



# 21 DAYS TO DATA CHALLENGE

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THE 21-DAY CHALLENGE TAKING FROM  
ZERO TO DATA HERO





# DAY 12







# ***PRESENTING & DELIVERING*** **BAM!**

## ***INISIGHT***





**This is what separates an average  
"analyst" to a GREAT "analyst"**



**Here's an analogy...**



**You are an artist**



**Someone custom orders a  
huge statute**



**You buy the marble slab**



**You spend 30,329 hours  
making the sculpture**



**But you never deliver to the customer...**



**Find Insights.**

**Share Insights.**



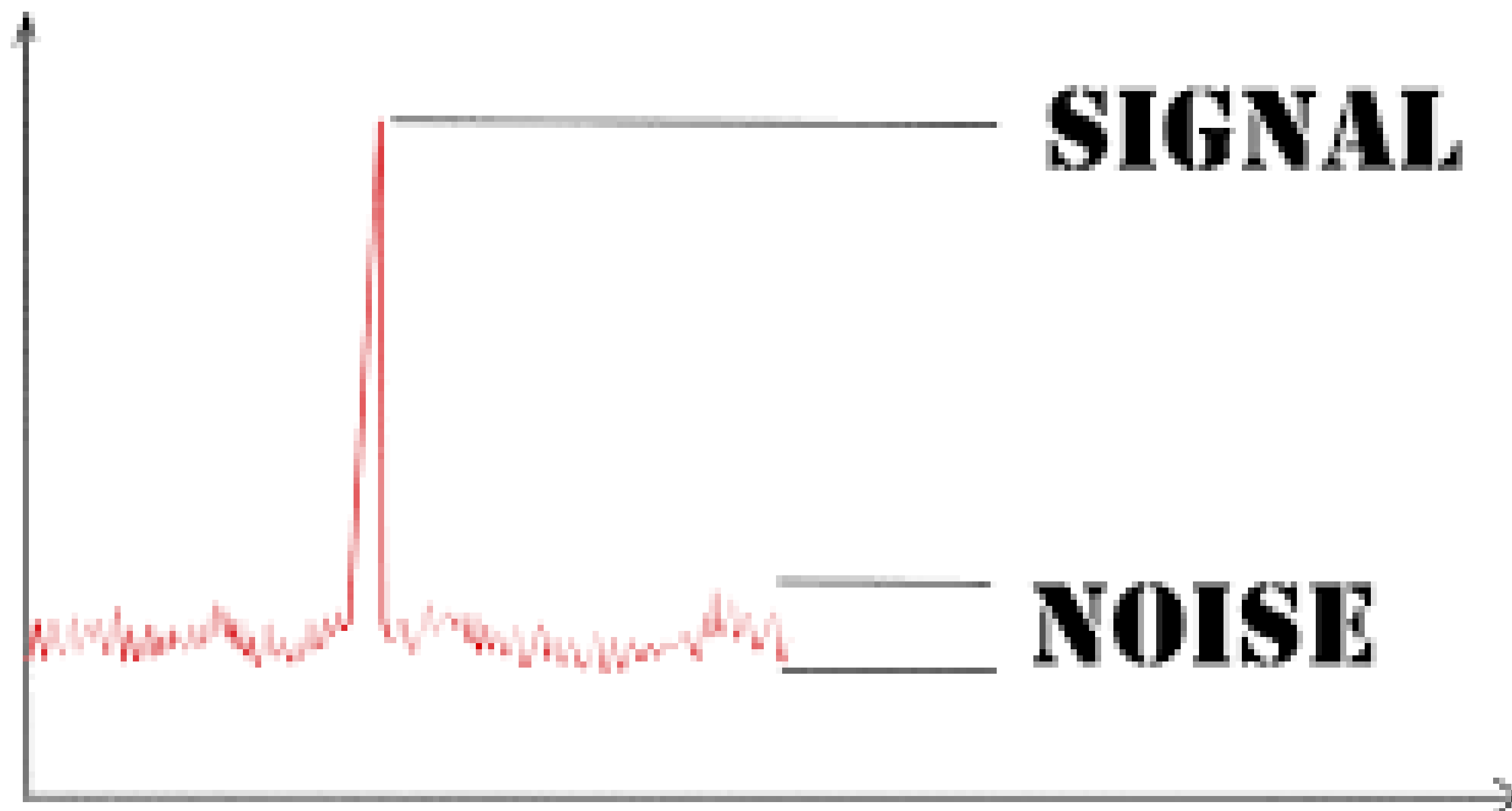
**Meetings are boring**

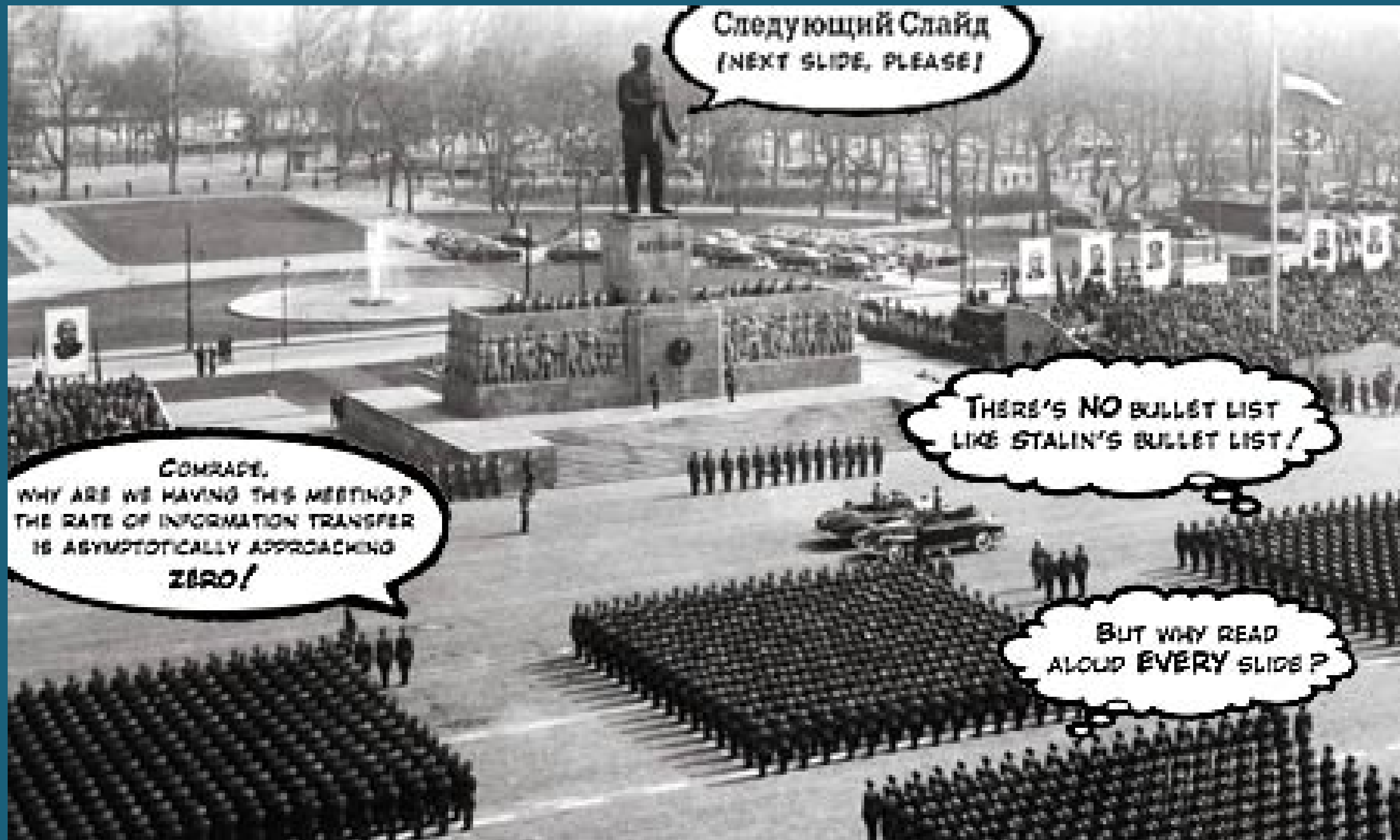


**Reports are boring**

**Maximize *Signal* To Noise**









# ***Presentations Should Be:***

- ***Easy to open***
- ***Mention the business problem***
- ***Easy to find "takeaways"***

**Should You Ever  
Send/Present Code?**



**Tableau File**  
**Tableau Export**  
**Tableau URL**  
**Stand alone graphs**

**PowerPoint**  
**Demo**  
**Video**

**Demo**  
**PowerPoint**  
**Tableau URL**



**BLUF**

**Bottom Line Up Front**

**Why are you taking  
some of my valuable time?**

**Why should I freaking care?**



**In an hour meeting, you  
don't remember all 60  
minutes of dialog**

**You write 3 bullets of action items, or  
important ideas, or summaries**

**Your analysis itself is worth  
\$0.00**

**What to do or take from the  
analysis is worth \$\$\$**



**MENTION THAT VALUE ADD!**

**What's the business problem?**

**People are busy and forget.**

**Remind them.**

**Zoomability**



# Google Maps

**Give them the ability to choose their own  
adventure based on what they are  
interested in...**

**List the results...**

**On 1 page**

**Give details on own slides**





















**CHALLENGE**

**&**

**SHARE**

