

Introduction to data analysis

Part 8. Presenting your findings



CLEAN THE DATA



EXPLORE THE DATA



STORE THE DATA



ANALYZE IN DEPTH



A LOT IS EXPECTED FROM A DATA SCIENTIST

FIND THE DATA



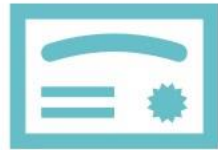
VISUALIZE THE RESULTS



UNDERSTAND THE QUESTION



TELL THE STORY



LET'S GET STARTED.



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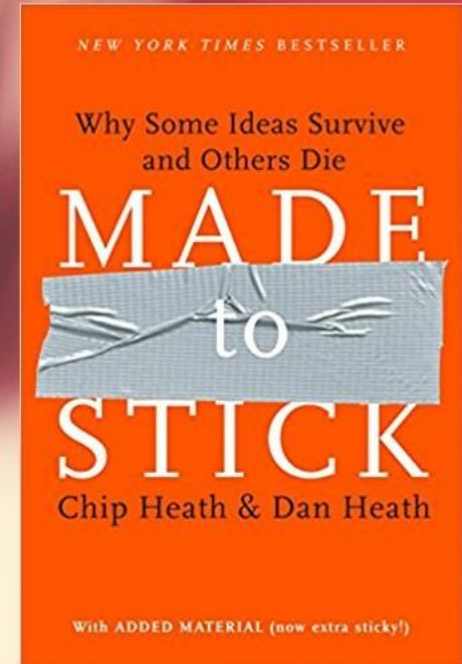
A woman with long, dark, curly hair is holding a lit sparkler. She is wearing a dark, patterned sweater. The background is a soft, light blue color. The sparkler is lit, and there are several bright sparks flying out from it. The woman's face is slightly out of focus, but she is looking down at the sparkler. The overall mood is celebratory and festive.

**A GOOD PRESENTATION LIGHTS
A SPARK.**

**LET'S AIM FOR
MORE.**



**LET'S
MAKE IT
STICK!**



S U C C E S

THAT'S WHAT MAKES IT STICKY



SUCCESS

THAT'S WHAT MAKES IT STICKY



SIMPLE

FIND THE CORE | COMMANDER'S INTENT



SIMPLE

FIND THE CORE | COMMANDER'S INTENT

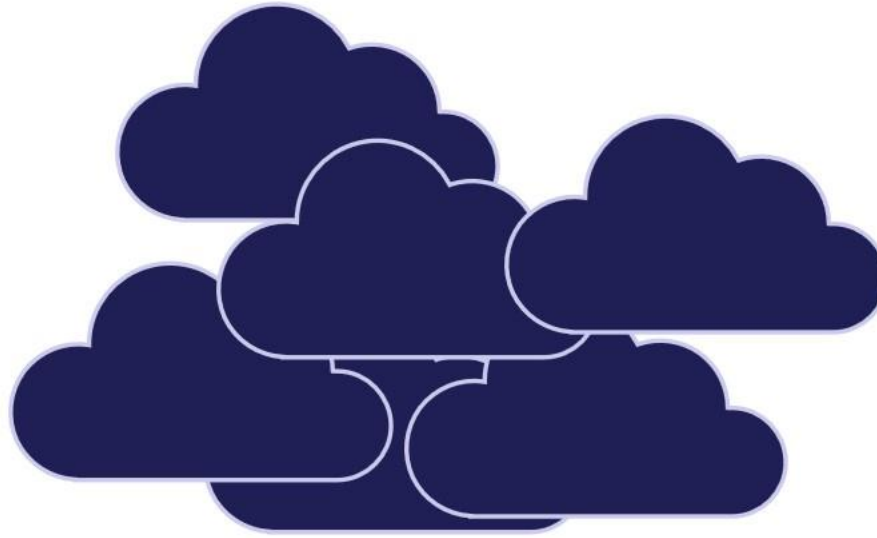


“MY INTENT IS:

- TO HAVE THIRD BATTALION ON HILL 4305,
- TO HAVE THE HILL CLEARED OF ENEMIES,
WITH ONLY INEFFECTIVE REMNANTS
REMAINING,
SO WE CAN PROTECT THE FLANK OF THIRD
BRIGADE AS THEY PASS THROUGH THE LINES.”

SIMPLE

FIND THE CORE | COMMANDER'S INTENT



SIMPLE

THE INVERTED PYRAMID



SIMPLE

IF YOU SAY THREE THINGS, YOU SAY
NOTHING



SIMPLE

IF YOU SAY THREE THINGS, YOU SAY NOTHING

IT'S THE
ECONOMY,
STUPID!



SIMPLE

FINDING THE CORE



(1) A golden, bronze tan is often considered a status symbol. Perhaps this supports the idea that people who have time to lie in the sun long enough to develop a deep tan, or who can travel to warm climates during winter, have more money or leisure time than "common folk."

(2) Nevertheless, the goal of many is a deep tan early in spring or to return from vacation with that hearty, healthy glow. Whether a tan suggests status or not, careless exposure to the sun can be harmful. Ultraviolet rays from the sun will damage skin but can also create vision problems, allergic reactions, and depressed immune systems.

(3) Two types of ultraviolet rays (UV) from the sun exist: UVA and UVB. UVB cause burning of the skin or the red associated with sun-burn, skin cancer, and premature aging of skin. UVA rays stimulate tanning but are also linked to other problems such as impaired vision, skin rashes, and allergic or other reactions to drugs.

(4) Skin damage from overexposure to the sun is cumulative over the years and cannot be reversed. Once damage occurs, it cannot be undone. Most serious and lasting damage occurs before age 18. Protection should start early, particularly with children who enjoy outdoor play on sunny days.



SIMPLE

SIMPLE = CORE + COMPACT



SIMPLE

COMPACT

“NAMES, NAMES, NAMES”

For every

100 inhabitants

The Daily Record prints

112 copies



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Raven Rock celebrates Earth Day with Saturday activities. Page 10
VOLUME 67, NO. 96 WEEKEND APRIL 21, 22, 23, 2017

The Daily Record

50¢

ANDERSON CREEK ANGLIER BENSON BLUES CREEK BURNLEVEL COATS DUAN ERWIN FALCON GOCHWY LILLINGTON LINDEN NEWTON GROVE



Community Day 2017 is scheduled for this Saturday from 10 a.m. until 4 p.m. at the Dr. P.K. Vives Community Park on Lee Street. This is a scene from last year's event.

Benson To Offer Family Fun For Community Day

By TOM WICKNER
OF THE BOARD STAFF

It's springtime in Benson and that means it's time for the community to get together and enjoy some family fun.

Community Day 2017 is scheduled for this Saturday from 10 a.m. until 4 p.m. at the Dr. P.K. Vives Community Park on Lee Street and will once again draw over several areas.

"Benson Community Day is a long-standing celebration that is funded by the Town of Benson," Town Manager Matt Czap said.

"The entire community is invited to the Lee Street complex each spring."

While the event features the usual fare of vendors and food, Community Day is also a chance for the town itself to offer residents a park into what they do on a daily basis.

Along with booths from town departments, there will be safety-related information provided by both the Benson Police and Fire departments.

The event will also have health fairs, area churches, local businesses, local nonprofit agencies and others.

Mr. Czap said the parks and recreation department will also have a special event at the ball field.

Benson Man Arrested For Strangulation

Thanks to the keen observations of a Benson Police officer, a Benson man was jailed for a March assault.

On March 12, 30-year-old Farmer was arrested on an outstanding warrant from Harriet County. He was being sought by authorities in connection with a domestic dispute between boyfriend and girlfriend that became violent.



