Week 15: *Communicating Results*

🏛 EMSE 6035: Marketing Analytics for Design Decisions

👤 John Paul Helveston

📅 December 07, 2022

Week 15: *Communicating Results*

1. Exam solutions

2. Telling a story

3. Designing slides

4. Giving a talk

5. "Final" thoughts

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Exam Solutions

Final Presentation

- In class, 12/14 (6:00 - 7:20)

- 10 minutes (strict)

- Slides due in team Box by midnight on 12/13

Download this cheetsheet for today's content

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1. Exam solutions

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3. Designing slides
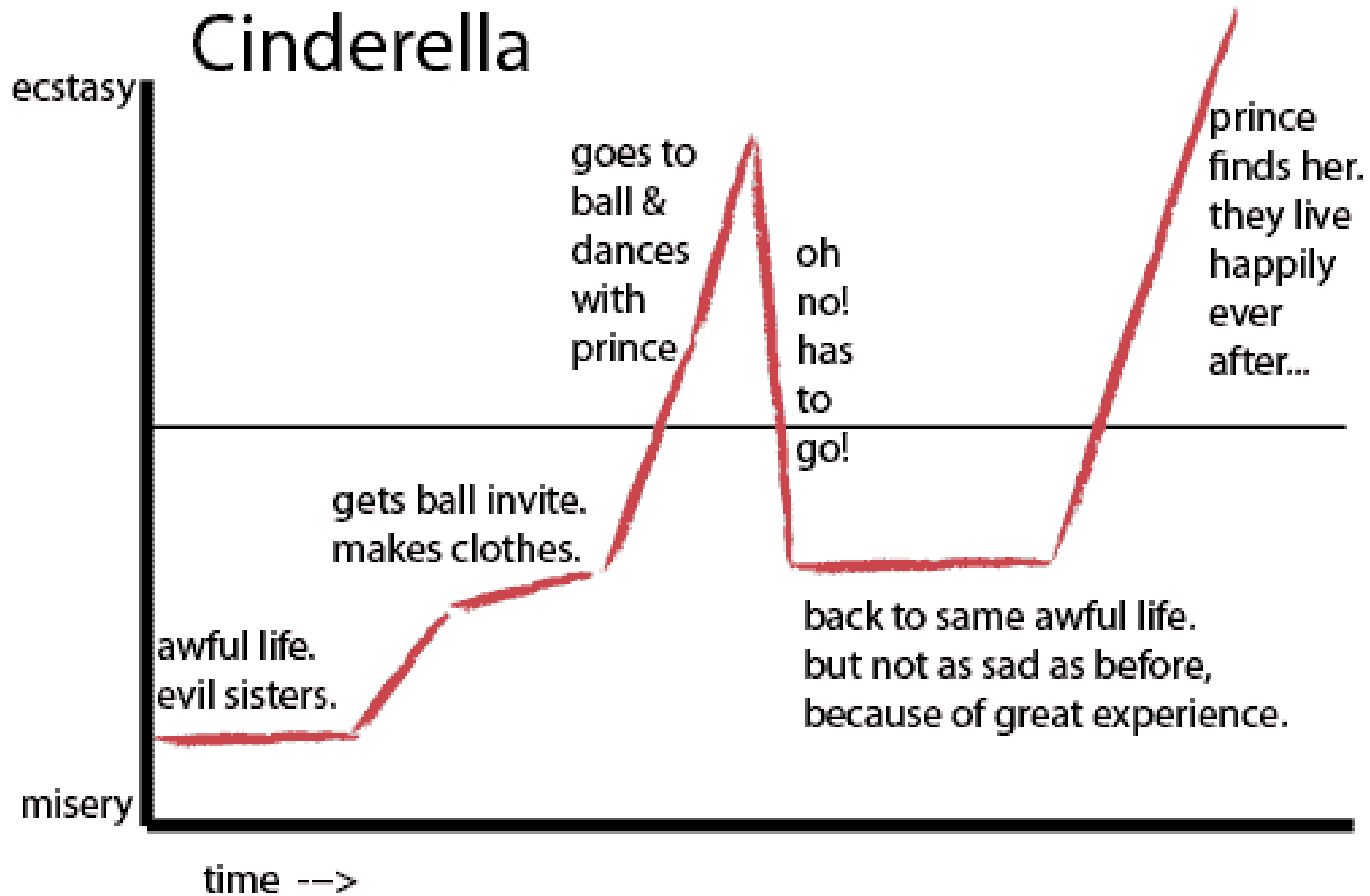
4. Giving a talk

5. "Final" thoughts

What is a story?

