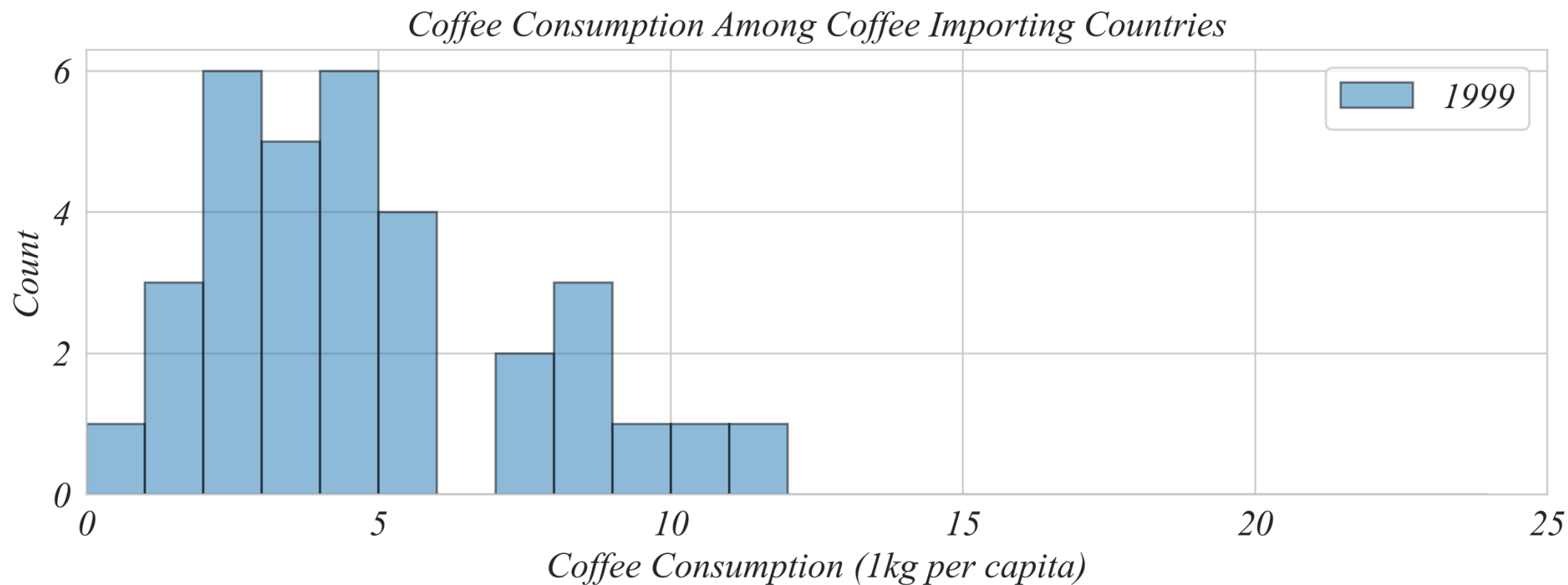


# Presenting Data With Slides

*Some principles for effectively communicating data to a live audience*

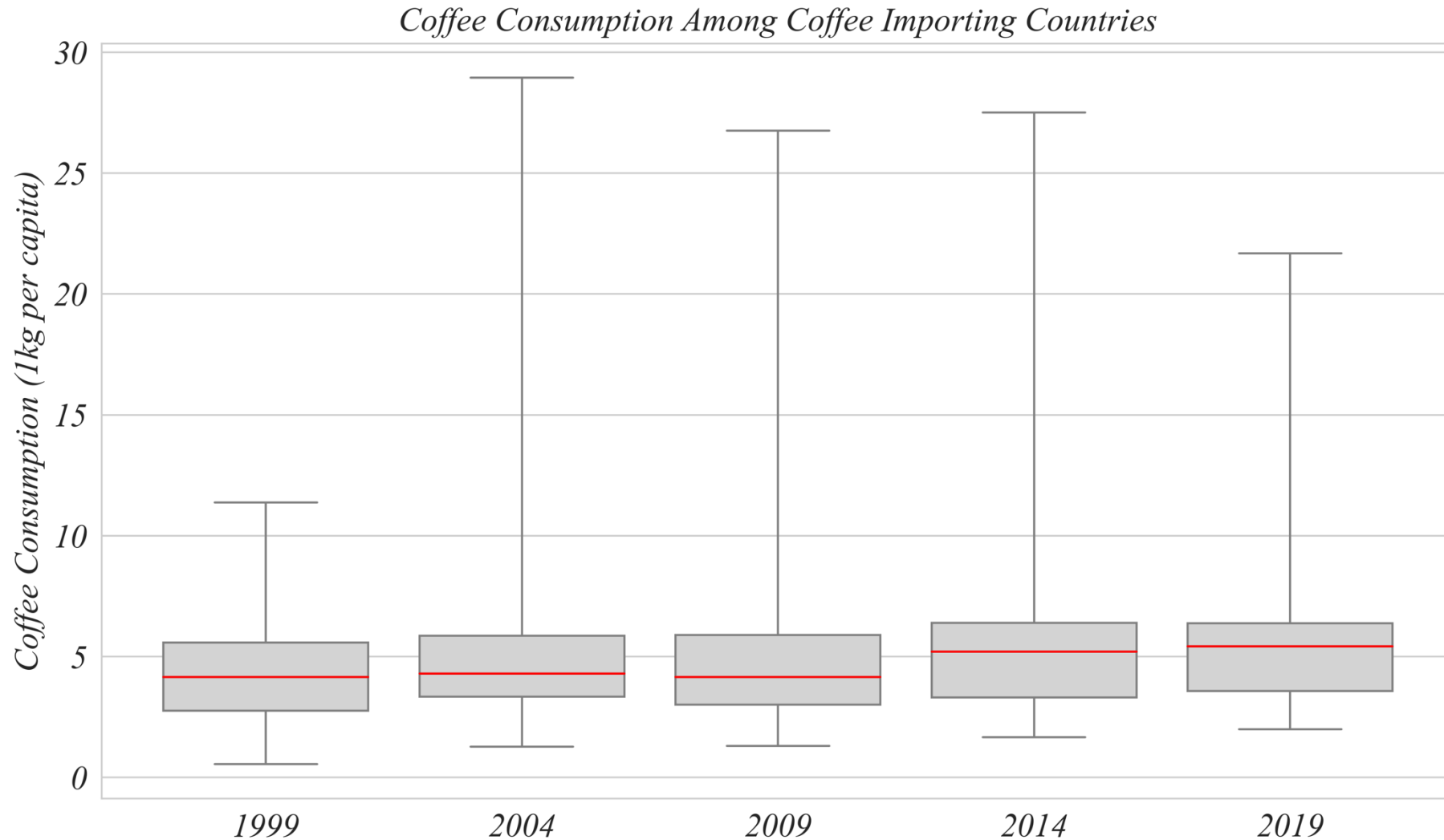