Farmer

He was taken into custody a short time later in the parking lot of the Dollar General Store located at 702 S. ...

FRIENDS FIGHTING CANCER GETTING READY



Friends Fighting Cancer group up for their signature event — Simply Southern Soiree. The event will be held at the Howard House on Saturday, April 29, at 6:30 p.m. Board members, from the left, are Chuck Robinson, Carrie Webb, Jeffrey Sartin, Courtney Phillips, Paige Houston, Sue Toy, Joannette Hoving, Robbie Tarr, Lisa Hubert, Phyllis Turnage, Joannee Judy and James Elliott. Not pictured are Cindy Robinson, Jeff Adams, Ginger Burdick, Sara Brown, Linda Fales, Alan Hayes, Johnny Thompson, Melody Price, Carolyn Stone, Roy Toy, Ashlyn Thompson and Rebecca Surlinger.

Southern Soiree Coming Up

Friends Fighting Cancer will host its third annual Simply Southern Soiree — A Gathering of Friends. The event will be held Saturday, April 29, at 6:30 p.m. at the Howard House in Duan. Last year this event raised \$10,000. Friends anticipate raising even more this year.

The group's goal is to help area residents who are fighting cancer. Friends Fighting Cancer was established to support this important work with the spirit of service. The organization remains committed to giving hope and celebrating life by treating cancer patients and their families.

Put Your Dancing Shoes On — Ball Is Back

By TOM WICKNER
OF THE BOARD STAFF

A tradition of more than 30 years will continue Saturday night as the Lillington Rotary Club hosts what many know as the social event of the year in the county.

to honor the man who came up with the idea of the gala and has been one of its biggest supporters throughout the event's history. The club's longest-serving member, retired District Court Judge Ed McCormick, will be given special recognition.

Judge McCormick was the one who held the idea of the event in 1980. The idea of the event is to help the club raise money while also honoring the memory of Harriet County Coroner Harriet.

School Board Wants Supplements For More

• Suggestion to teach Durn elementary students in two languages.

By TOM WICKNER
OF THE BOARD STAFF

The Harriet County School Board presented a wish list this week of spending needs for the upcoming school year which calls for an additional \$1.5 million in current expense spending including extra money for all staff members.

County commissioners heard the request at the school board and asked for more information on who will receive a proposed \$1,500 bonus.

County Commissioners Board Chairman Corbin Sprague questioned the school board's request to spread the teacher requirement to staff members other than teachers. The items would cost approximately \$107,000, according to the school budget request.

Mr. Sprague asked for specific information on who will get the supplements.

The chairman said he, former Board Chairman Jim Bergin, former school board member and current Commissioner Howard Penny and School Board Chairman Bill Morris worked on a way to spend money secured by state Rep. David Lewis and state Sen. Bob Rabin.

CareNet Run Coming Sunday

Runners and walkers can lace up their sneakers for an annual event in Erwin and Duan this weekend to benefit a local nonprofit.

SIMPLE

SIMPLE = CORE + COMPACT

“PROVERBS ARE SHORT SENTENCES DRAWN FROM LONG EXPERIENCE.”

- MIGUEL DE CERVANTES



SIMPLE

COMPACT

USE ANALOGIES

EXPLANATION 1: A POMELO IS THE LARGEST CITRUS FRUIT. THE RIND IS VERY THICK BUT SOFT AND EASY TO PEEL AWAY. THE RESULTING FRUIT HAS A LIGHT YELLOW TO CORAL PINK FLESH AND CAN VARY FROM JUICY TO SLIGHTLY DRY AND FROM SEDUCTIVELY SPICY-SWEET TO TANGY AND TART.



SIMPLE

COMPACT

USE ANALOGIES

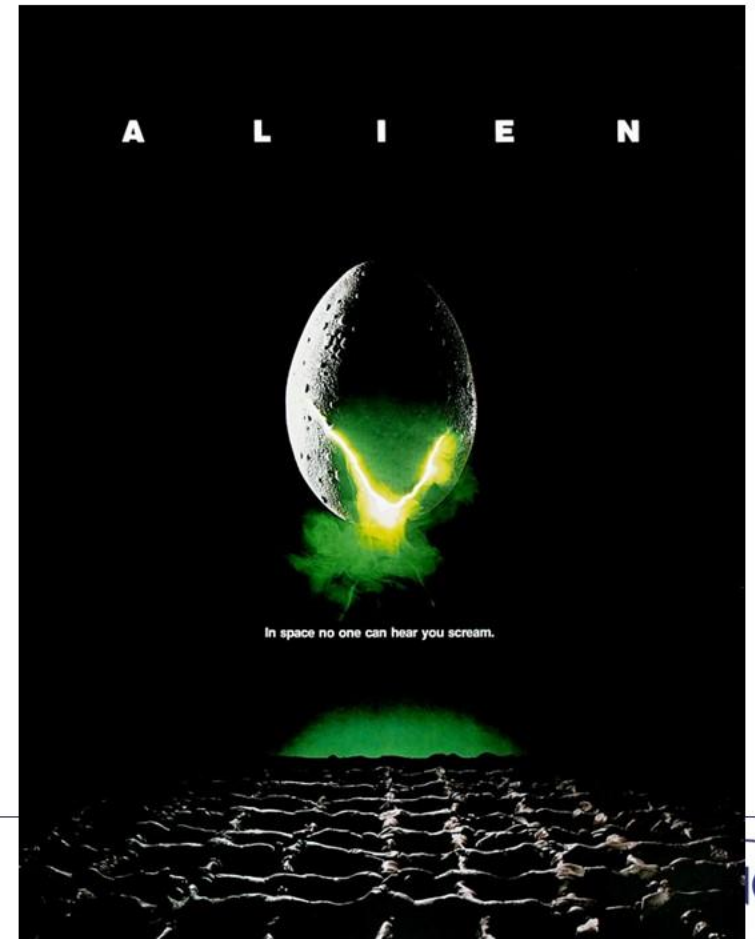
EXPLANATION 2: A POMELO IS BASICALLY A SUPERSIZED GRAPEFRUIT WITH A VERY THICK AND SOFT RIND.



SIMPLE

COMPACT

USE ANALOGIES CONVINCE ME!



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COI
LEARNING

SUCCESS

THAT'S WHAT MAKES IT STICKY



UNEXPECTED

BREAK A PATTERN



Surprise causes attention



UNEXPECTED

FIGURE OUT THE POINT



UNEXPECTED

FIGURE OUT THE POINT

WRITE A TITLE FOR THIS STORY

Kenneth L. Peters, the principal of Beverly Hills High School, announced today that the entire high school faculty will travel to Sacramento next Thursday for a colloquium in new teaching methods. Among the speakers will be anthropologist Margaret Mead, college president Dr. Robert Maynard Hutchins, and California governor Edmund 'Pat' Brown."



UNEXPECTED

FIGURE OUT THE POINT

“THERE WILL BE NO SCHOOL NEXT THURSDAY.”

Kenneth L. Peters, the principal of Beverly Hills High School, announced today that the entire high school faculty will travel to Sacramento next Thursday for a colloquium in new teaching methods. Among the speakers will be anthropologist Margaret Mead, college president Dr. Robert Maynard Hutchins, and California governor Edmund ‘Pat’ Brown.”



