**Hand-out: Effective presentation of data**

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| Using graphs and tables in presentations |  | * Present only tables and graphs engaging to the relevant audience
* Don t make your listeners figure it out
* Never present tables the audience can’t read
* Create layers, don’t present everything at once
* Data are dull only when chosen poorly and presented badly
* Revise and edit. Check for typos. Make sure the data is correct.
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| Documentation |  | * Documentation is important for giving credit where credits is due, leaving a trail for you to remember (i.e. one or two years later), creating a trail for others to follow (i.e. one or two years later), checking your work ((i.e. one or two years later).
* If the documentation is bad, the work probably is, too
* Give complete references to identify sources
* Spell out the methodology so that any competent analyst can recreate the work.
* Best analysts are fanatics about documentation, you should be also.
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| Writing advices |  | * Write short reports focusing on the key lessons and what the analysis says about the decision at hand
* Attach appendices with details as needed
* In case you have time, send report out for review well before it needs to be finalized
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| Speaking advices |  | * Practice your talks
* Quantity: Make your contribution to the conversation as informative as necessary. Do not make your contribution to the conversation more informative than necessary. Most readers will only remember a few key points from your presentation. Choose them wisely. Keep it simple
* Quality: Do not say what you believe to be false. Do not say that for which you lack adequate evidence.
* Be relevant: Say things related to the current topic of conversation.
* Manner: Avoid obscurity of expression. Avoid ambiguity. Be brief (avoid unnecessary wordiness). Be orderly.
* Speak briefly, focusing on what the analysis says about the decision
* Let audience follow up with questions. Anticipate questions, be prepared with backup materials
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