# Keep it simple

*Focus on one main idea per slide.*



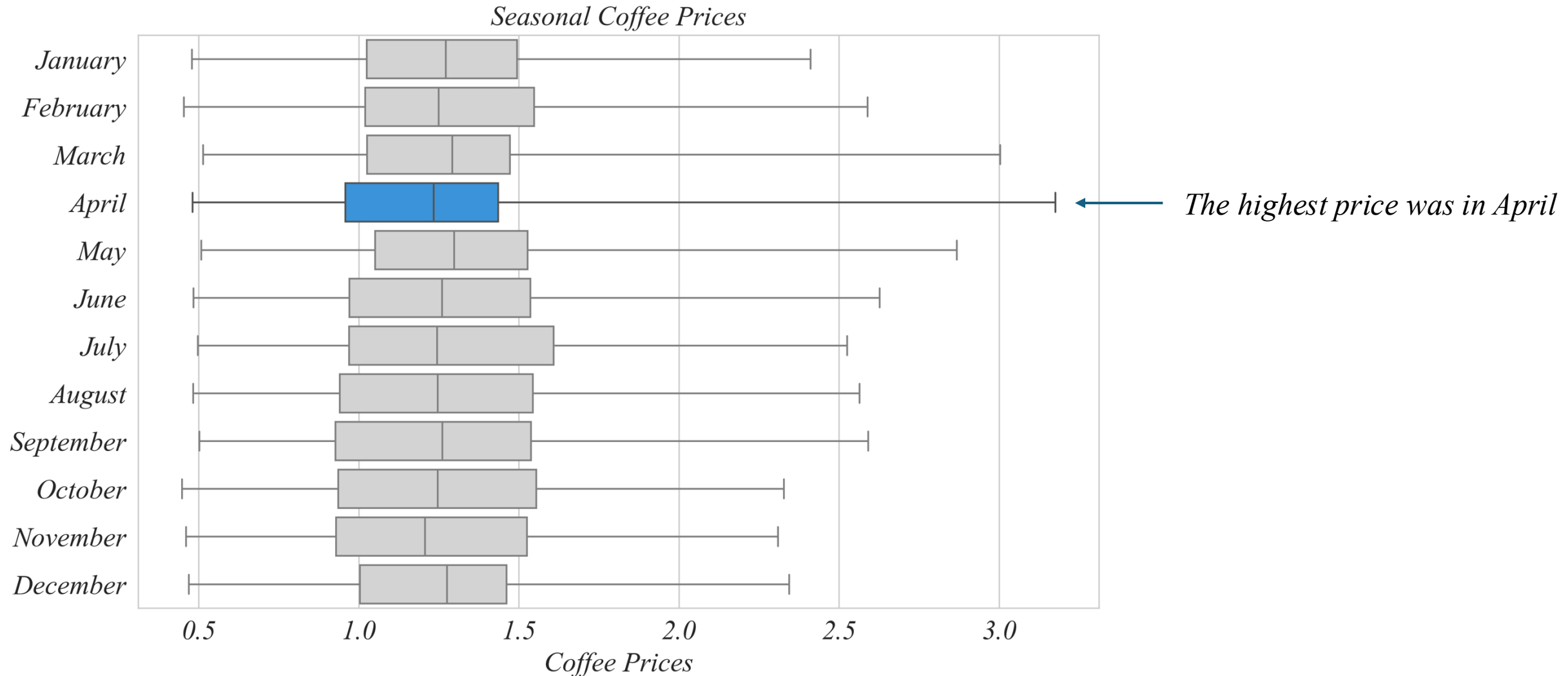
# Highlight your key insights

*Focus on one main idea