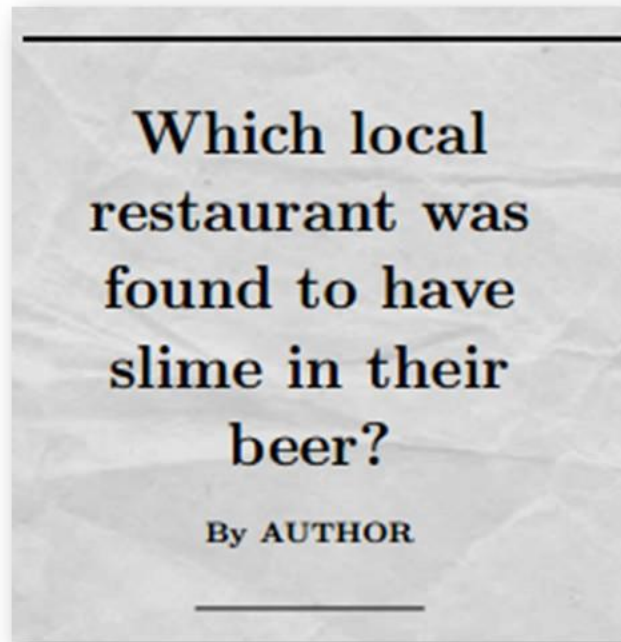
UNEXPECTED

CREATE A GAP BEFORE YOU FILL IT



UNEXPECTED

CREATE A GAP BEFORE YOU FILL IT



S U C C E S

THAT'S WHAT MAKES IT STICKY



CONCRETE

THE FOX AND THE GRAPES



CONCRETE

LANGUAGE IS OFTEN ABSTRACT, BUT LIFE IS NOT

Your Bullshit Buzz Phrase:



CONCRETE

THE VELCRO THEORY OF MEMORY



CONCRETE

BROWN EYES, BLUE EYES & THE MEANING OF PREJUDICE

THE ASSASSINATION OF MARTIN LUTHER KING JR., 1968

- JANE ELLIOTT'S EXPERIMENT



CONCRETE

WE WANT THE BOEING 727 TO BE
THE BEST PASSENGER JET IN THE
WORLD.

VS

THE NEW BOEING 727 MUST SEAT
131 PASSENGERS, FLY NON-STOP
FROM MIAMI TO NEW YORK CITY
AND LAND ON RUNWAY 4-22 AT LA
GUARDIA.

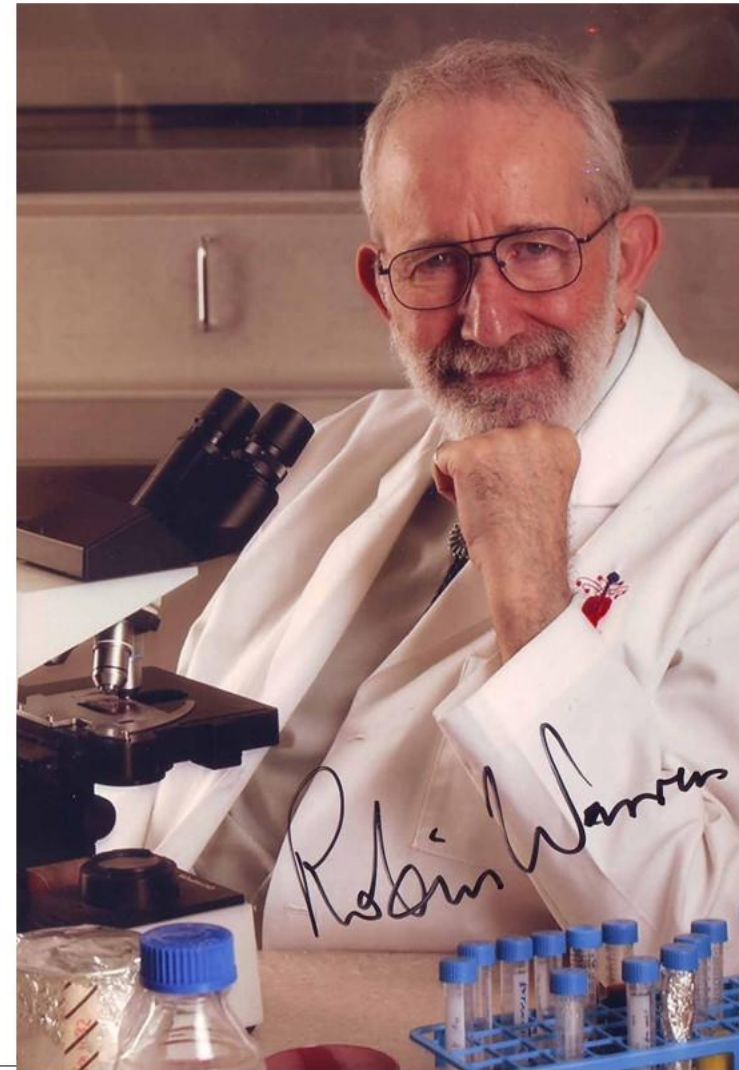


S U C C E S

THAT'S WHAT MAKES IT STICKY



Barry Marshall and Robin Warren



CREDIBLE

MAKE LARGE NUMBERS MEANINGFUL



33.86 PFLOPS



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CREDIBLE

APPLY THE HUMAN SCALE
PRINCIPLE

OUR NEW MEDICAL DEVICE IS SO ACCURATE,
IMAGINE THROWING A ROCK FROM THE SUN TO THE
EARTH AND HITTING THE TARGET WITHIN 500
METRES OF DEAD CENTRE.



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CREDIBLE

APPLY THE HUMAN SCALE
PRINCIPLE

OUR NEW MEDICAL DEVICE IS SO ACCURATE,
IMAGINE THROWING A ROCK FROM ANTWERP TO
BRUSSELS AND HITTING THE TARGET WITHIN 1 CM
OF DEAD CENTRE.



CREDIBLE

HUMANIZE THE STATISTICS



CREDIBLE

HUMANIZE THE STATISTICS

23.000



EMPLOYEES SURVEYED

37%

SAY THEY HAVE A CLEAR UNDERSTANDING OF WHAT THEIR ORGANISATION IS TRYING TO ACHIEVE AND WHY

20%

IS ENTHUSIASTIC ABOUT THEIR TEAM'S AND THEIR ORGANISATION'S GOALS

20%

HAS A CLEAR 'LINE OF SIGHT' BETWEEN THEIR TASKS AND THEIR TEAM'S AND ORGANIZATION'S GOALS

15%

FEEL LIKE THEIR ORGANISATION FULLY ENABLES THEM TO EXECUTE KEY GOALS

20%

FULLY TRUST THE ORGANISATION THEY WORK FOR



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CREDIBLE

HUMANIZE THE STATISTICS

IF A SOCCER TEAM HAS THESE SCORES

11



PLAYERS SURVEYED



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CREDIBLE

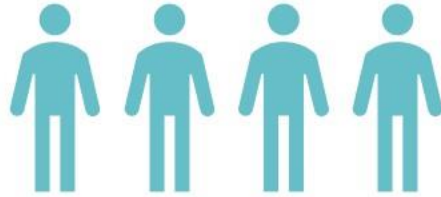
HUMANIZE THE STATISTICS

IF A SOCCER TEAM HAS THESE SCORES

11



PLAYERS SURVEYED



KNOW WHICH GOAL IS THEIRS

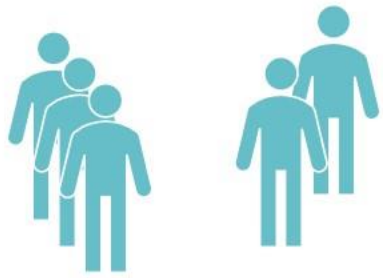


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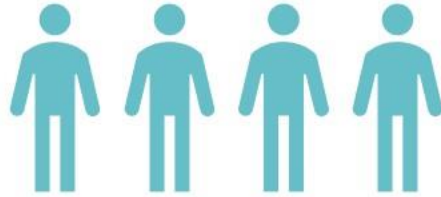
HUMANIZE THE STATISTICS