A story is a set of observations, facts, or events...that are presented in a specific order such that they create an **emotional reaction** in the audience.
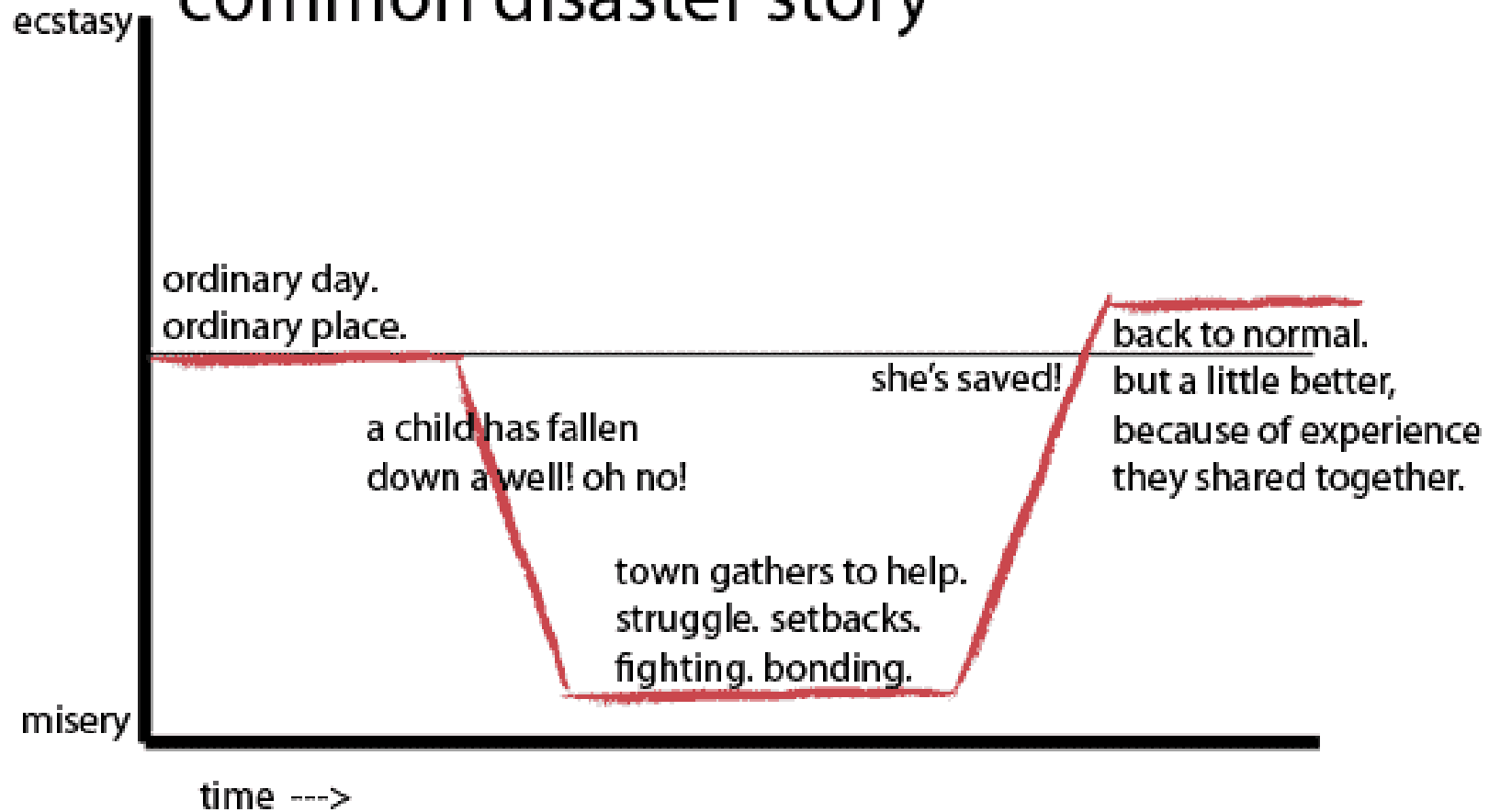
- Clause O. Wilke (2019), Chp. 29

