making presentations

Presenting Data

Numbers that are Seen and Understood

Richard

Kirstie

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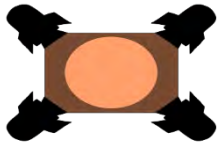
Presenting Data

1 Clarity

REDUCE

2 Focus



SPOTLIGHT

3 Understanding

TRACKTHRU

4 Engagement

UNCOVER

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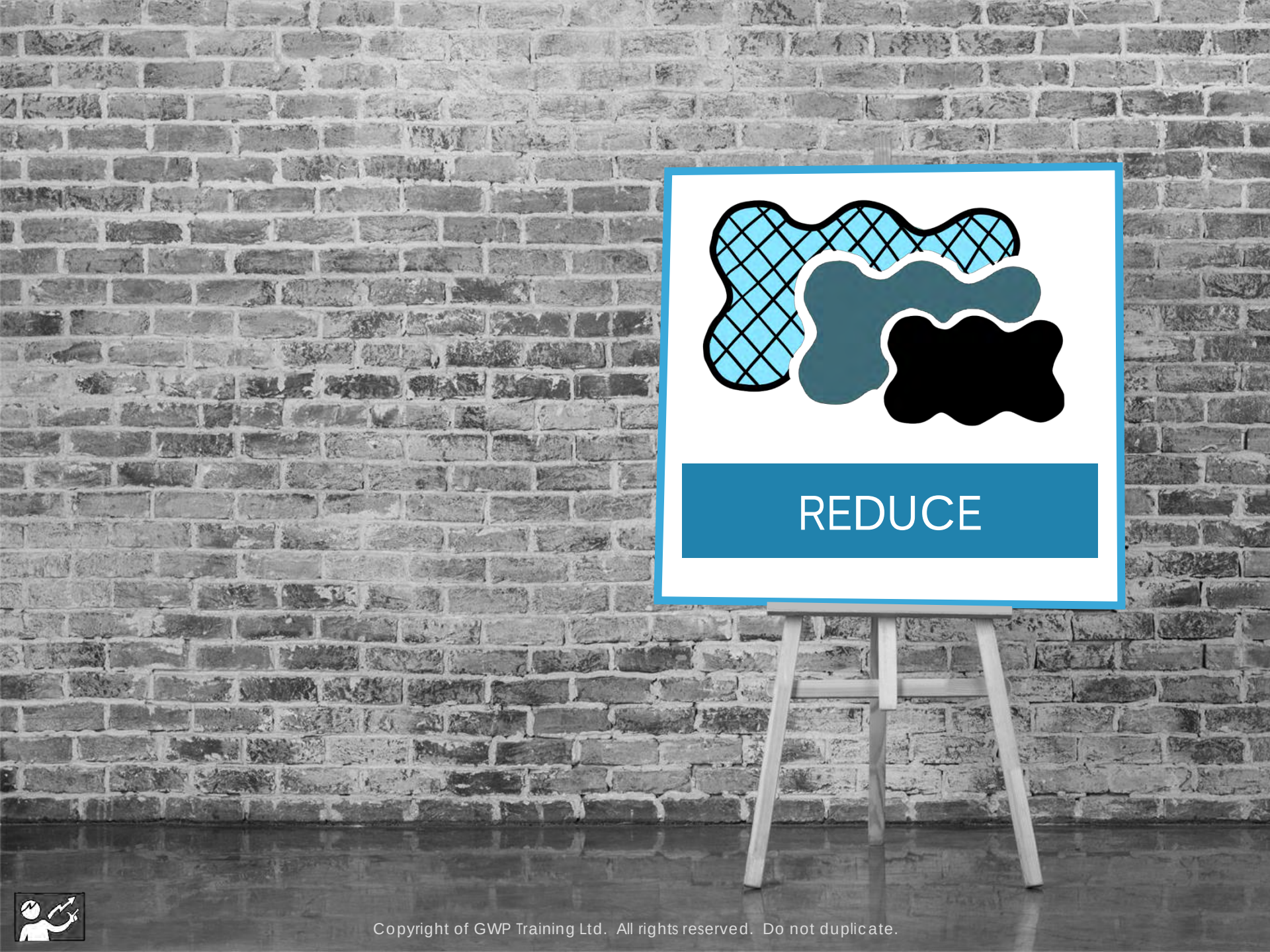

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Clutter and confusion are failures of design, not attributes of information.

Edward Tufte

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How do we REDUCE?

RANK	Country	Happiness Score
1	Netherlands	7,488
2	Canada	7,278
3	Australia	7,246
4	United Kingdom	7,054
5	Germany	6,985
6	Belgium	6,923
7	United States	6,892
8	France	6,592
9	Spain	6,354
10	Italy	6,223
11	Argentina	6,086
12	Japan	5,886
13	Portugal	5,693
14	Greece	5,287

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Graphical excellence is that which gives to the viewer the greatest number of ideas in the shortest time with the least ink in the smallest space

Edward Tufte

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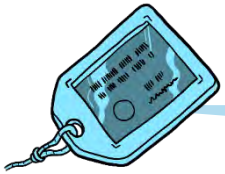
REDUCE

Cut

Grey-Out

Push & Pull



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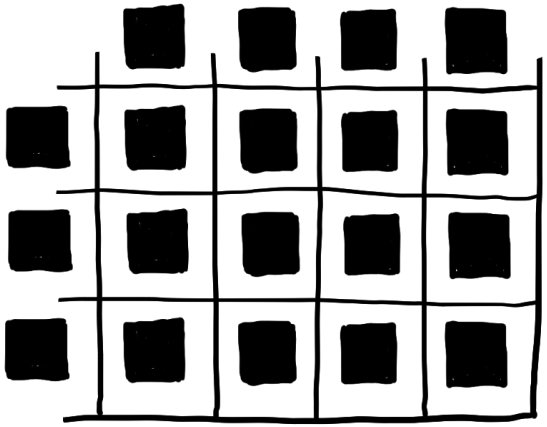

