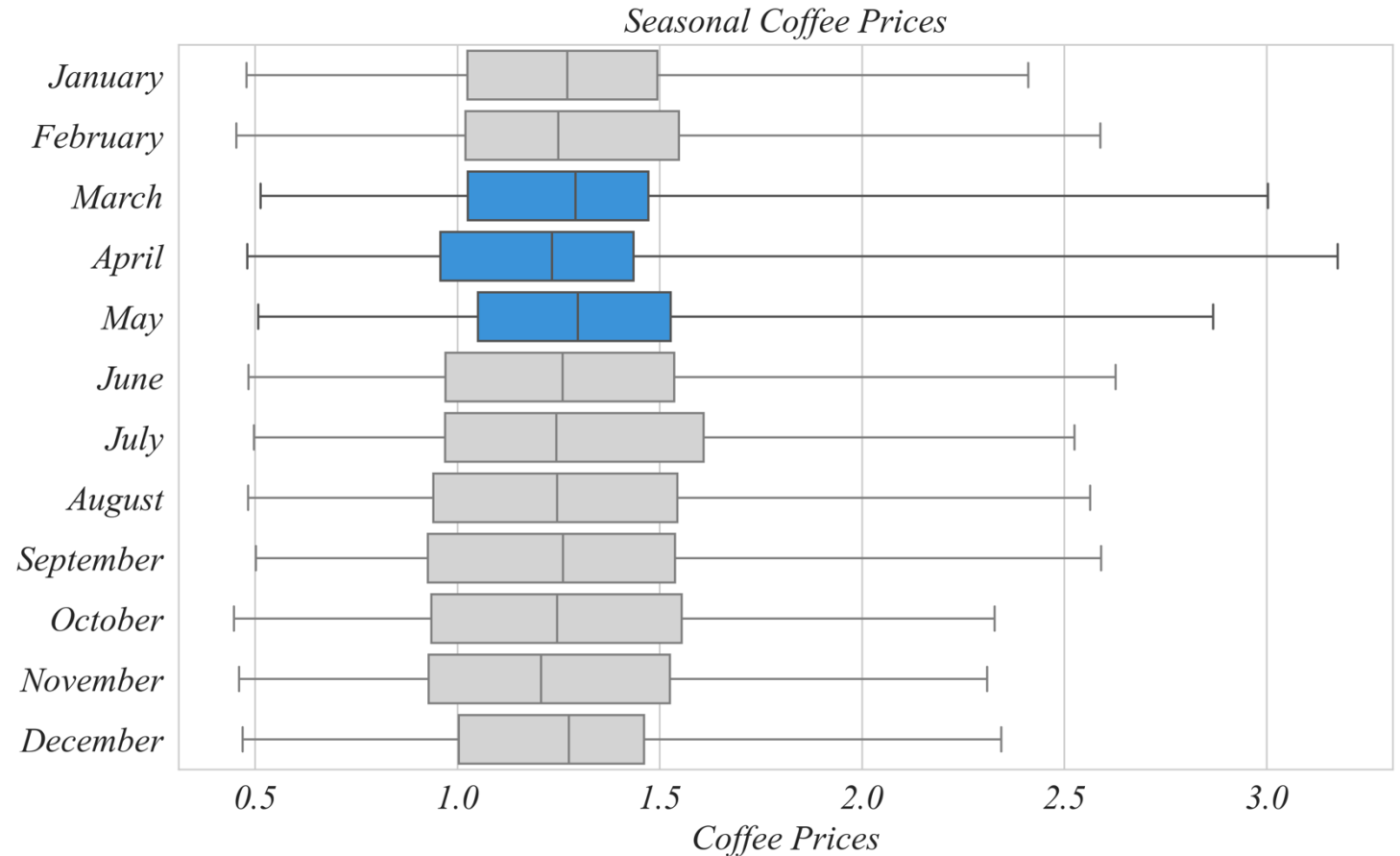
What does Q1 mean?



Minimize Cognitive Load

Limit the amount of text (one or two sentences), use bullet points, and leverage whitespace.