IF A SOCCER TEAM HAS THESE SCORES

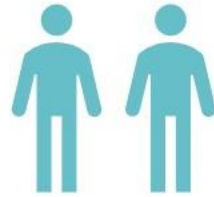
11



PLAYERS SURVEYED



KNOW WHICH GOAL IS THEIRS



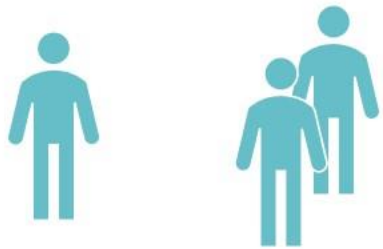
CARE ABOUT WINNING / THE TEAM



CREDIBLE

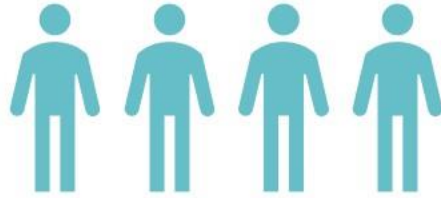
HUMANIZE THE STATISTICS

11

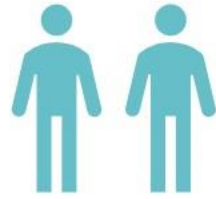


PLAYERS SURVEYED

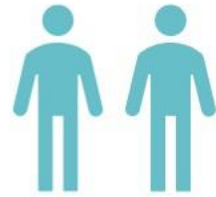
IF A SOCCER TEAM HAS THESE SCORES



KNOW WHICH GOAL IS THEIRS



CARE ABOUT WINNING / THE TEAM



KNOW IN WHAT POSITION THEY PLAY

KNOW WHAT THEY ARE SUPPOSED TO DO



CREDIBLE

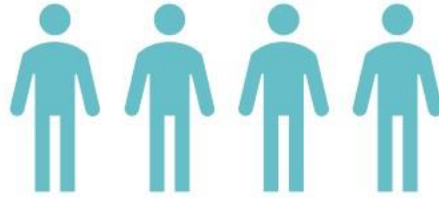
HUMANIZE THE STATISTICS

11

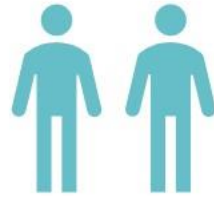


PLAYERS SURVEYED

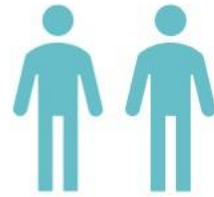
IF A SOCCER TEAM HAS THESE SCORES



KNOW WHICH GOAL IS THEIRS

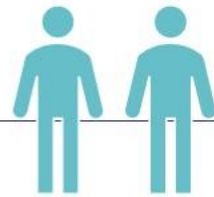


CARE ABOUT WINNING / THE TEAM



KNOW IN WHAT POSITION THEY PLAY

KNOW WHAT THEY ARE SUPPOSED TO DO



AREN'T COMPETING AGAINST THEIR OWN TEAM



CREDIBLE

APPLY THE HUMAN SCALE PRINCIPLE



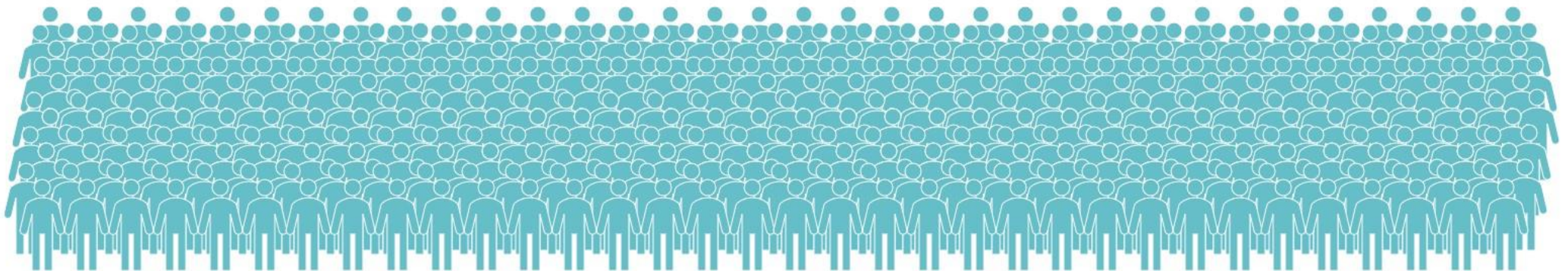
SUCCESS

THAT'S WHAT MAKES IT STICKY



EMOTIONAL

IF I LOOK AT THE MASSES, I WILL NEVER
ACT.