time -->

Cinderella

A graph with "ecstasy" at the top and "misery" at the bottom of the vertical axis, and "time -->" on the horizontal axis.

awful life. evil sisters.

gets ball invite. makes clothes.

goes to ball & dances with prince

oh no! has to go!

back to same awful life. but not as sad as before, because of great experience.

prince finds her. they live happily ever after...

common disaster story

ecstasy

ordinary day.
ordinary place.

back to normal.
but a little better,
because of experience
they shared together.

she's saved!

a child has fallen
down a well! oh no!

town gathers to help.
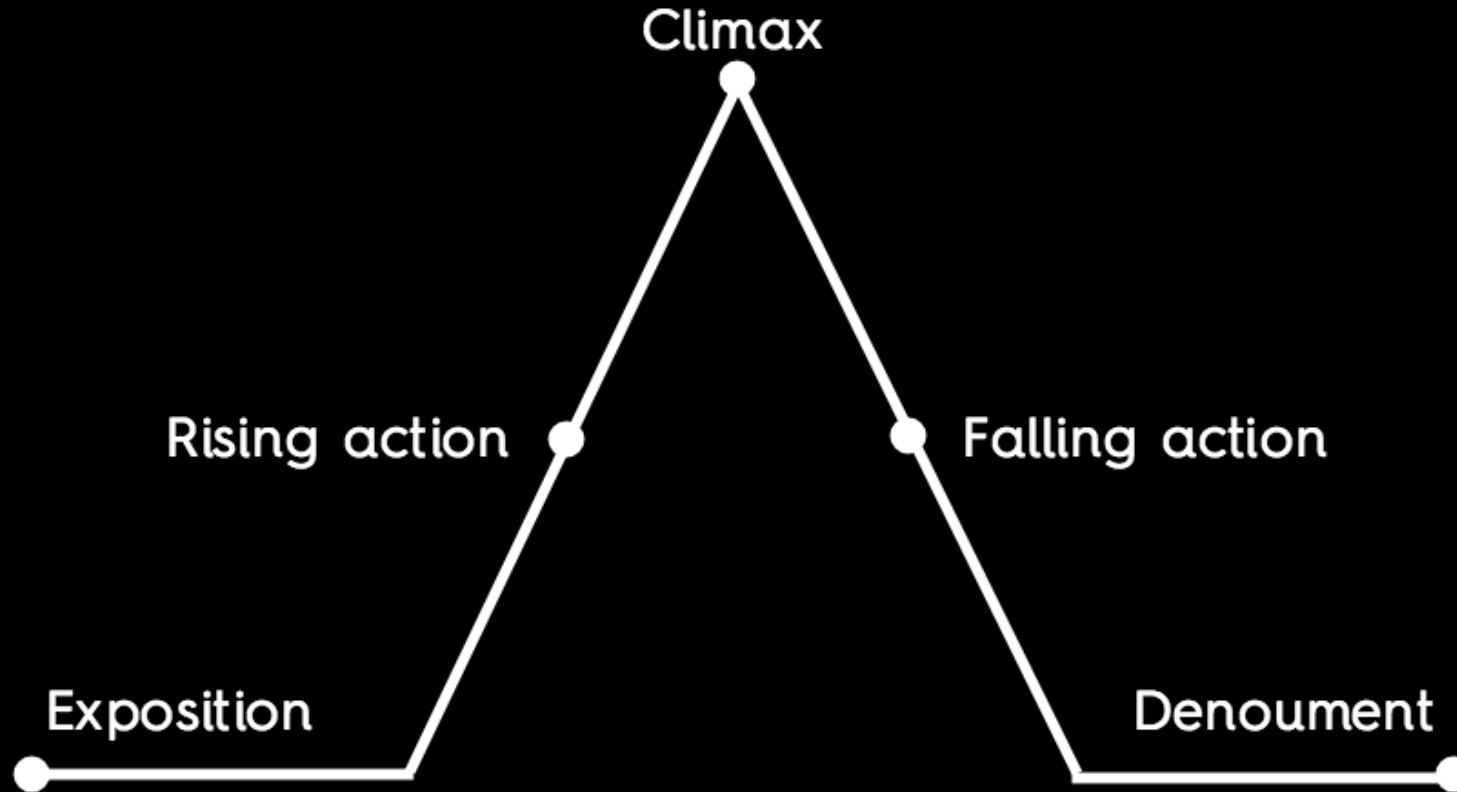struggle. setbacks.
fighting. bonding.