per slide. Remove extraneous details.*



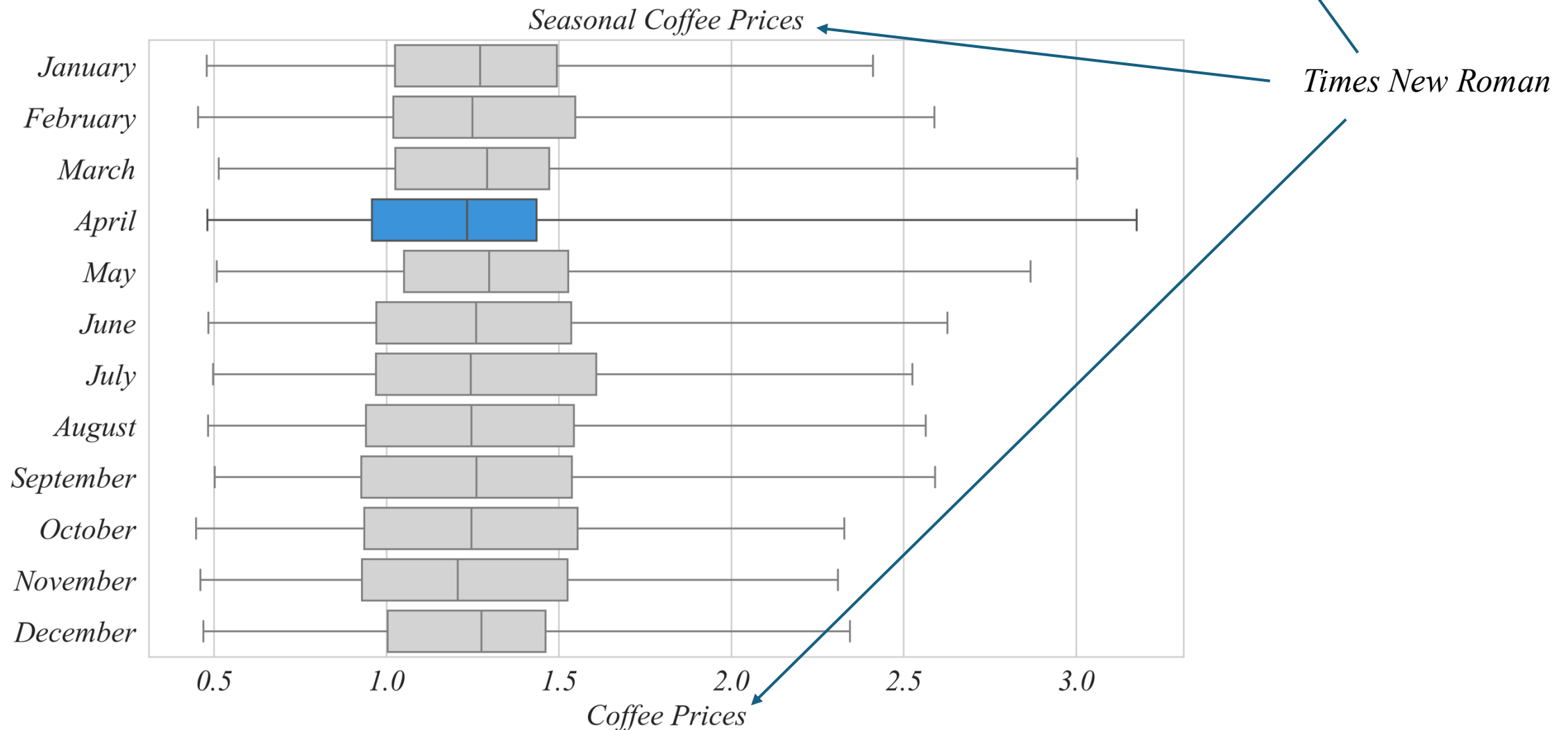
# Use Visuals Effectively

*Use color, chart annotations, or bold text to emphasize the main ideas.*