EMOTIONAL

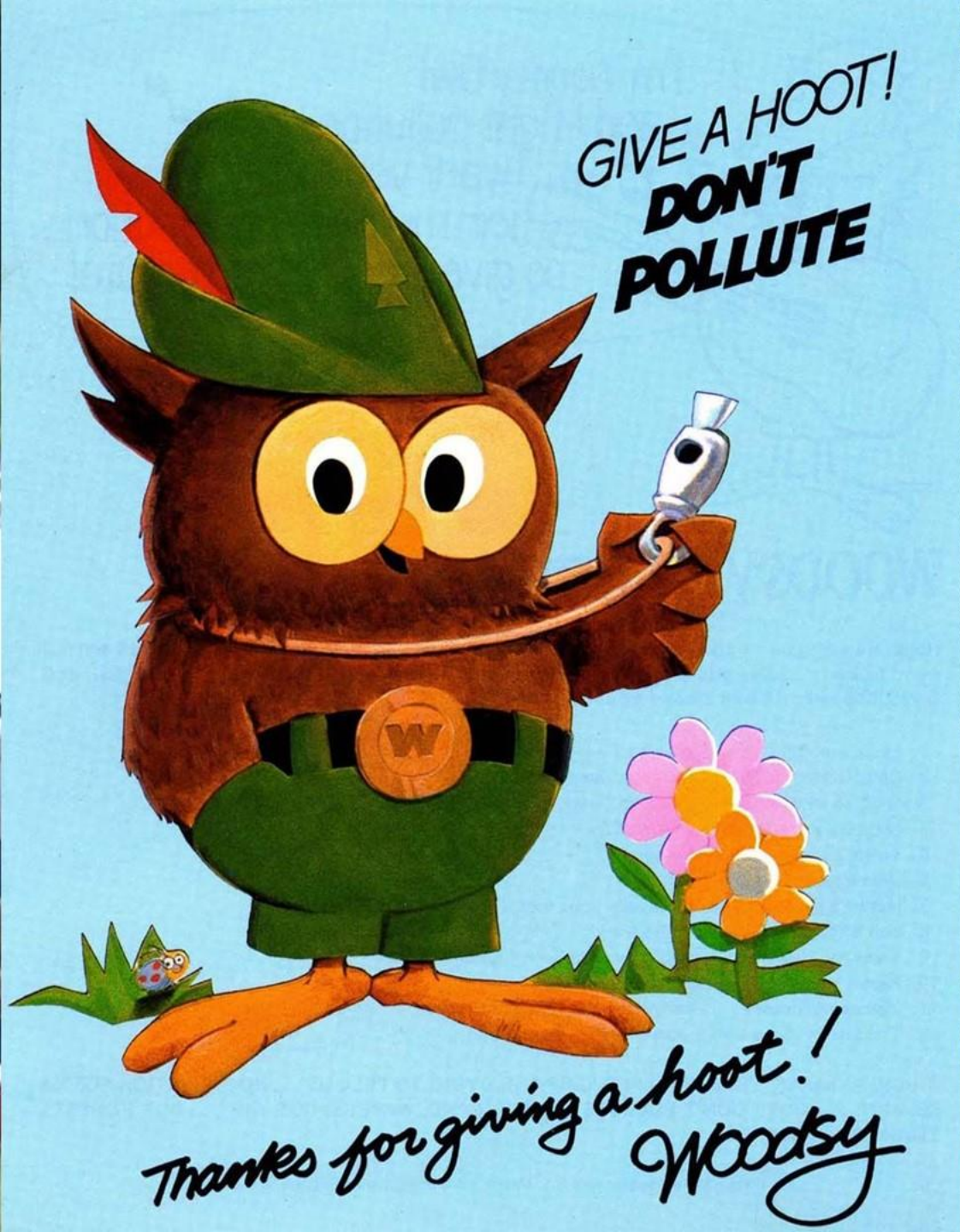
IF I LOOK AT THE ONE, I WILL



EMOTIONAL

DON'T MESS WITH TEXAS





S U C C E S

THAT'S WHAT MAKES IT STICKY



STORIES

STORIES ARE LIKE A MENTAL FLIGHT
SIMULATOR





STORIES

THE CHALLENGE PLOT

STORIES

THE CREATIVITY PLOT



S U C C E S

THAT'S WHAT MAKES IT STICKY



SUBWAY

2 CAMPAIGNS FOR HEALTHY SANDWICHES IN THE 1990S



S U B W A Y

7 UNDER 6



SUBWAY

THE STORY OF JARED





INDIANAPOLIS
2000000000
(28)

**THIS IS JARED
AFTER HIS SUBWAY DIET**



S U C C E S



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**SIMPLE
UNEXPECTED
CONCRETE
CREDIBLE
EMOTIONAL
STORIES**

EAT SUBS = LOSE WEIGHT

EAT FAST FOOD = LOSE WEIGHT

ONE GUY, BIG PANTS

DIET ADVICE FROM JARED

WE CARE ABOUT JARED

PROTAGONIST | BIG TRIUMPH



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7 SUBWAY
subs
with **6** grams
of fat
or less
TM



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NEW YORK POST

Just a Buck!

THURSDAY, AUGUST 20, 2013 / 11th Ave. ST. / Weather: 8:34 AM • LATE CITY FINAL nypost.com \$3.00

Subway Jared underage sex shock

ENJOY A FOOT LONG IN JAIL



Jared Padalecki hangs his head outside court yesterday as going from subway with his girlfriend to prison after confessing he had sex with underage girls and possessed child images of kids who were sexually abused by the group who runs his charity foundation.

R.4.667

STICKY

A STICKY IDEA HAS GOT TO MAKE THE AUDIENCE...



STICKY

A STICKY IDEA HAS GOT TO MAKE THE AUDIENCE...

PAY
ATTENTION

UNDERSTAND

REMEMBER

AGREE

BELIEVE

CARE

ABLE TO
ACT ON IT



SUCCEES

NO ONE IS LISTENING TO ME!

PAY
ATTENTION



BREAK THEIR GUESSING
MACHINE & CREATE
CURIOSITY GAPS



SUCCEES

I DON'T SEEM TO REALLY GET TO THEM!

UNDERSTAND &
REMEMBER



USE SIMPLE AND
CONCRETE
LANGUAGE, TELL
STORIES



SUCCEES

THEY'RE NOT BUYING IT!

BELIEVE & AGREE



FIND TELLING
DETAILS FOR
YOUR MESSAGE



SUCCEES

THEY JUST DON'T CARE!

CARE



USE THE
CHALLENGE OR
CREATIVITY PLOT



SUCCEES

THEY ALL AGREE AND THEN... NOTHING HAPPENS!

ACT



BE SIMPLE AND
CONCRETE – FIND
YOUR PROVERB



WHAT DO YOU DO
WHEN YOU HAVE
TO PRESENT
SOMETHING?





TIPS & TRICKS



**DON'T TRY TO MAKE A
PRESENTATION BEFORE YOU
KNOW WHAT YOU WANT TO
SAY.**

A close-up photograph of a blue brick wall. The wall is partially covered with ivy leaves in various autumn colors, including green, yellow, orange, and red. The leaves are scattered across the wall, with some clusters and many bare vines. The lighting is soft, highlighting the texture of the bricks and the delicate structure of the ivy.

**BREAK DOWN THE WALL
WITH STORIES**



**AND KEEP THEM ON THE EDGE
OF THEIR SEATS.**



**THE WAY YOU MOVE
MATTERS A LOT.**

**THE WAY YOU SPEAK
MATTERS EVEN MORE.**



LET'S LEARN FROM JULIAN TREASURE



TEACH ME SOMETHING NEW

DON'T COMMIT CAREER SUISLIDE.