misery

time --->

source

Freytag's Pyramid

Freytag's Pyramid: **King Kong**
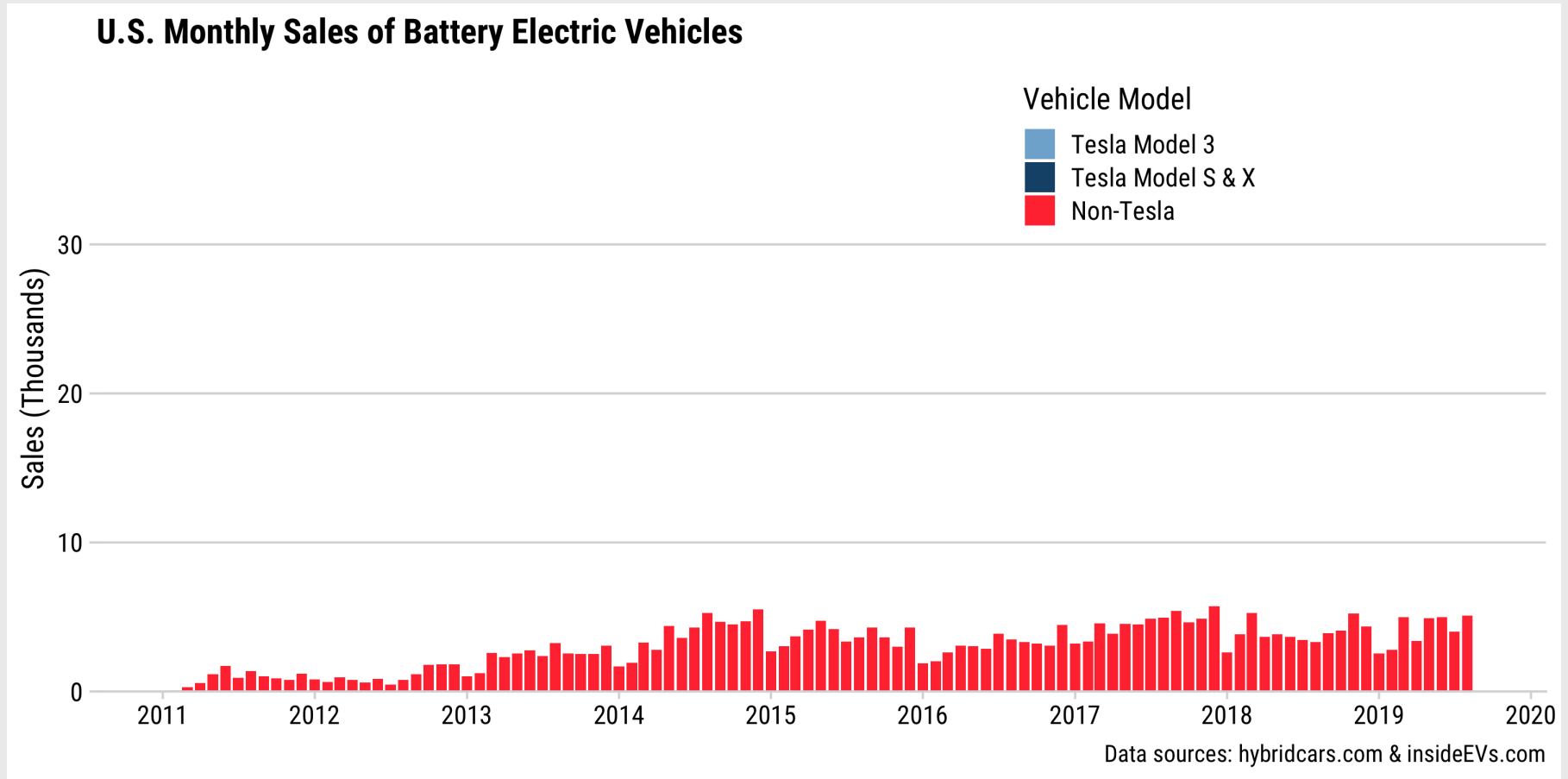
Freytag's Pyramid: **Research Project**

