

PDA – Presenting Data Analytics



If you can't explain it simply, you don't understand it well enough.
 – **Albert Einstein, Theoretical Physicist**



Know your audience

Who are they?



What do they **know**?

How do they **feel**?



What do they **speak**?



What do they **Speak**?

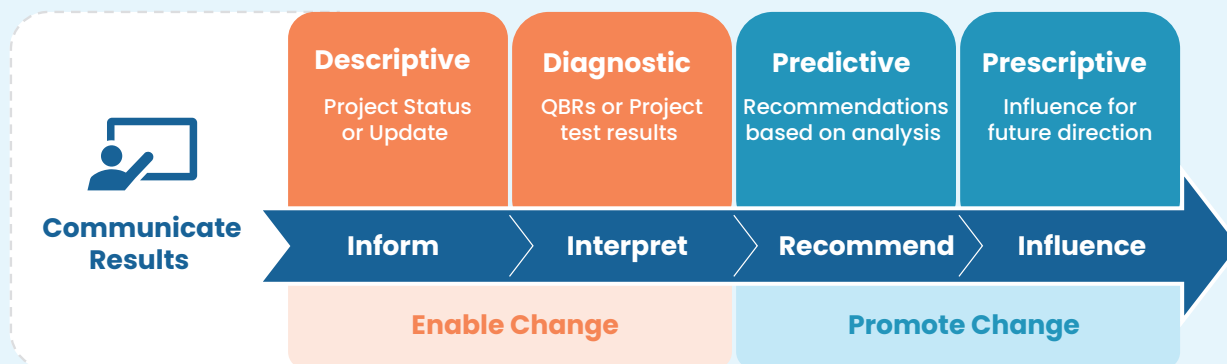
Different Data Language: **TRANSLATION**
 Same Data Language: **RELATION**



workbook - pages 9 - 10

Data messaging goal:

4 Analytic Goals for Communicating Data Results



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workbook - page 12

Descriptive Communication – Project updates, Status updates

Diagnostic – focused on interpreting the data, what does it mean to you, your group, your team? QBRs and test results. Requires expertise to interpret.

Predictive – creates forecasts and likely outcomes to form recommendations. This is moving toward influence.

Prescriptive – is influence. Predicting the outcome and then selling your ideas for a path forward based on the data.

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Questions
for Change

- Is there a **NEED**?
- HOW** and **HOW MUCH**?
- ASK...** Go? or No go?

Four tools to untangle and connect:

“We are surrounded by data but starved for insights.”

Simple Conversion – Inches to centimeters, time to dollars, money to days off.

Data Metaphor – Hail was size of a golf ball, more than every grain of sand on every beach.

Zooming – \$300 is only \$25 a month, fifteen cents per citizen is 54 million dollars.

Scale Model – 100 represents total population, five of those use public transportation.

DATA Messaging Models:

Message Models for Each Goal


**Communicate
Results**

Descriptive

Project Status
or Update

Good

Bad

New

Diagnostic

QBRs or Project
test results

Situation

Action

Results

Predictive

Recommendations
based on analysis

What

Why

How

Prescriptive

Influence for
future direction

What ?

So What ?

Now What ?

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