Data Science Career Track
Different Data Science Presentation Styles

There are three common presentation styles that data scientists use to make recommendations and share insights. All of these styles should be used after one has finished with the data science pipeline. As a data scientist, you'll need to adapt your presentations depending on the kind of audience you are presenting to. The three types of presentation styles include:

Executive – These presentations are aimed at traditional senior leadership (C-Suite executives and general management) who tend to focus on the larger picture and overall company strategy. When being presented with new information, they will want you to focus on the **financial** or **strategic** implications of your analysis and how your findings will **impact the business' profitability or bottom line.**

Technical – These presentations should focus on the **technical details and technical implementation** of your analysis. These audiences are more interested in how your models will be or have been implemented, rather than what your models mean for the business' bottom line. This means that when you put together a technical presentation, you should **focus on actionable next steps**, rather than the financial or strategic implications of your findings.

Non-Technical – These presentations should contain information that makes sense to someone without any technical understanding of the material you're presenting. You'll give non-technical presentations to everyday stakeholders, executives, or technical stakeholders that have no subject-matter expertise. When creating a presentation in this style, it's important to be careful not to include too much or too little detail. **Financial or strategic implications tend to be limited, or if included, will be at a very high-level.**

Adapting different presentation styles with respect to audiences is key; consider the below table for when you should use each style.

Technical Presentations[1]

- Are those which are focused around **technical stakeholders** (e.g. Statisticians, Mathematicians, Engineers) and the technical details behind the presentation (i.e. What was the approach that was followed? What were the hypotheses that were considered?)
- With the focus being on **technical details** as opposed to bigger-picture thinking, technical presentations rarely focuses on the **cashflow realization** or **strategic benefit** from the respective analysis

Non-Technical Presentations[2]

- Are those which can be understood by the **everyday stakeholder** (e.g. Imagine explaining how the business makes money to your children as opposed to the Chief Financial Officer)
- Tend to be challenging due to balancing the 'right' level of detail which can translate to difficulty with stakeholders connecting to the 'story'

Executive Presentations[3]

- Are those which are focused around highlighting the **financial or strategic capabilities** that the analysis provides (e.g. If we adopt the following changes to our maintenance strategy, we can **reduce** our operating costs by $X, which will improve our profit margin.)
- Provide an executive-summary view-point of the material tied towards financial/strategic drivers (i.e. Not focused on the 'how-to' but on the 'what does this mean for the business' bottom line?'

When deciding to use a specific presentation style – use the audience as your guide to deciding which communication method you should adopt.

What presentation style should I use?

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Who is the primary audience?

Executive Stakeholders
- C-Suite Executives
- Heads of Departments
- General Management

Technical Stakeholders
- Technical Leads
- Operators
- Engineers
- Scientists

Non-Technical Stakeholders
- All Stakeholders

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