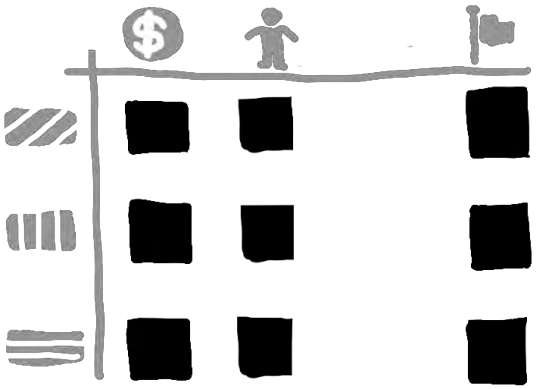

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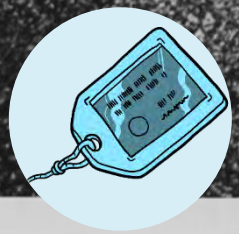

rank	Country	Happiness Score / 100
1	Netherlands	75
2	Canada	73
3	Australia	72
4	United Kingdom	71
5	Germany	71
6	Belgium	69
7	United States	69
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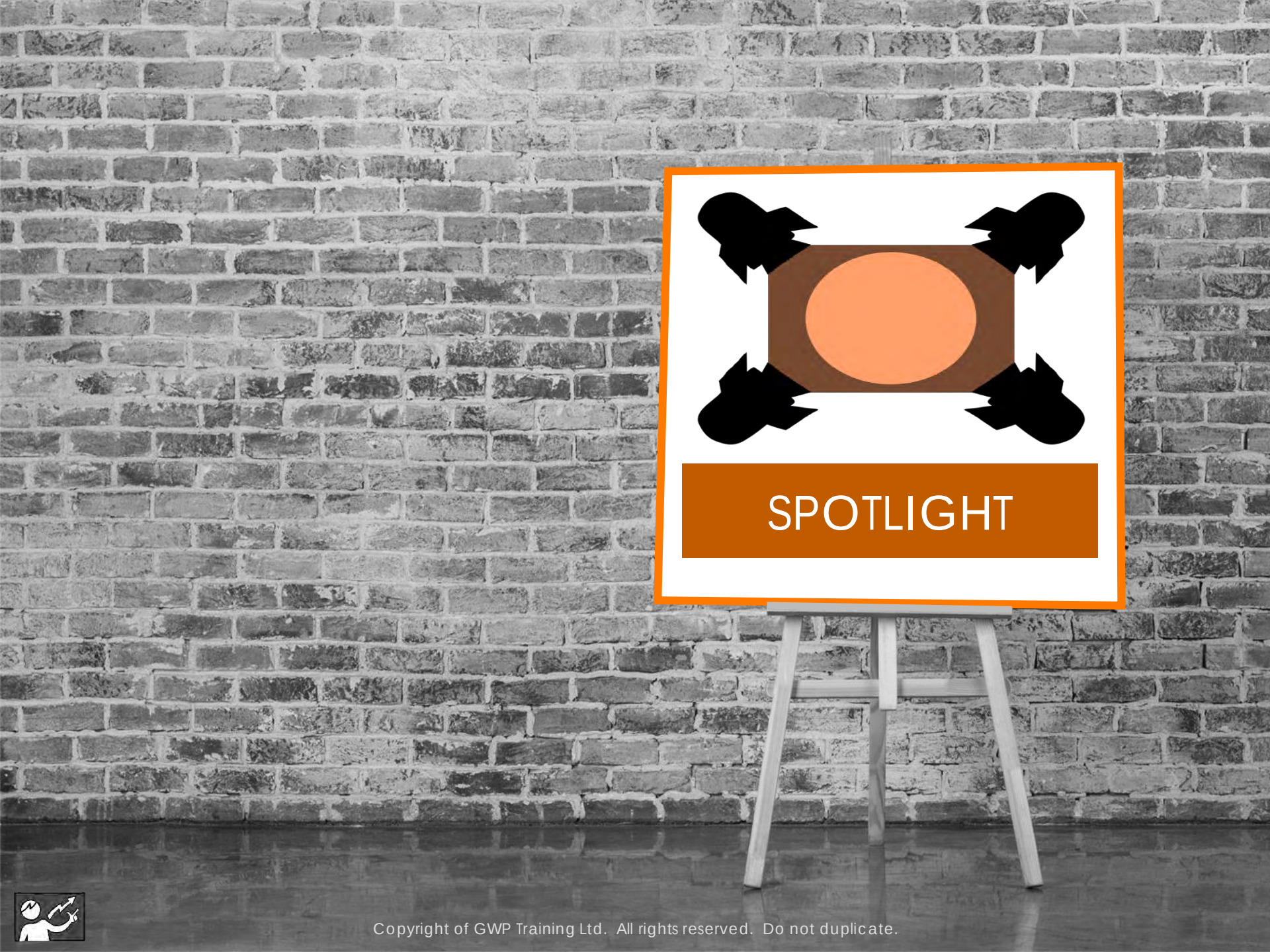

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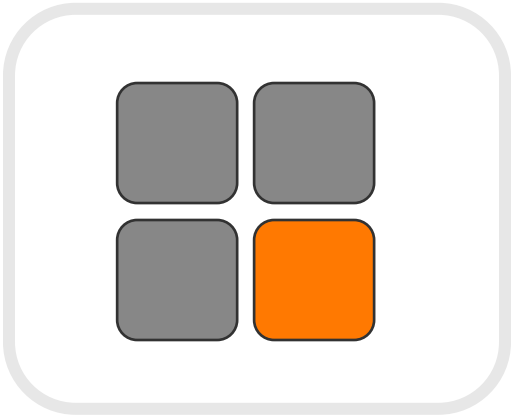
Changes the Eye Sees



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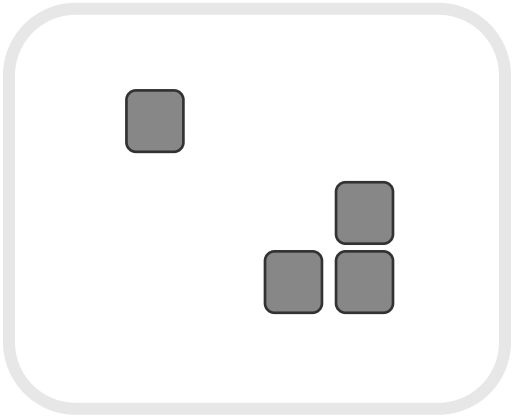
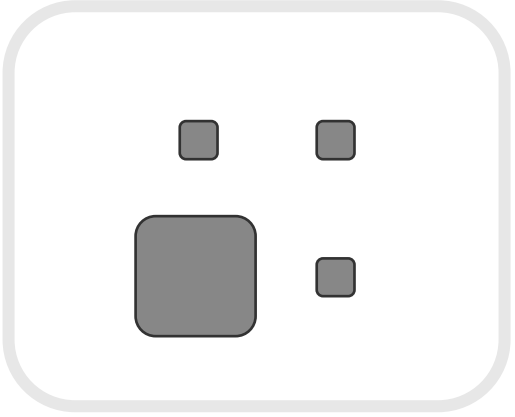
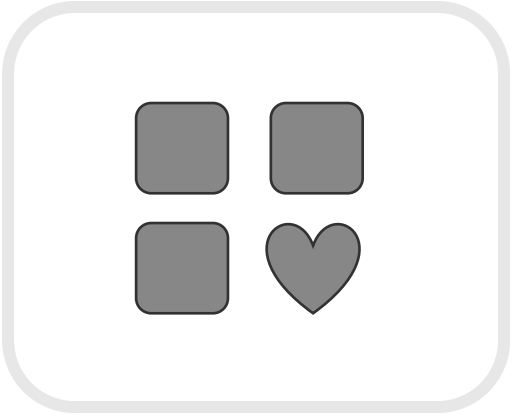