# Maintain Consistency

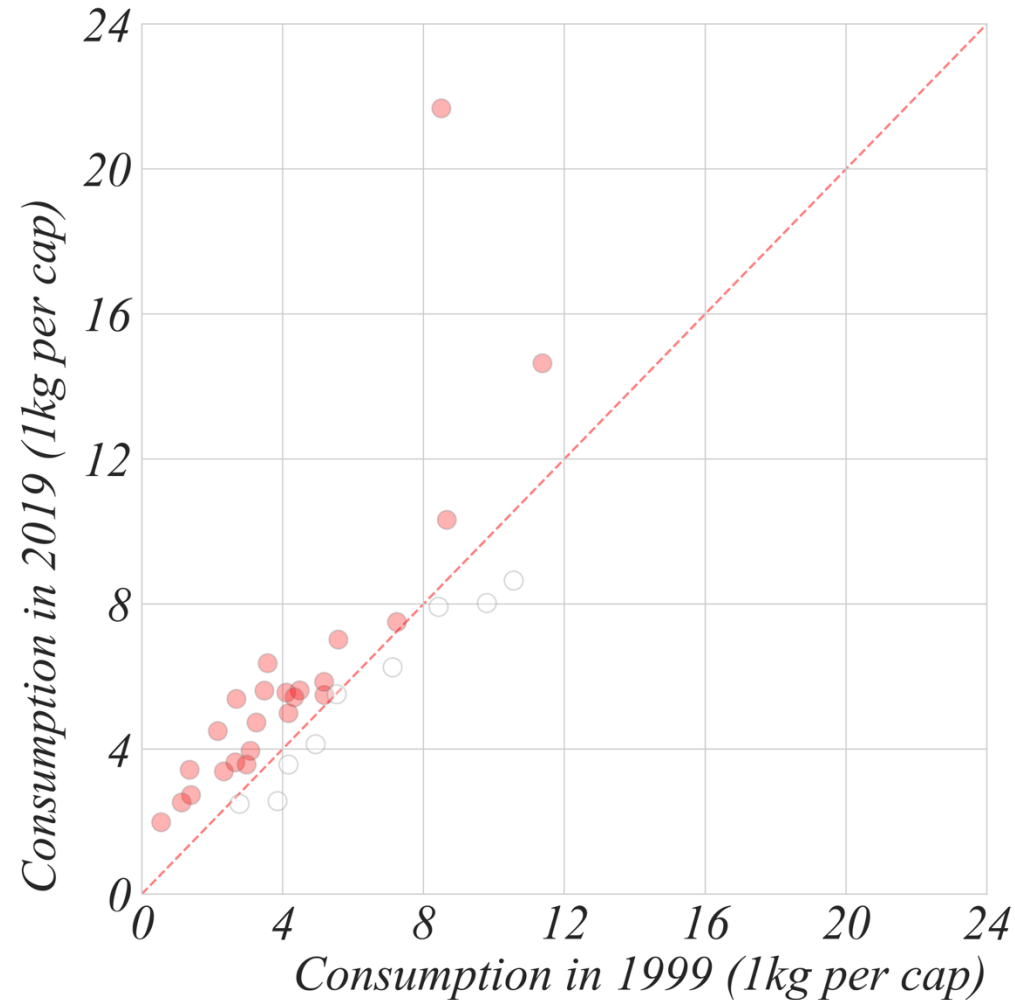
*Use consistent fonts, colors, and layout throughout, and a clean professional design.*