Freytag's Pyramid: **Research Project**

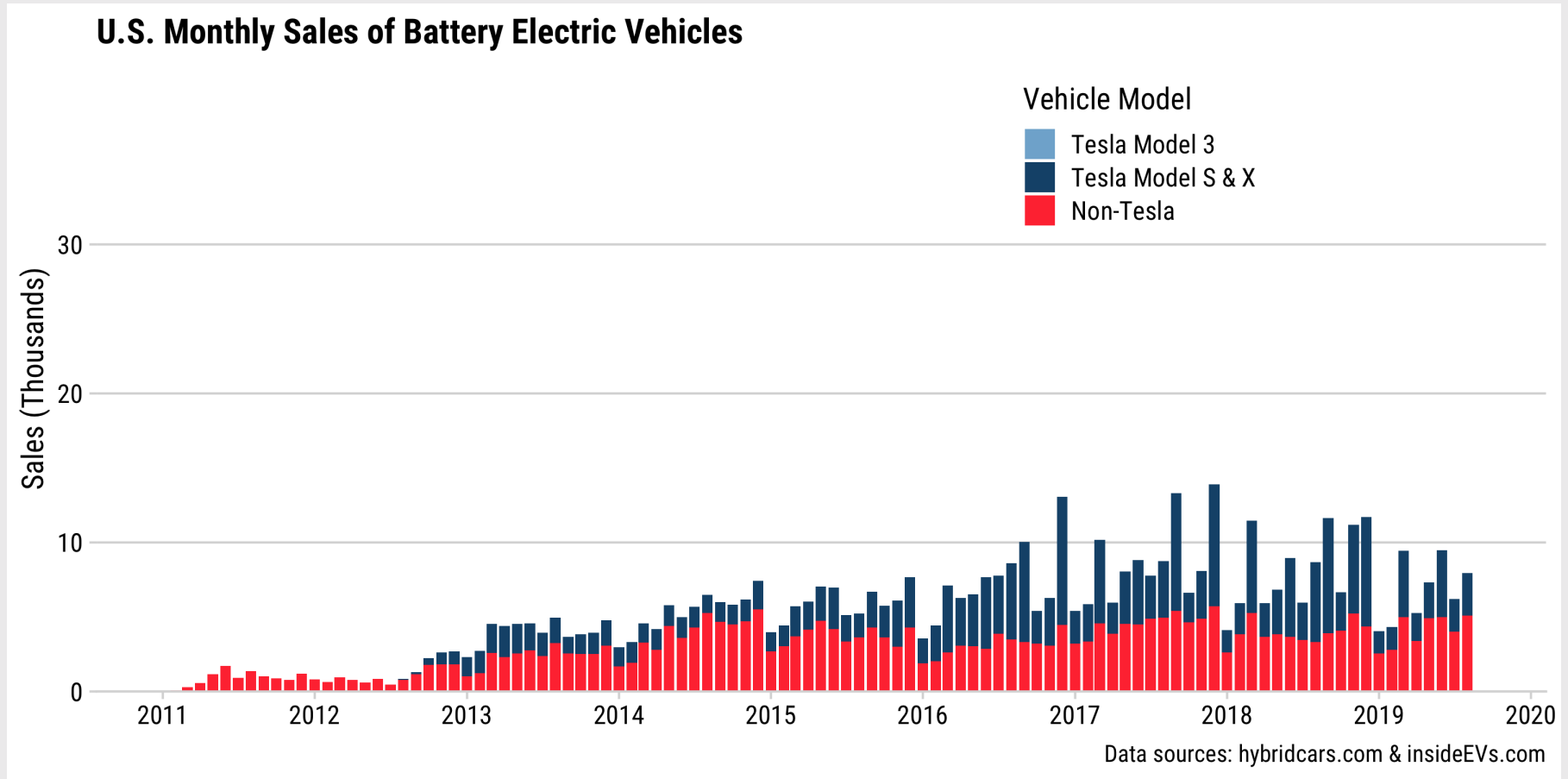"A single (static) visualization will rarely tell an entire story"