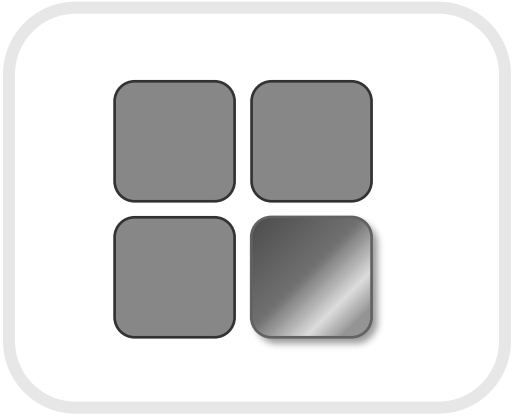
Proximity



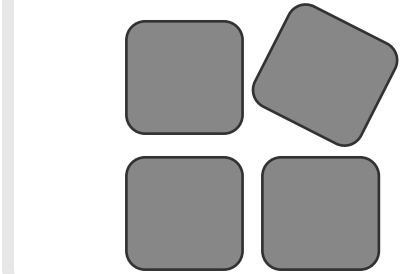
Size



Shape



Texture / Hue



Angle

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Text changes the Eye Sees

Text Text
Text Text
Text Text

Colour

Text Text
Text
Text Text
Text Text

Proximity

Text Text
Text Text
Text Text
Text Text

Size

Text Text
Text Text
Text Text

Shape

Text Text
Text Text
Text Text

Texture / Hue

Text *Text*
Text Text
Text Text

Angle

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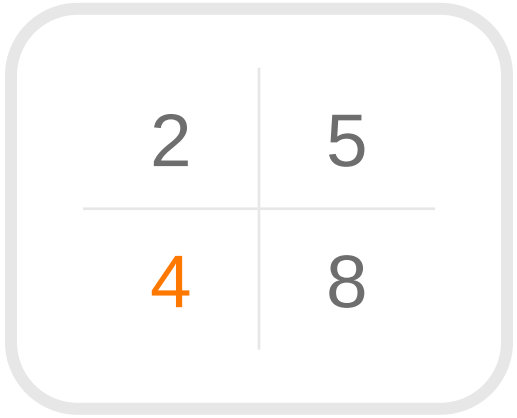
Data changes the Eye Sees

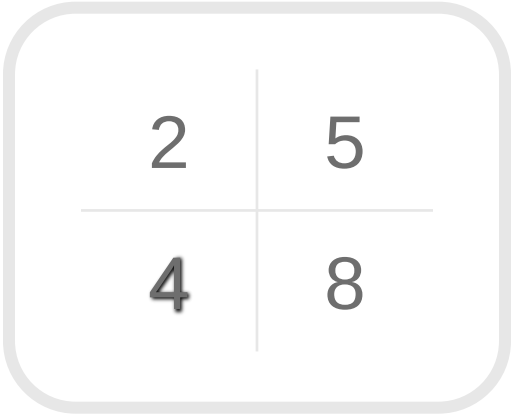


Colour

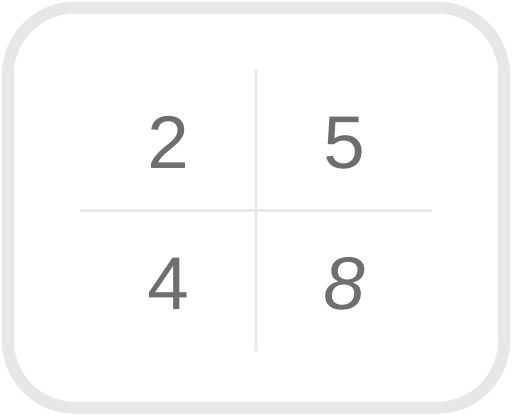
Proximity

Shape

Size



Texture / Hue



Angle

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1 6 3 4 7 9 3 1 5 4 3 3 2 8 6 9 3 1 5 4 6 **6** 3 6 8 7 3 2 0

SPOTLIGHT

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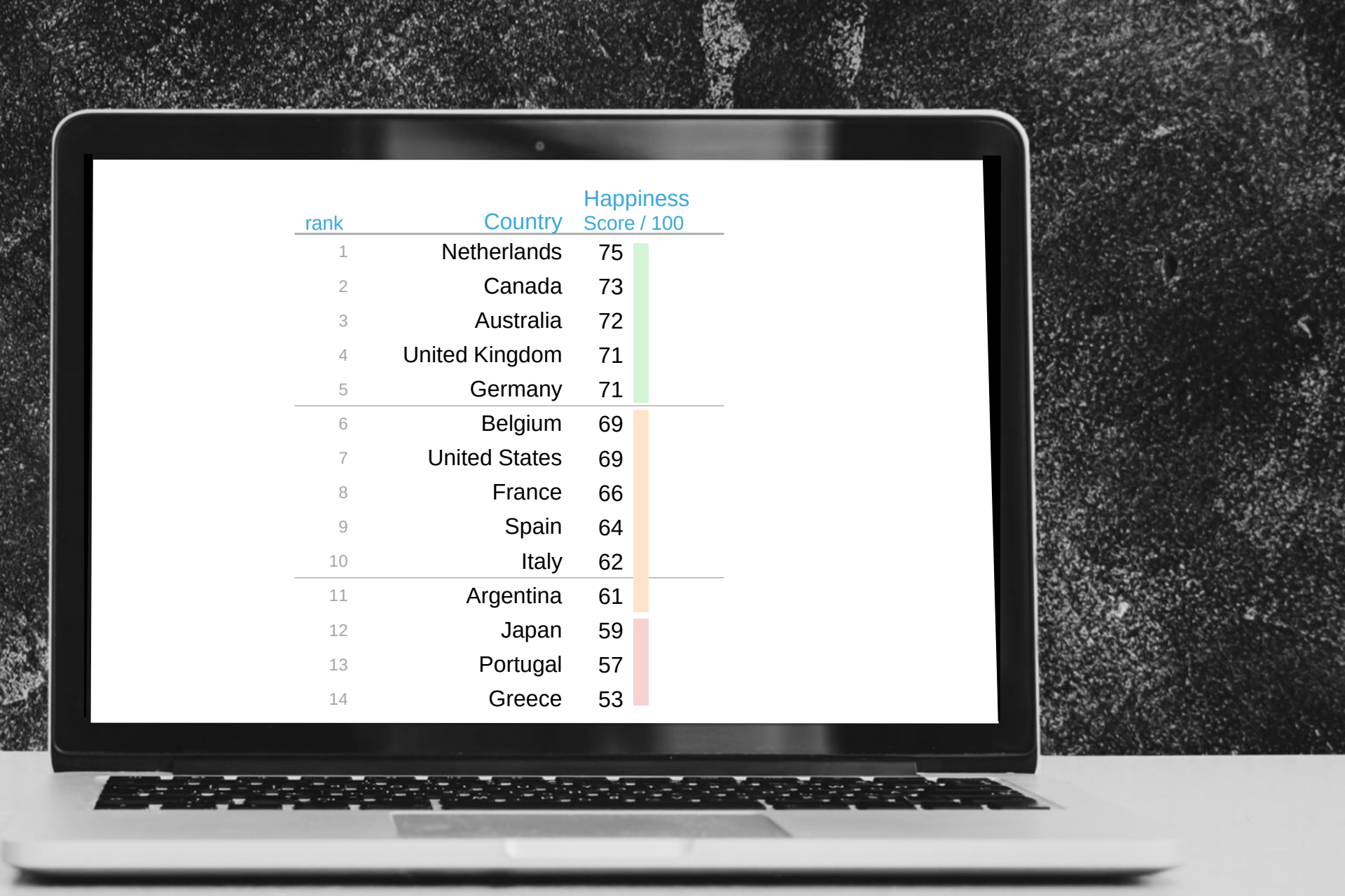