- NANCY DUARTE | SLIDE:OLOGY



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Designing effective slides

Arrangement

Contrast

Flow

Hierarchy

Unity

Proximity

Space

Visual Elements

Background

Color

Text

Images

Movement

Timing

Pace

Distance

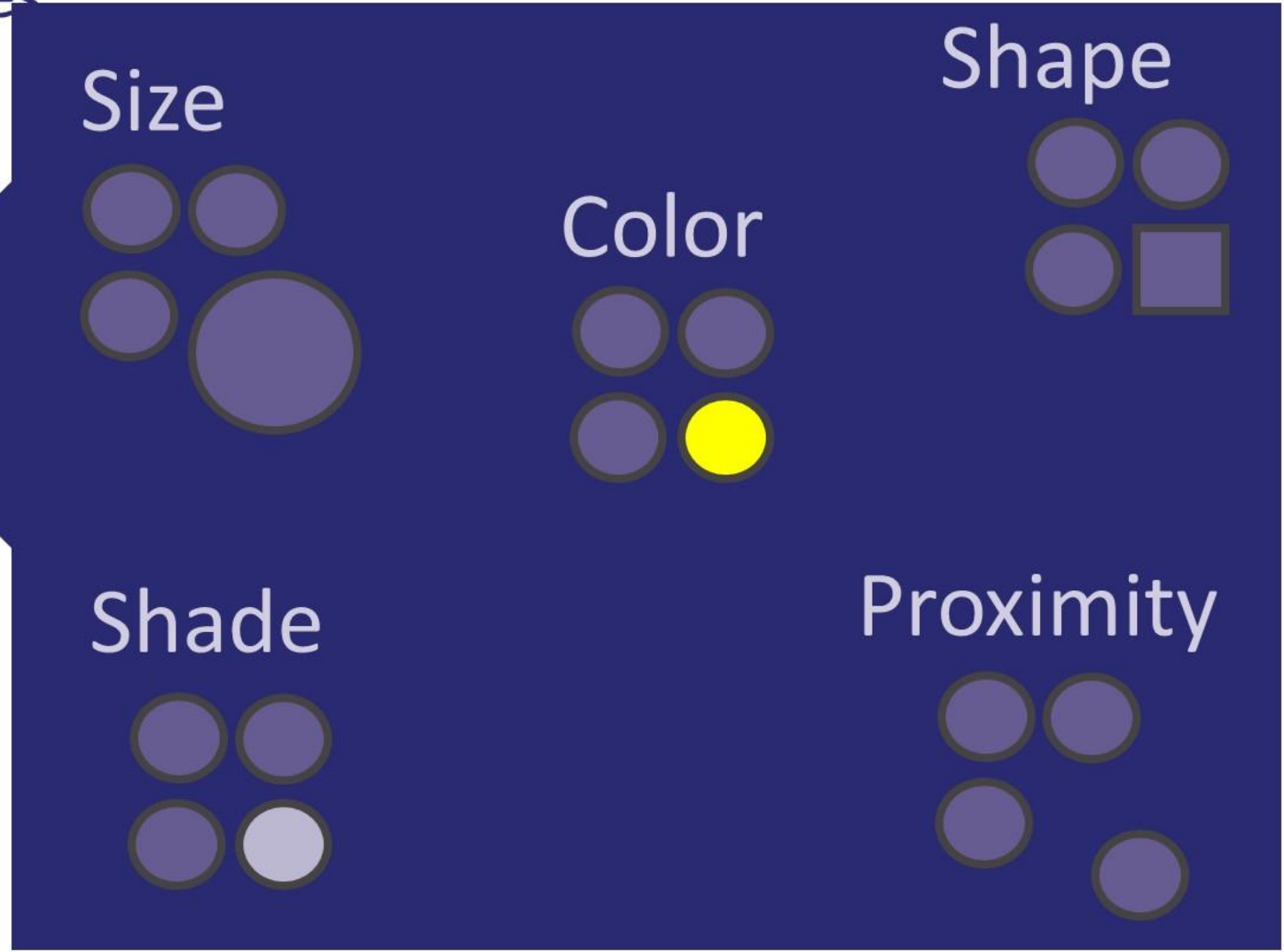
Direction

Eye flow



Designing effective slides

Arrangement
Contrast
Flow
Hierarchy
Unity
Proximity
Space



Designing effective slides

“Direct your audience
to your message!”

Arrangement

Contrast

Flow

Hierarchy

Unity

Proximity

Space



Designing effective slides

“Not away from it!”

Arrangement

Contrast

Flow

Hierarchy

Unity

Proximity

Space



This makes sense

- Smaller size
 - Shows less importance
 - And even less

Arrangement

Contrast

Flow

Hierarchy

Unity

Proximity

Space



Designing effective slides

Arrangement
Contrast
Flow
Hierarchy
Unity
Proximity
Space

This doesn't

- Smaller size
 - Shows less importance
- Larger size
- Disrupts flow



Designing effective slides

Arrangement
Contrast
Flow
Hierarchy
Unity
Proximity
Space

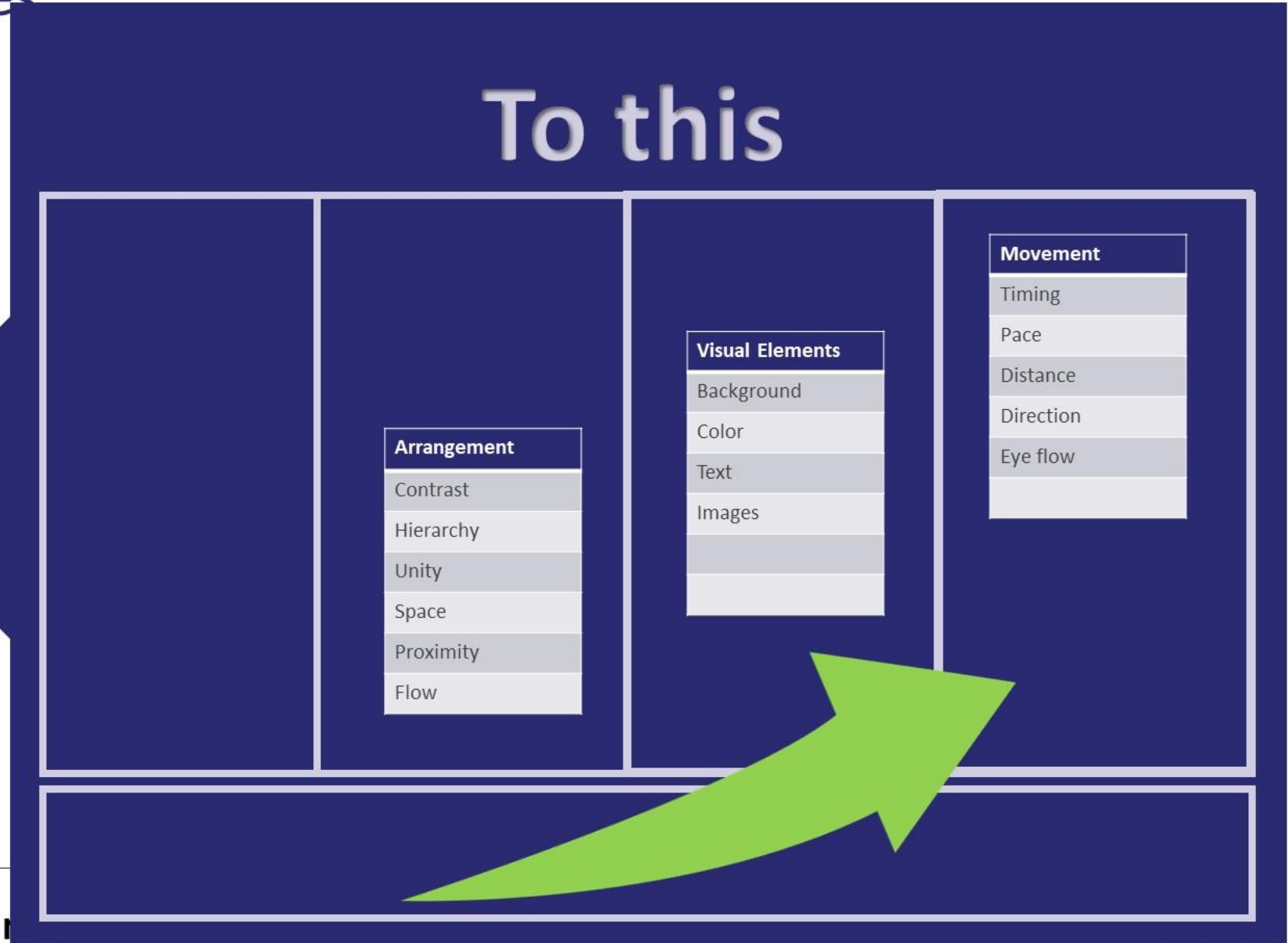
Compare this

Arrangement	Visual Elements	Movement
Contrast	Background	Timing
Hierarchy	Color	Pace
Unity	Text	Distance
Space	Images	Direction
Proximity		Eye flow
Flow		



Designing effective slides

Arrangement
Contrast
Flow
Hierarchy
Unity
Proximity
Space



Designing effective slides

What does this tell you?

Arrangement

Contrast

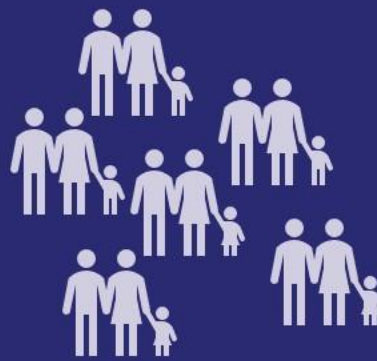
Flow

Hierarchy

Unity

Proximity

Space



Designing effective slides

What about this?