- Clause O. Wilke (2019), Chp. 29

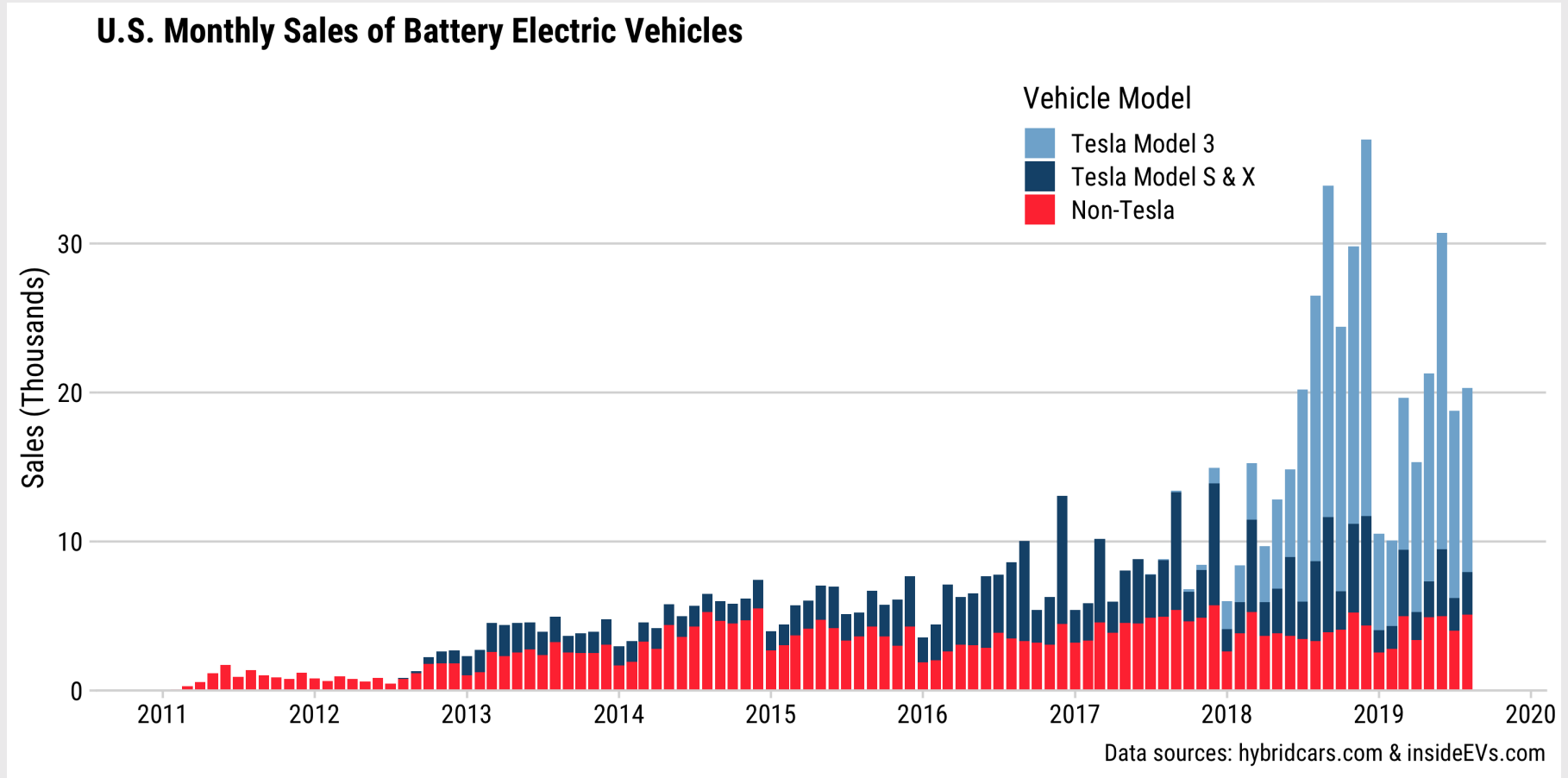# Freytag's Pyramid: **Research Project**