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HOW HAPPY IS THE UNITED KINGDOM?

	Country	Happiness Score
1	Netherlands	75
2	Canada	73
3	Australia	72
4	**United Kingdom**	**71**
5	Germany	71
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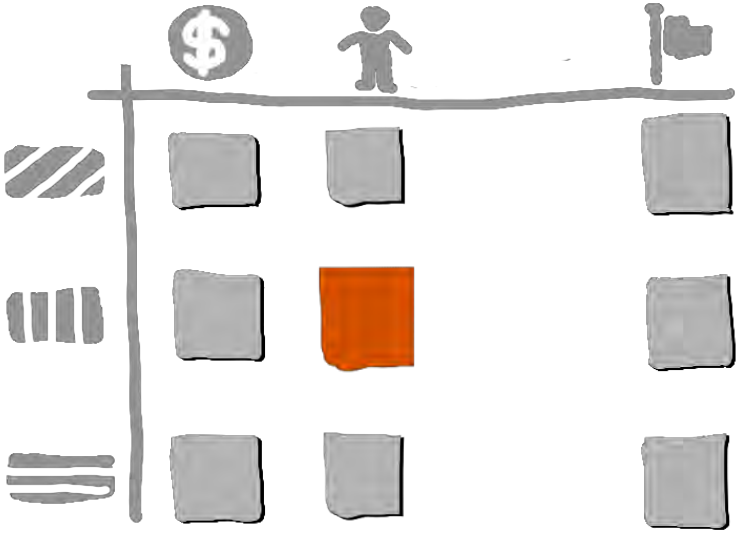
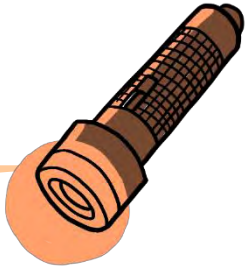
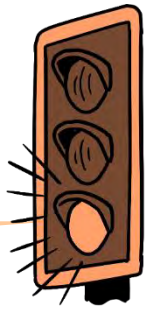


Shine



Traffic Light



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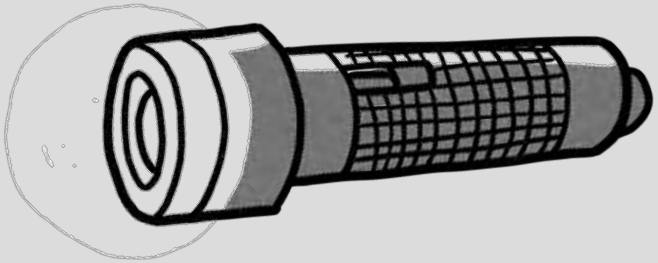

Lights Change

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Lights Change

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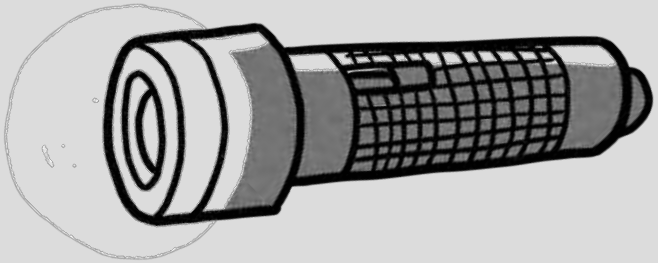

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13	Portugal	57
14	Greece	53

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TRUST

Speaker's Credibility

Design

Significant Figures

Familiar Origin

Benchmarks

Source

Method

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RANK	Country	Happiness Score
1	Netherlands	7,488
2	Canada	7,278
3	Australia	7,246
4	United Kingdom	7,054
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6	Belgium	6,923
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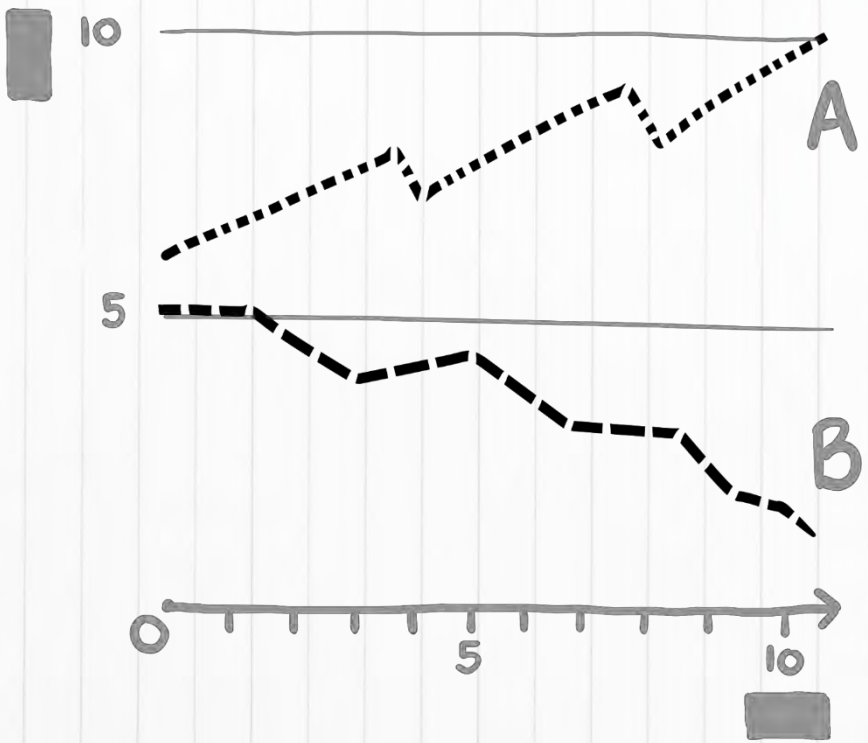