# Provide Context

*Use descriptive titles to emphasize the key message, label axes, and include units.*

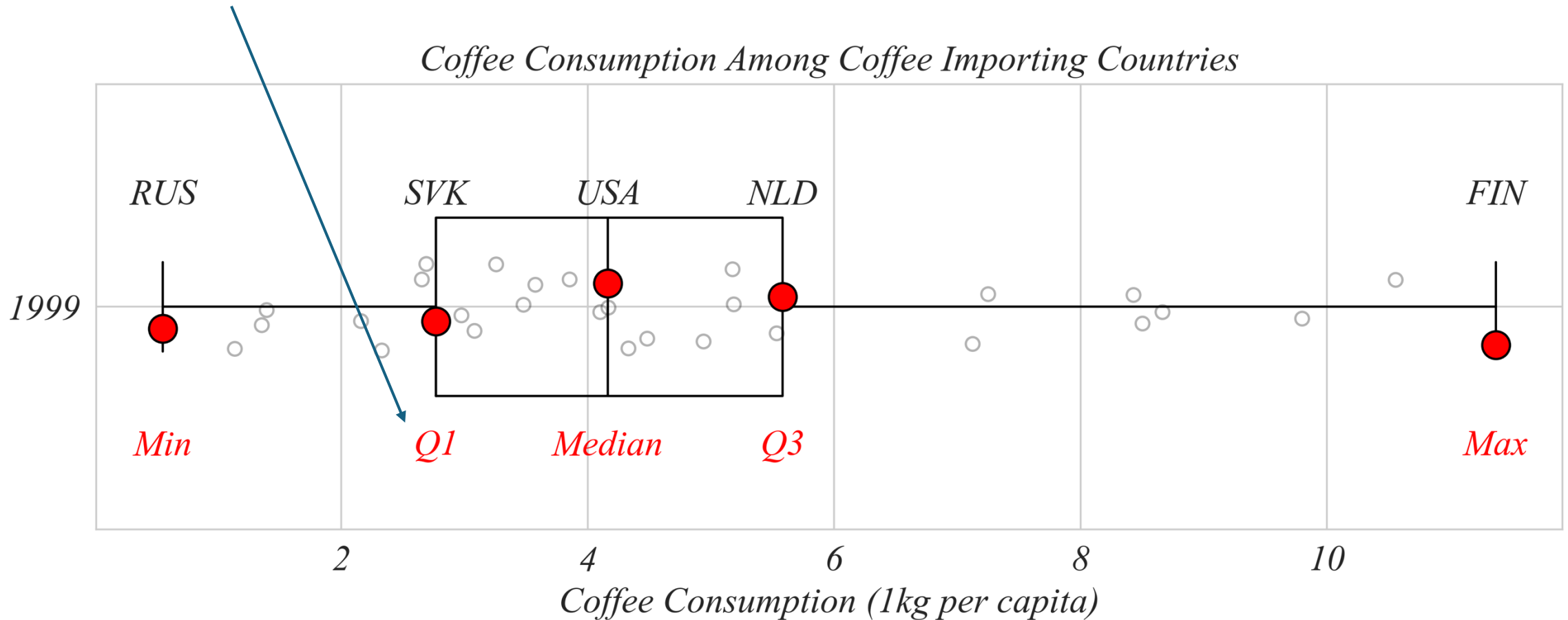
*Countries with higher coffee consumption*



