PRESENTING DATA EFFECTIVELY

A Workshop for Data Analysts by Dr. Stephanie Evergreen

Your Challenge: "We're swimming in data but we struggle to cut through the noise and get insights or make decisions with it."

Our Solution: Crystal clear charts and graphs are valuable – they save an audience's mental energy, keep a reader engaged, and make you look smart. Attendees will learn the science behind presenting data effectively. We'll go behind-the-scenes in a software you already own and discuss how each part of a visualization can be leveraged to best tell the story in a particular dataset.

We'll discuss how to choose the best chart type given the audience (needs, familiarity, and comfort) and the story that needs to be told about the data. We'll walk step-by-step through how to customize graphs so that they have a more powerful impact.

Using software already on your computer, attendees will rework your own data to learn the secrets to becoming a dataviz rockstar.
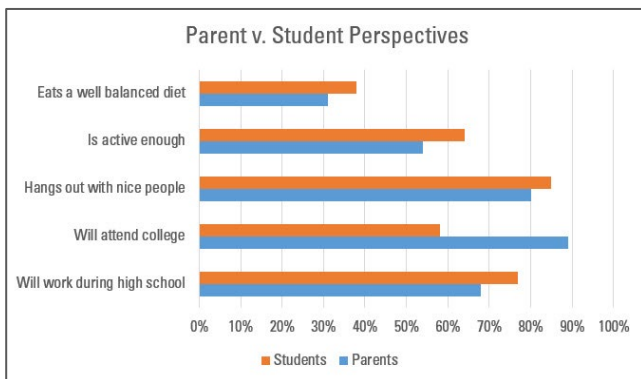
Learn how to transform charts into meaningful insights.

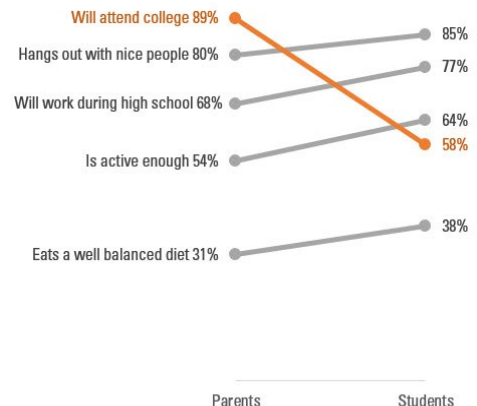**Professional skills gained from the workshop:**

Data Visualization, Graphic Design, Messaging, & Storytelling

Before

Parent v. Student Perspectives

- Eats a well balanced diet
- Is active enough
- Hangs out with nice people
- Will attend college
- Will work during high school

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Students ■ Parents

After

Surprisingly, students have lower expectations to go to college than their parents have of them.

Will attend college 89% — 85%
Hangs out with nice people 80% — 77%
Will work during high school 68% — 64%
Is active enough 54% — 58%
Eats a well balanced diet 31% — 38%

Parents   Students

Attendees will get hands-on practice implementing direct, practical steps that can be immediately implemented after the workshop to clarify data presentation and support clearer decision-making. Full of guidelines and examples, after this workshop you'll be able to package your data so it represents your smart, professional quality.

Note: The workshop is highly interactive. Participants may be asked to submit examples ahead of time for discussion. You'll need to bring a laptop.

Sample one-day agenda

9:00 am	**Welcome and Introductions**	Why we should care about data visualization and intentional design
	Visual Processing Theory	The undeniable science behind why this works.
	4 Step Visualization Process	What your audience wants to know and how to tell them.
	Chart Choosing	How to make the right choice and pick a chart form that will tell your story.
	Sharpening Your Point	Using a validated chart checklist, you'll learn how to decrease the noise and elevate the story.
	Pulling it All Together	Building on design principles, let's apply these ideas to create cohesive reporting.
4:00 pm	**Wrap up and close**	

"It's the only workshop that taught me anything in my corporate career (true story)." -Varun S.

By the end of the workshop, participants will learn how to:
- Use research-based graphic design best practices
- Enhance data visualizations with simple, immediately implementable steps
- Weigh the pros and cons of presenting data through various chart types
- Present a data story in a clear form for decision-making audiences

Exact timing will follow EES schedule. Handouts and practice files will be emailed directly to you prior to the start of the workshop.