Arrangement

Contrast

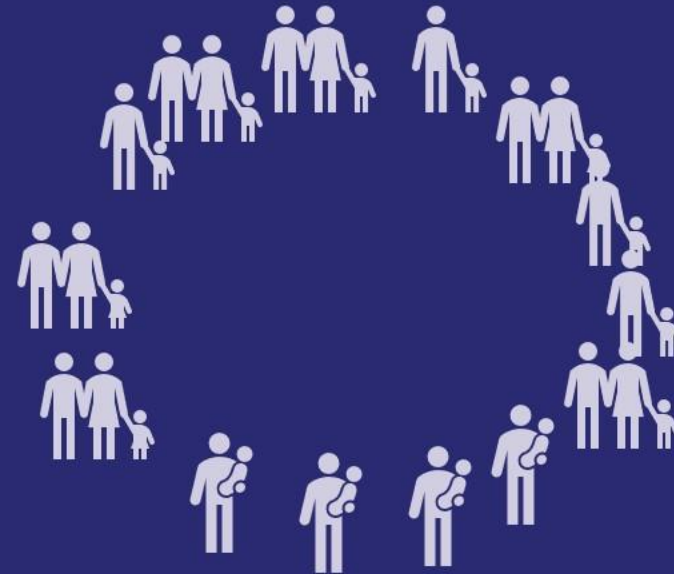
Flow

Hierarchy

Unity

Proximity

Space



Designing effective slides

One message per slide

Arrangement
Contrast
Flow
Hierarchy
Unity
Proximity
Space

\$ 2,5 million
in 2017



Designing effective slides

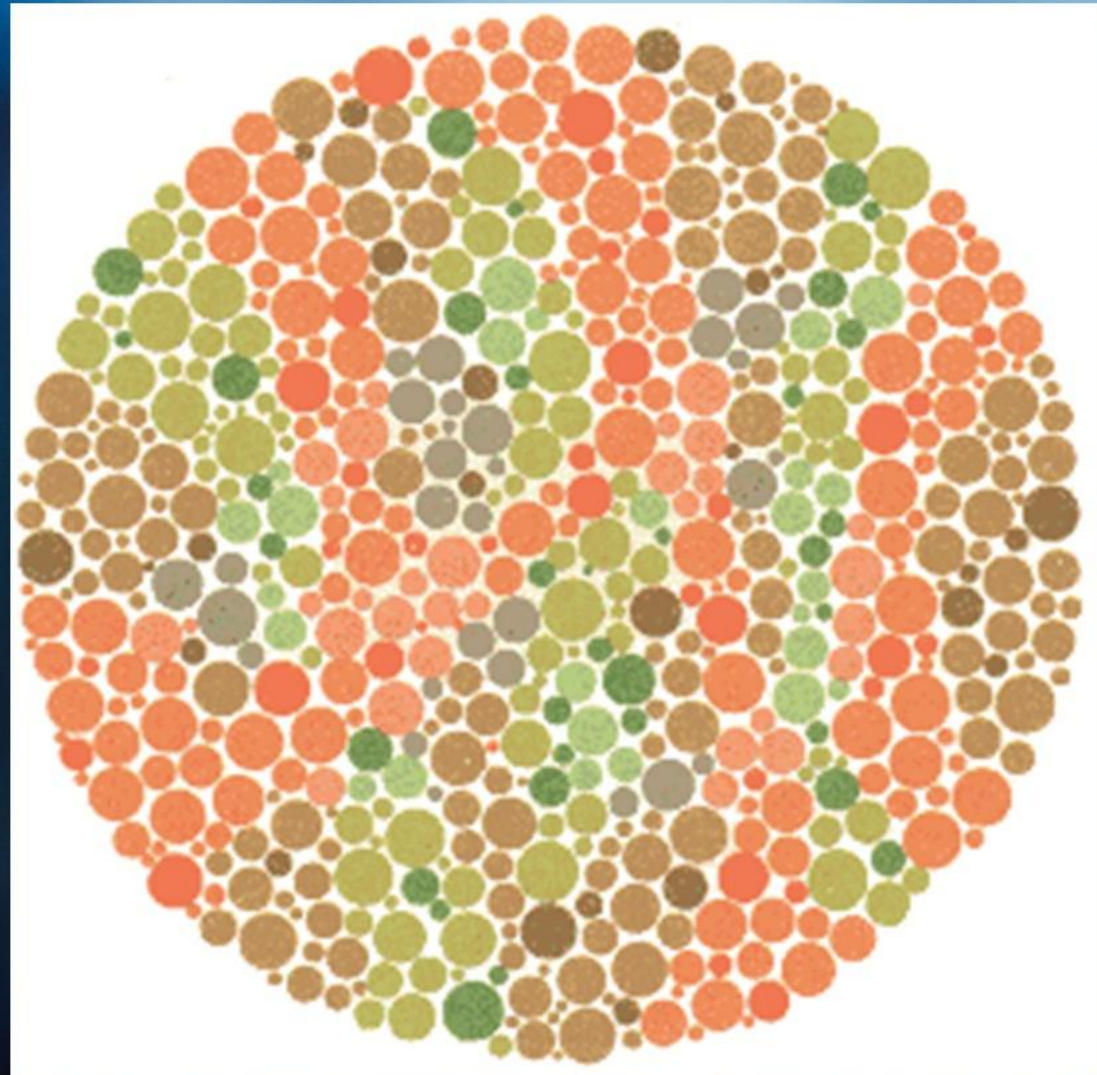
Visual Elements

Background

Color

Text

Images



Visual Elements
Background
Color
Text
Images

Three second rule

- One
- Two
- Three



**WHEN TYPOGRAPHY IS ON POINT,
WORDS BECOME IMAGES.**



hello

HELLO





SALES HAVE INCREASED BY 29 %.

Sales have increased by 29 %.

SALES HAVE INCREASED BY 29 %.

Sales have increased by 29 %.

Designing effective slides

Visual Elements

Background

Color

Text

Images

Create an illustration library



So use it sparingly!