# Be Audience-Centered

*Avoid jargon and tailor the level of detail to your audience.*

*What does Q1 mean?*

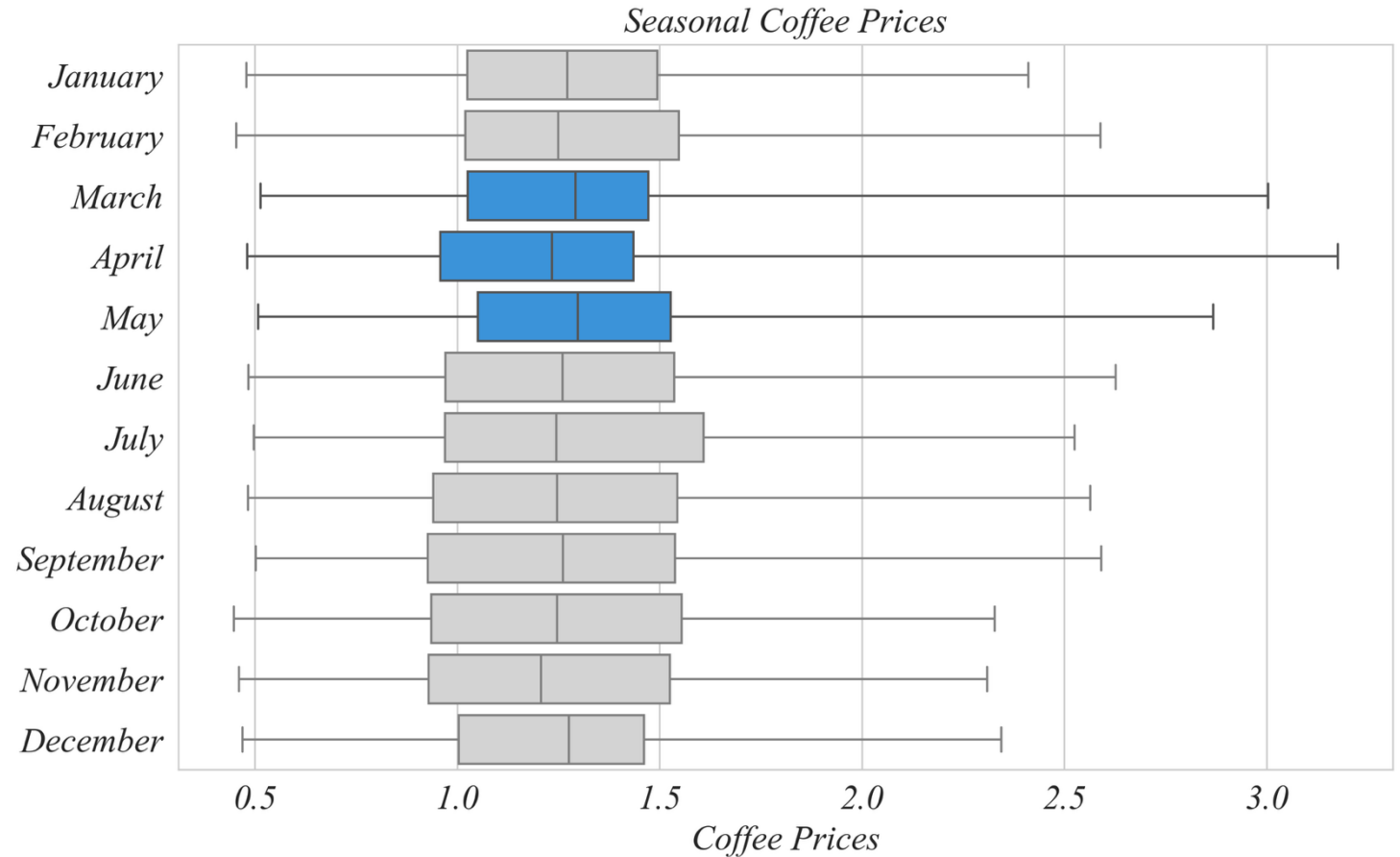


# Minimize Cognitive Load

*Limit the amount of text (one or two sentences), use bullet points, and leverage whitespace.*