Use **layers** to build tension / provide context

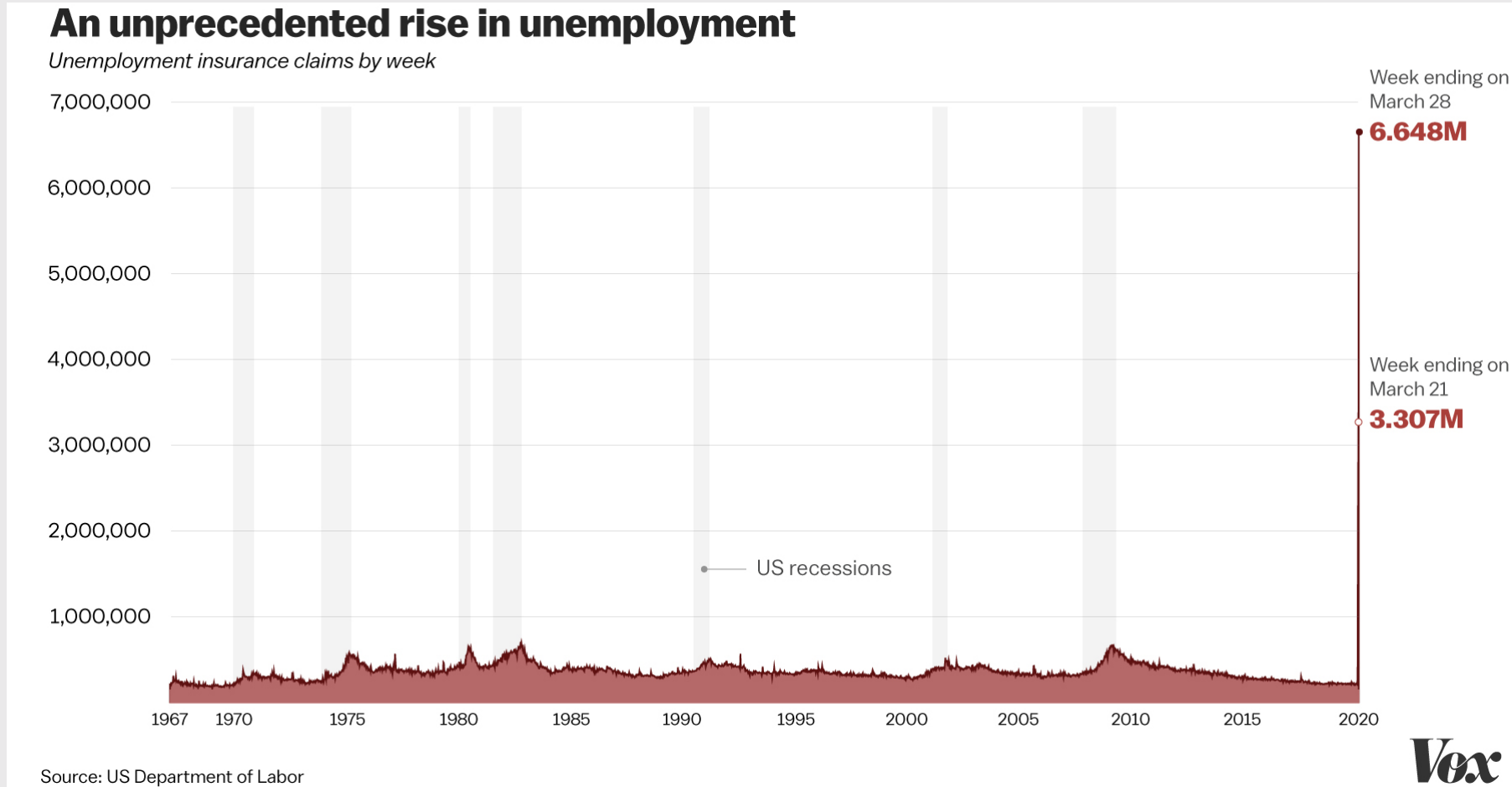**U.S. Monthly Sales of Battery Electric Vehicles**