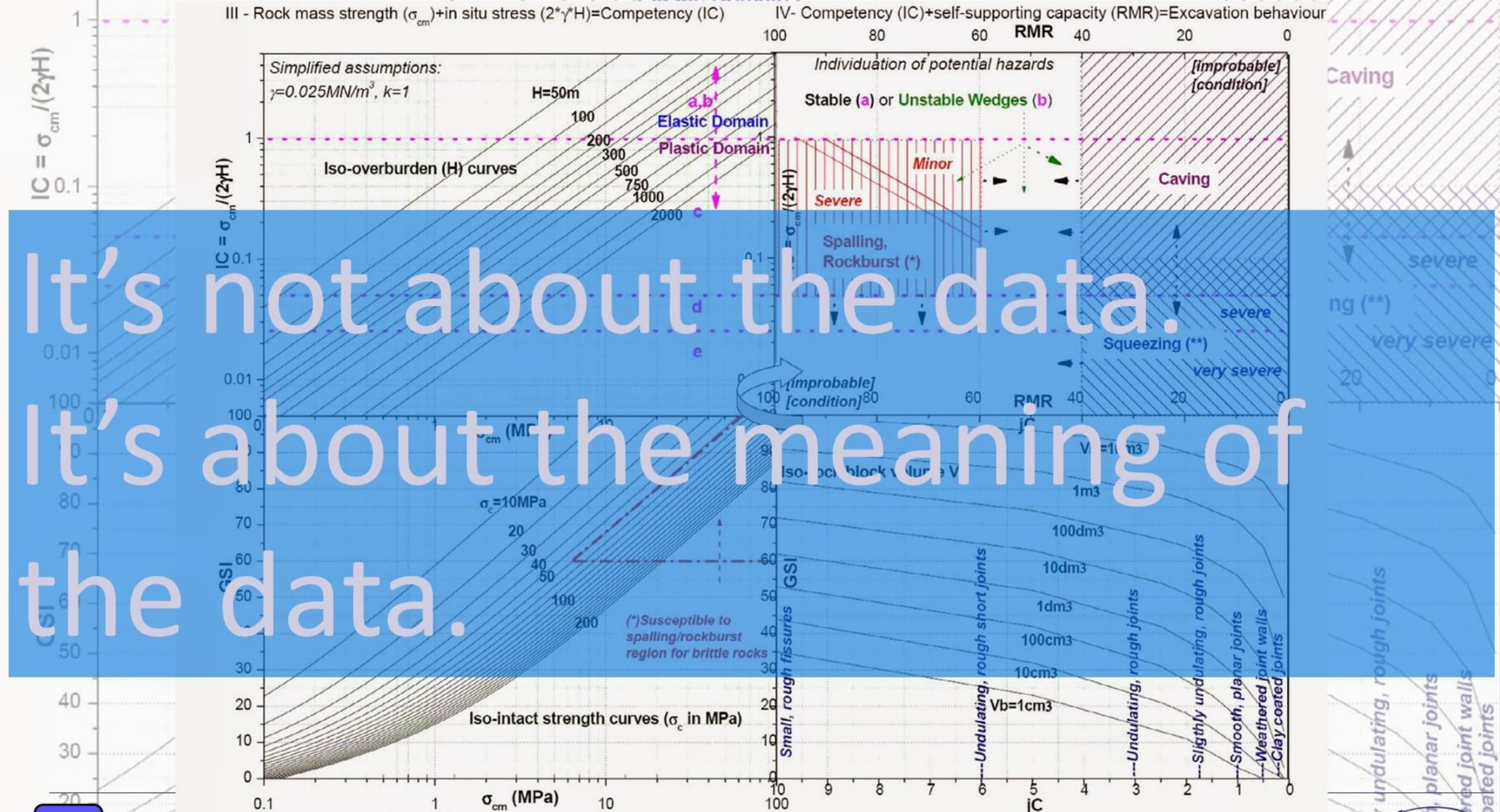
USE THE TOOL THE RIGHT WAY

At a certain point, the number of words on a slide prevents it from being a visual aid. You've been there. The audience is reading the slides instead of paying attention to the presenter, the presenter is reading the slides instead of connecting with the audience, and the whole endeavor would have been better served through a well-composed document or even an email. Unfortunately, the negative habits that lead to this kind of presentation style are deeply rooted and difficult to change. But consider this: audiences will either listen to what a presenter is saying or read the slides themselves. They won't do both. Why? People tend to focus on one stream of verbal communication at a time—listening and reading are conflicting activities. On the other hand, it's natural for people to simultaneously pay attention to both verbal and visual communication. That's why great slides serve as a visual aid that reinforces the speaker's message. However, the heavy use of text occasionally might be appropriate, but in such a case, you should be careful what medium you use. Too often, presentation software is used to create documents. So before your next presentation, assess how you've used the application. Did you create a document or a presentation? Either adjust your documents into slides or trust that your audience is smart enough to read and circulate your slides as a document.



III - Rock mass strength (σ_{cm})+in situ stress ($2\gamma H$)=Competency (IC) IV- Competency (IC)+self-supporting capacity (RMR)=Excavation behaviour

It's not about the data.
It's about the meaning of the data.



II - Intact strength (σ_c)+rock mass fabric (GSI)=Rock mass strength (σ_{cm})

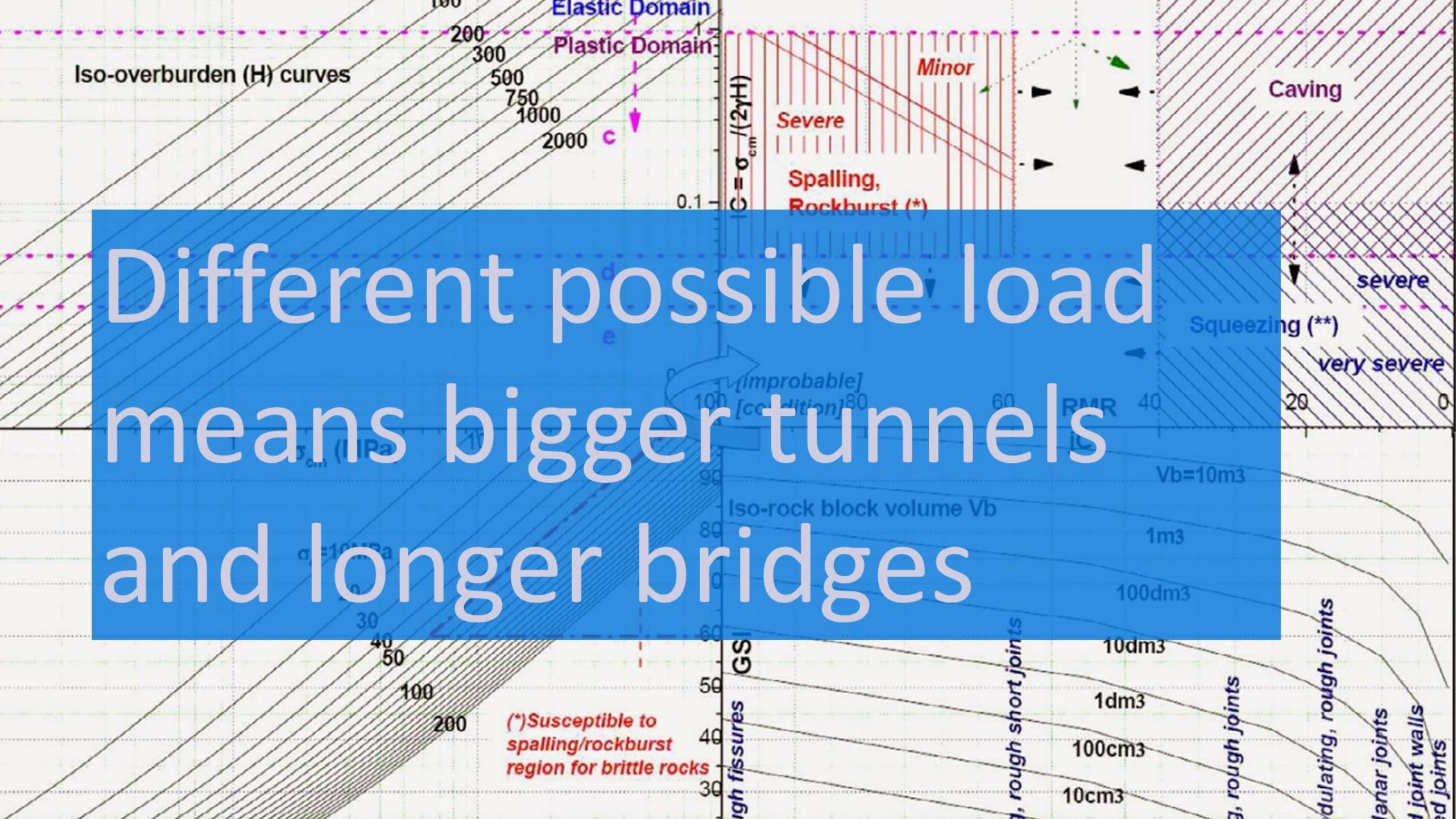
I - Rock block volume (Vb)+joints conditions (jC)=Rock mass fabric (GSI)

(*) only for the susceptible region, otherwise the development of plastic region and moderate radial convergences are more probable

(**) depending also from the length of the potential proned zone: given a possible "silo effect", for short zones included in good quality rocks, a caving behaviour it is most likely



Different possible load means bigger tunnels and longer bridges





**GIVE YOUR AUDIENCE
SOMETHING TO SMILE ABOUT.**

TED

KEN ROBINSON

SETH GODIN



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Gimp: like photoshop, but free!



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