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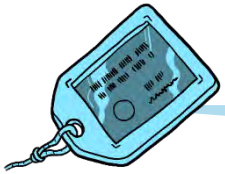
REDUCE

Cut

Grey-Out

Push & Pull



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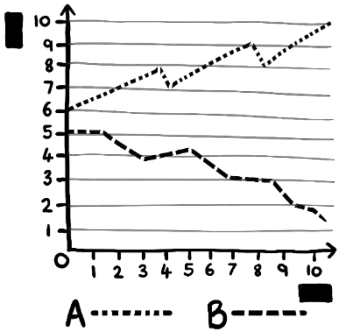

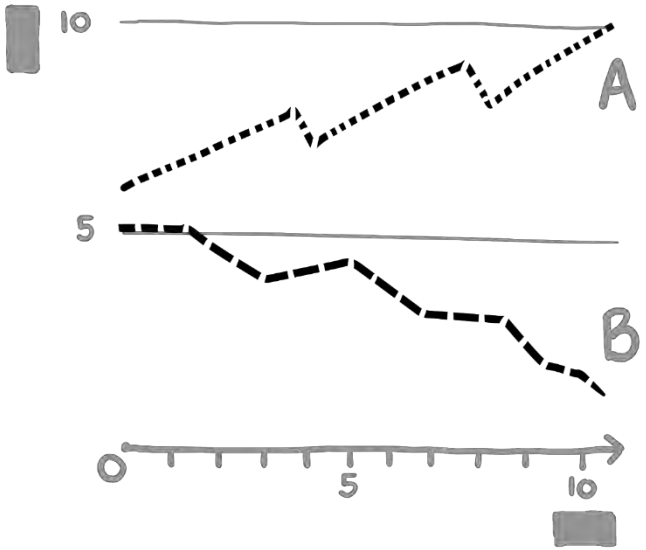

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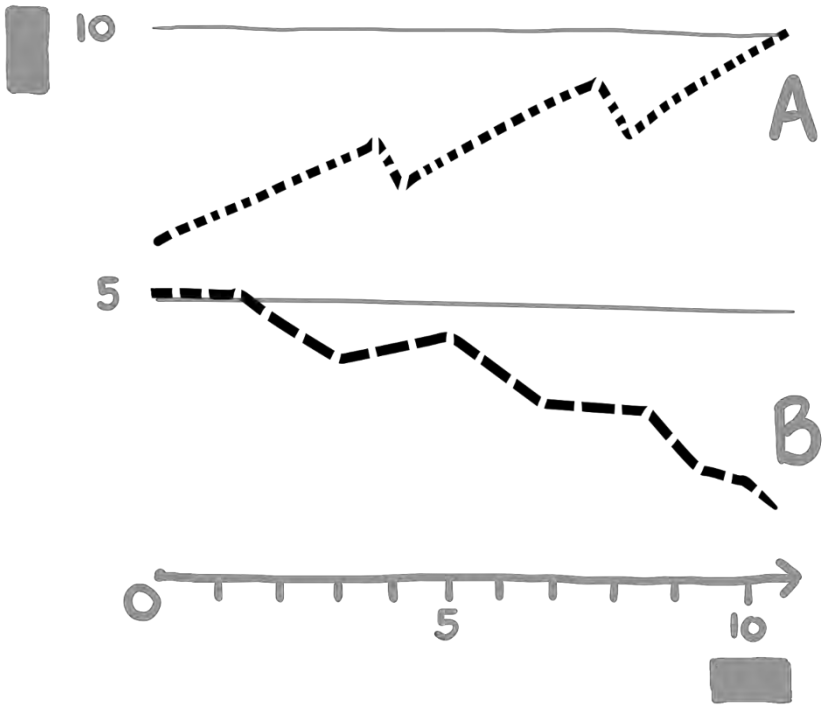
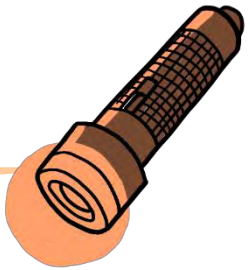
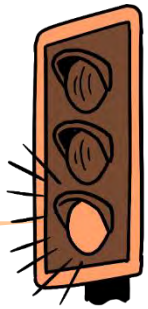
SPOTLIGHT



Shine



Traffic Light



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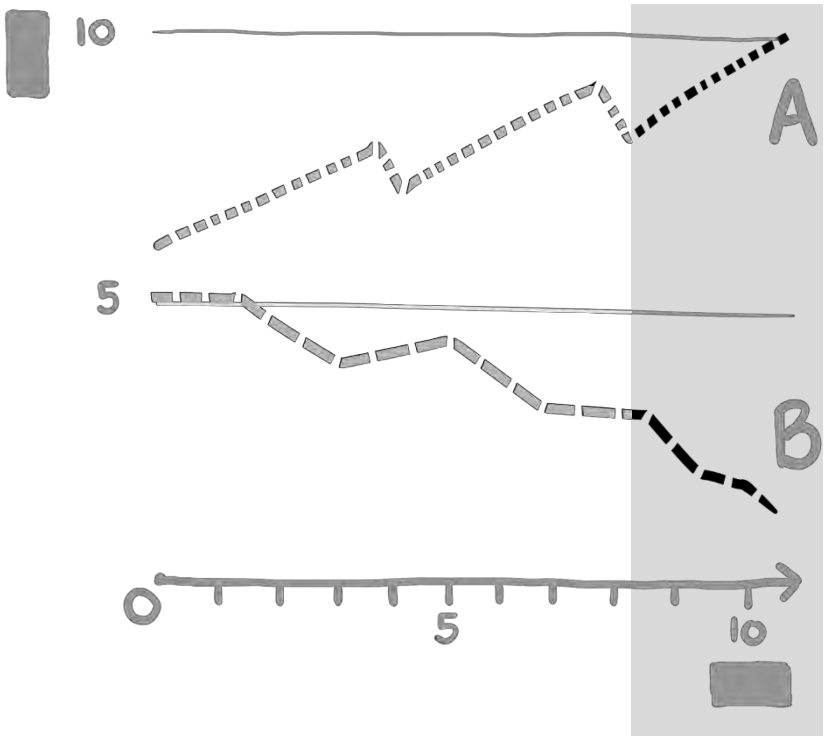
SPOTLIGHT