- 1. Median coffee prices
were highest in the Spring*
- 2. Maximum coffee prices
were highest in the spring*



Rehearse The Flow

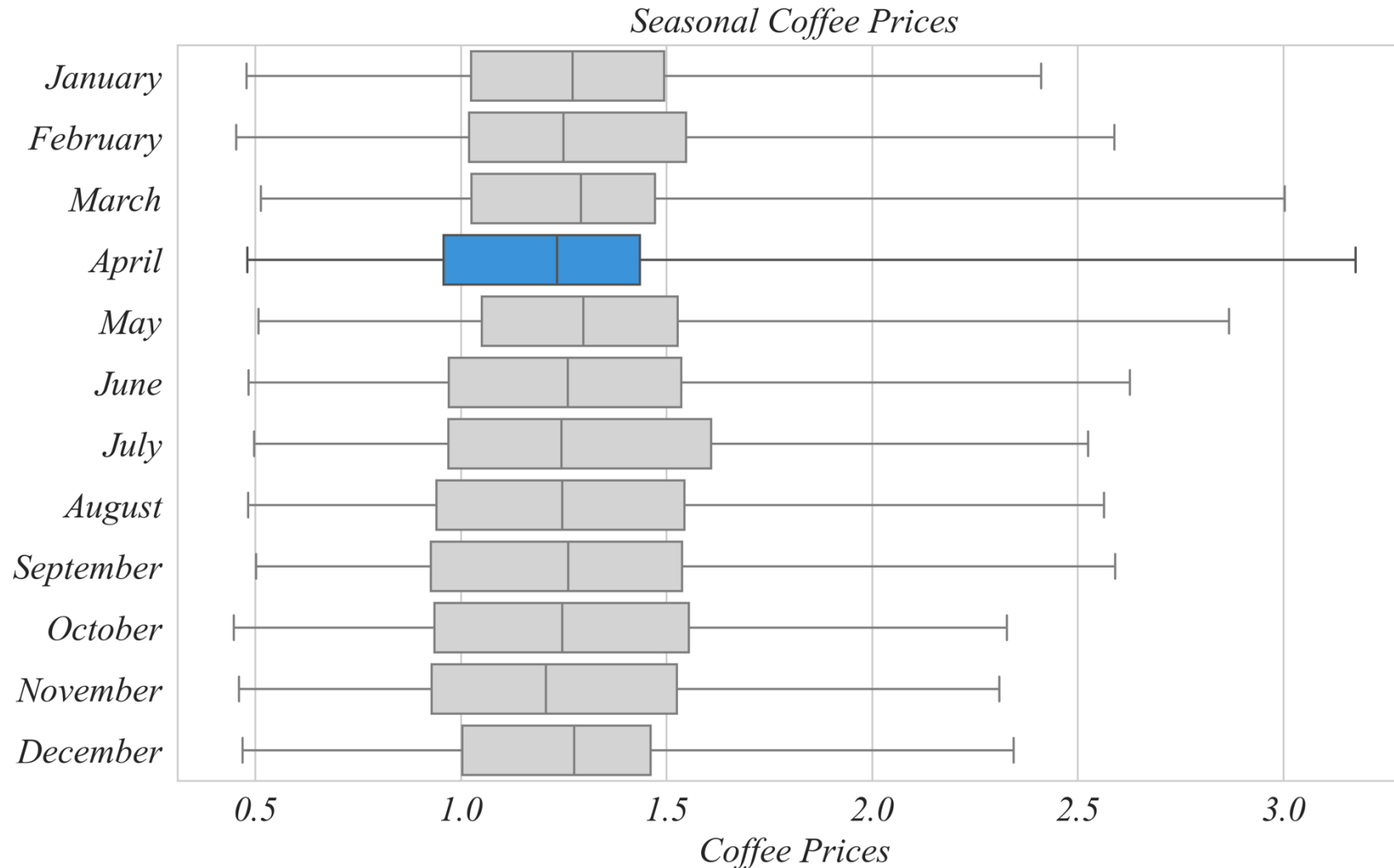
Ensure slides follow a logical progression and practice a few times.

- 1. Aim for 2 minutes per group.*
- 2. Aim for 1 minute per slide.*
- 3. Plan the order (descriptives then tests)*
- 4. THEN plan what to say at each point in the presentation.*
- 5. Include nothing extraneous.*

In Class Live Example

Are coffee prices higher in the summer?

The maximum coffee price is highest in April.



Are coffee prices higher in the summer?

Coffee prices are \$1.3 higher in the summer (p value = 0.03).