1. *Median coffee prices  
were highest in the Spring*

2. *Maximum coffee prices  
were highest in the spring*



# Rehearse The Flow

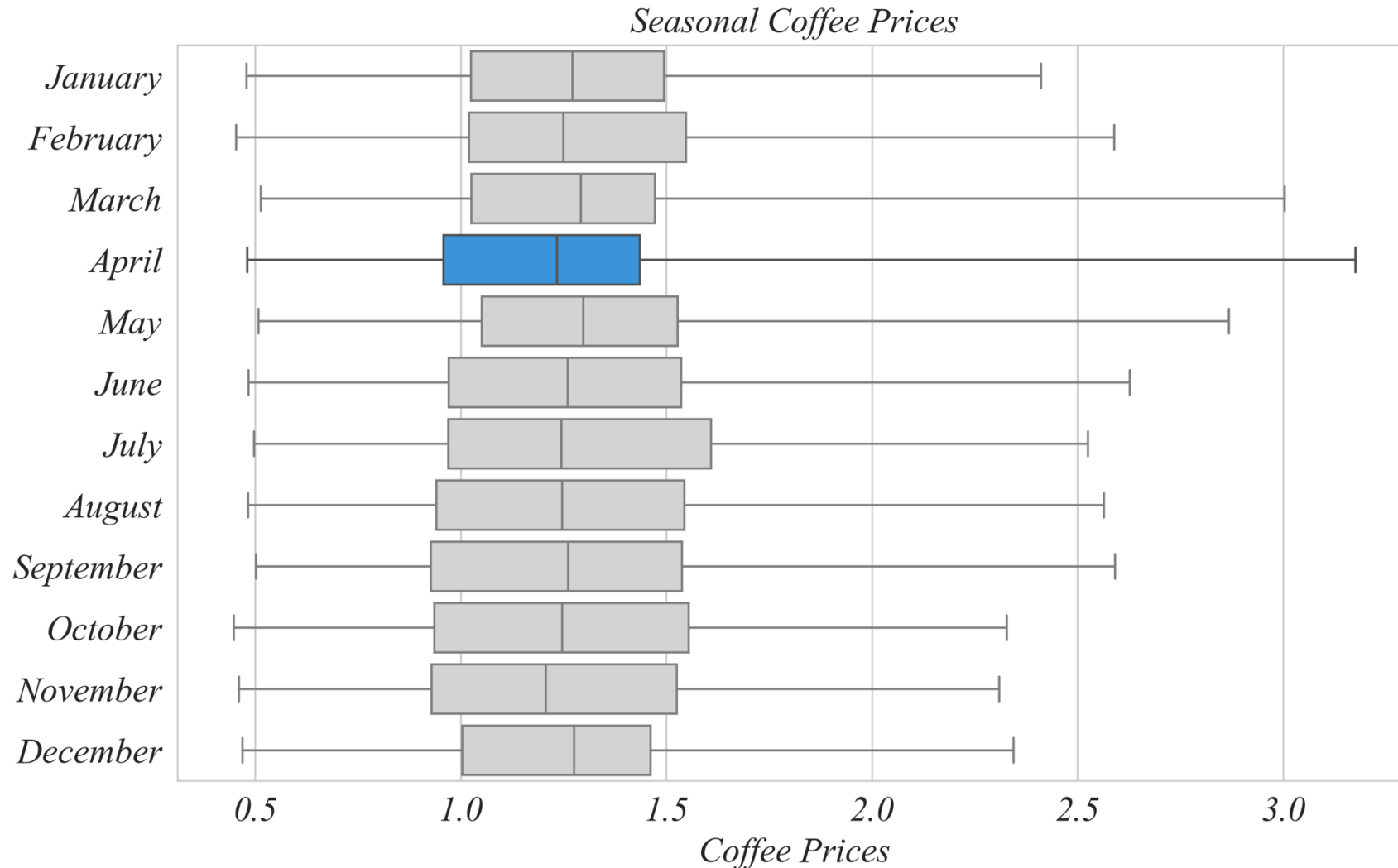
*Ensure slides follow a logical progression and practice a few times.*

- 1. Aim for 2 minutes per group.*
- 2. Aim for 1 minute per slide.*
- 3. Plan the order (descriptives then tests)*
- 4. THEN plan what to say at each point in the presentation.*
- 5. Include nothing extraneous.*

In Class Live Example

# Are coffee prices higher in the summer?

*The maximum coffee price is highest in April.*



# Are coffee prices higher in the summer?

*Coffee prices are \$1.3 higher in the summer ( $p$  value = 0.03).*