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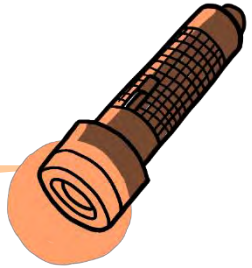
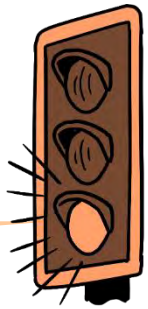


Traffic Light



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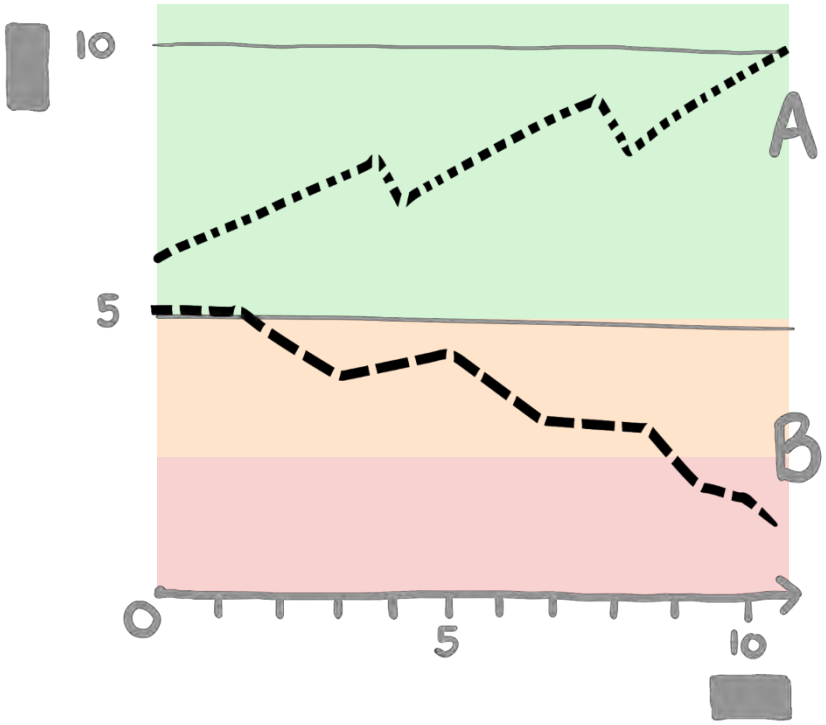
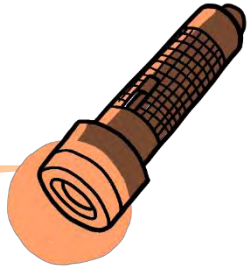
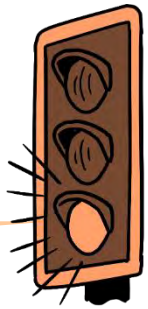
SPOTLIGHT



Shine



Traffic Light



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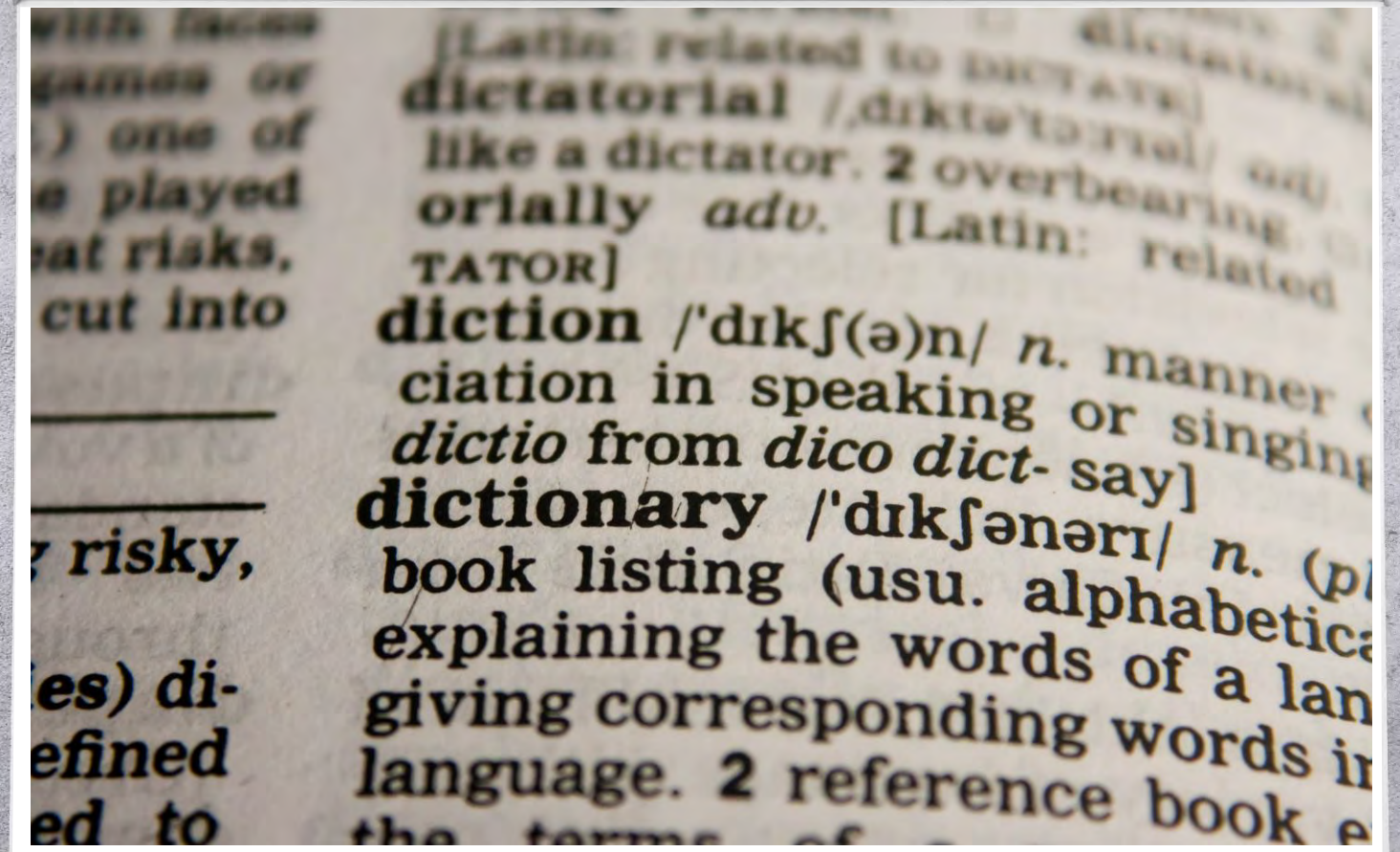

