**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. |
| 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. |
| 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 |
| 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 |