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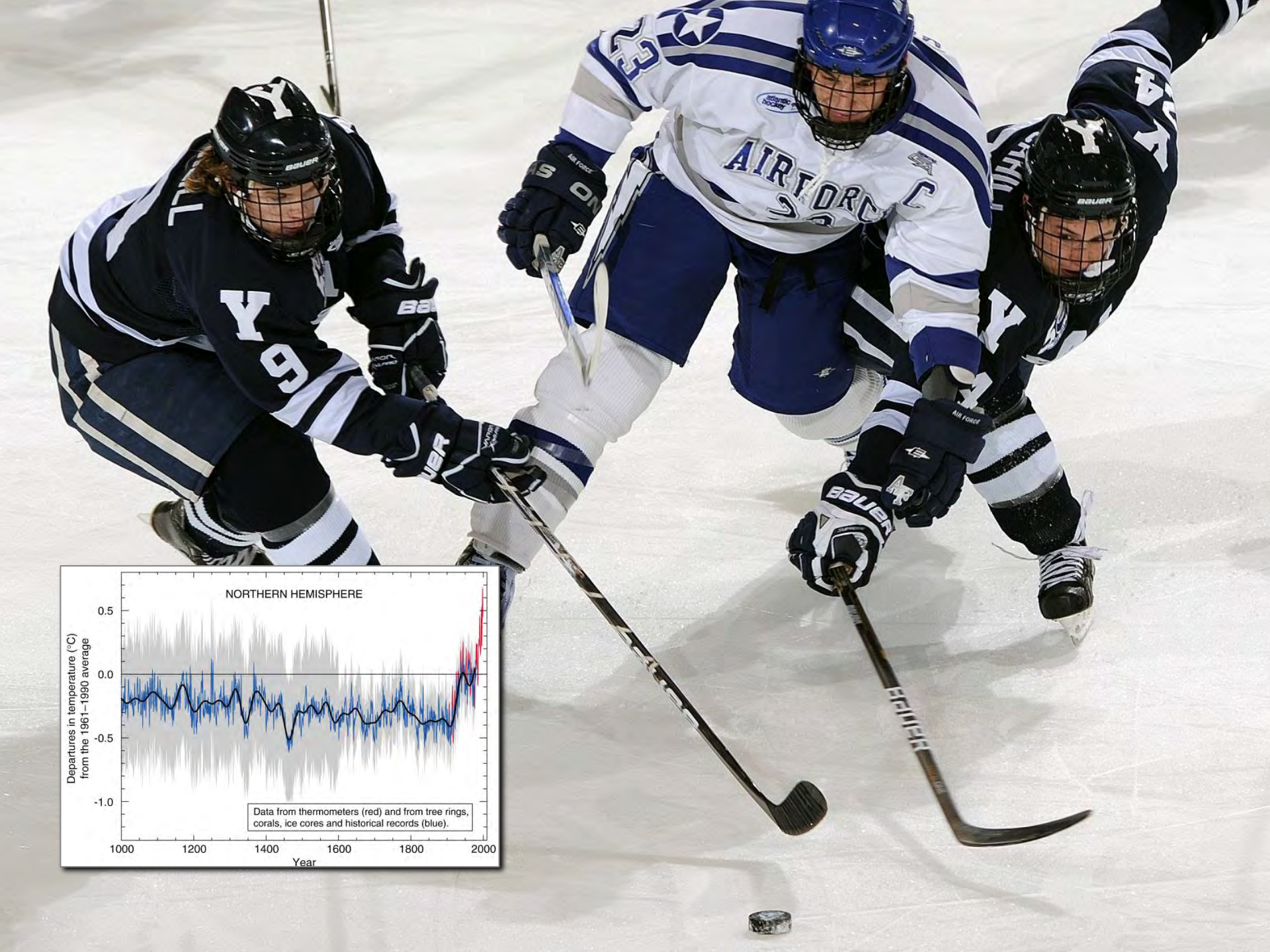
NORTHERN HEMISPHERE
Departures in temperature (°C) from the 1961–1990 average
0.5
0.0
-0.5
-1.0
1000
1200
1400
1600
1800
2000
Year
Data from thermometers (red) and from tree rings, corals, ice cores and historical records (blue).

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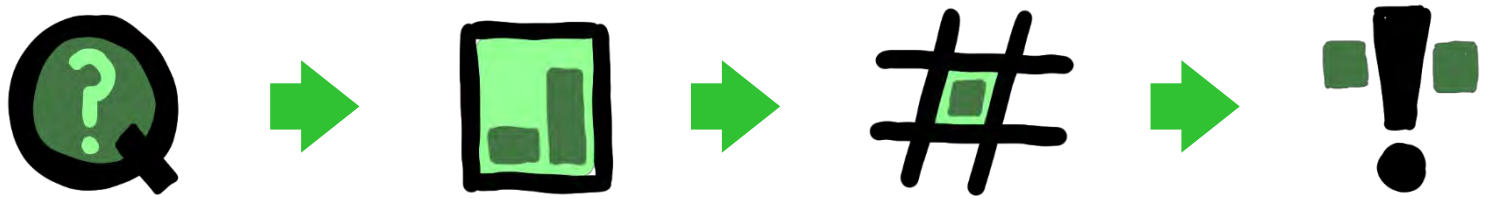

Question Frame Data Conclusion

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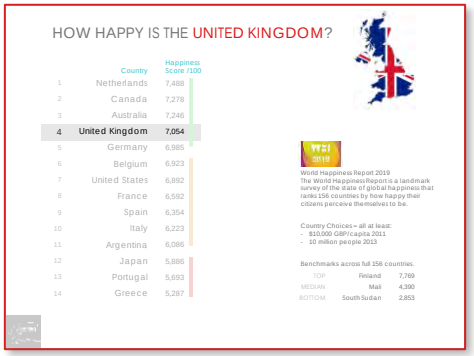

Question

Frame

Data

Conclusion

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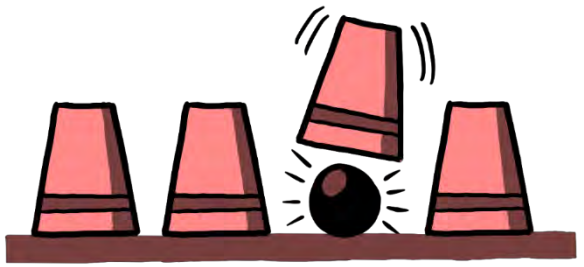

UNCOVER

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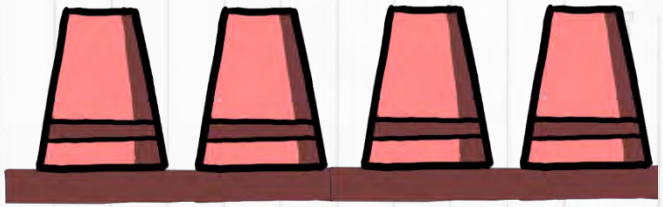
KEEP THEM GUESSING

= PUZZLES



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Don't give 4,

give them 2 plus 2

The audience actually wants to work for their meal. They just don't want to know that they are doing that. This is your job as a storyteller: to hide the fact that you are making them work for their meal.

Andrew Stanton

Director at Pixar
e.g. Finding Nemo

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Question

Frame

Data

Conclusion

Right question

Right Source

Right Data

Right Conclusion

Drives Focus

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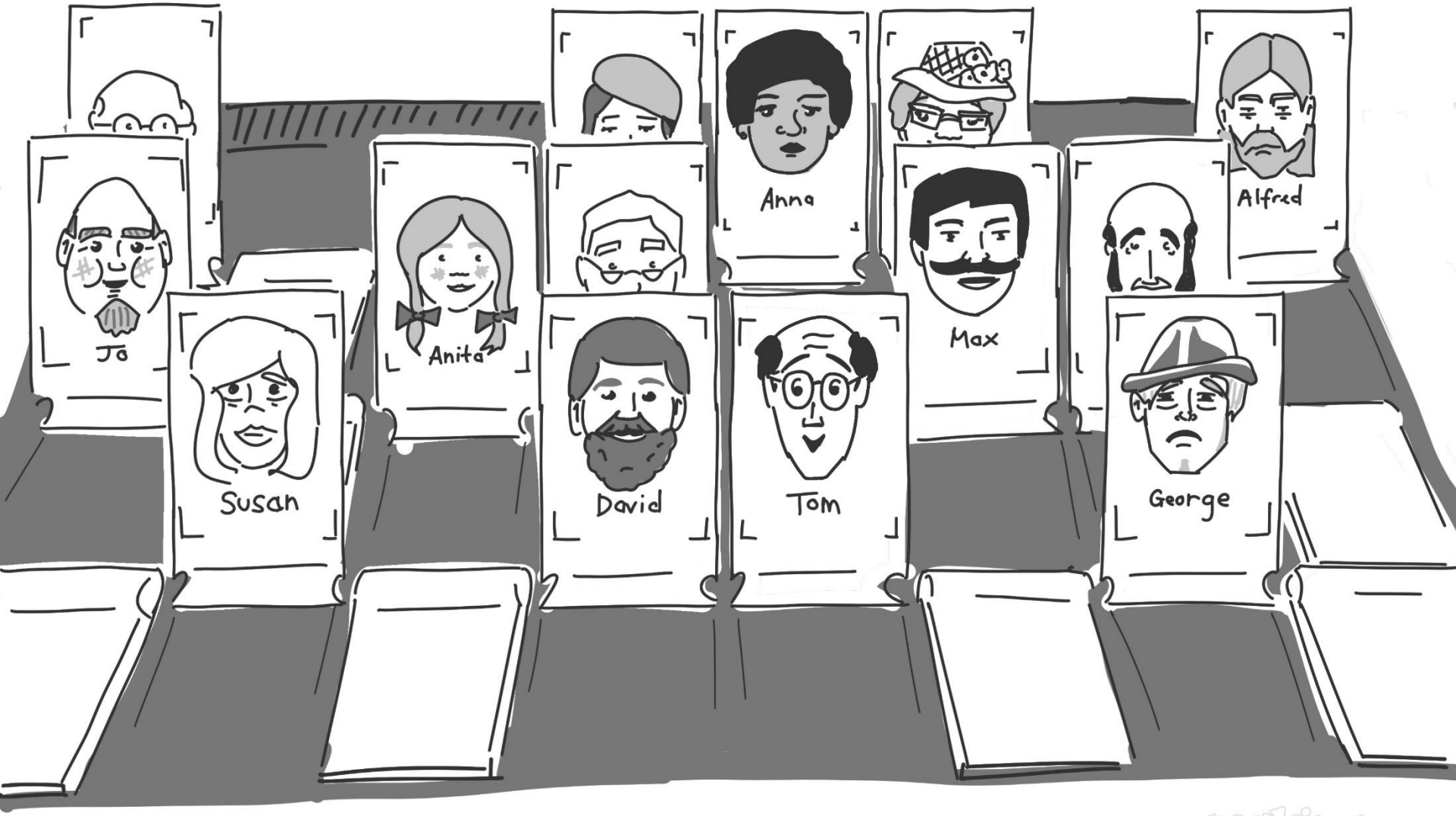

"Do they drive a Porsche?"

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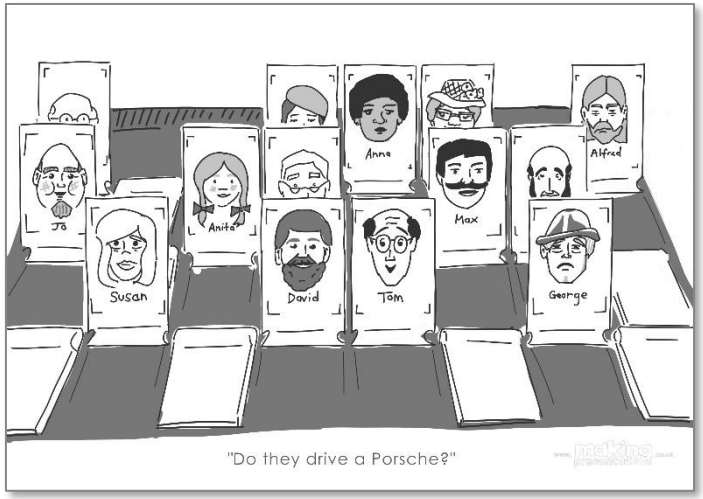

HAT Question

Control

Porsche Question

Engagement

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HAT Question

Control

What is third?

What matters to shoppers?

1. Fresh Food
2. Choice
3. _____?
4.
5.

Factors shoppers consciously say are most important in their choice of grocery store.

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Things Shoppers consciously say are most important…

1. Fresh Food
2. Choice
3. Queue at checkout
4. Quality
5. Clear price labels

Factors shoppers consciously say are most important in their choice of grocery store.

Porsche Question

Engagement

How important is price really?

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Thank You

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