Sales (Thousands)

Vehicle Model
- Tesla Model 3
- Tesla Model S & X
- Non-Tesla

30

20

10

0

2011   2012   2013   2014   2015   2016   2017   2018   2019   2020

Data sources: hybridcars.com & insideEVs.com

Use **layers** to build tension / provide context

U.S. Monthly Sales of Battery Electric Vehicles

Vehicle Model
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Sales (Thousands)

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Sales (Thousands)

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2011   2012   2013   2014   2015   2016   2017   2018   2019   2020

Data sources: hybridcars.com & insideEVs.com

Use **animation** to build tension / provide context

An unprecedented rise in unemployment

Unemployment insurance claims by week

Week ending on
March 28
6.648M

Week ending on
March 21
3.307M

US recessions

Source: US Department of Labor

Vox

Use **animation** to build tension / provide context

U.S. Weekly Initial Jobless Claims (thousands, seasonally adjusted)

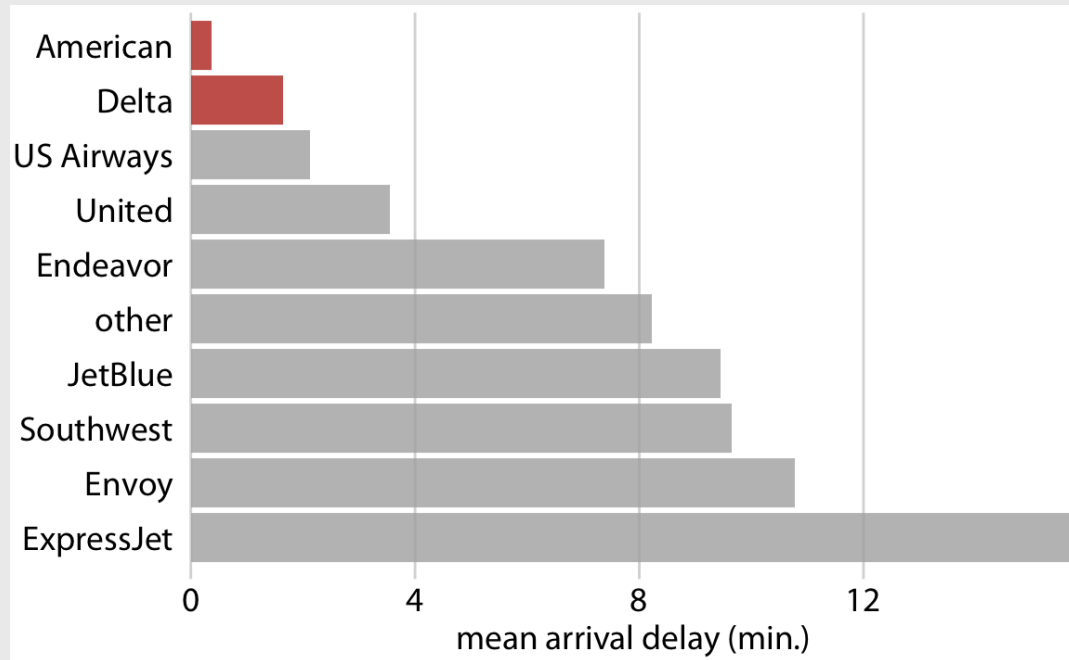@lenkiefer Source: U.S. Department of Labor

Make charts for the generals

(i.e. keep it simple)

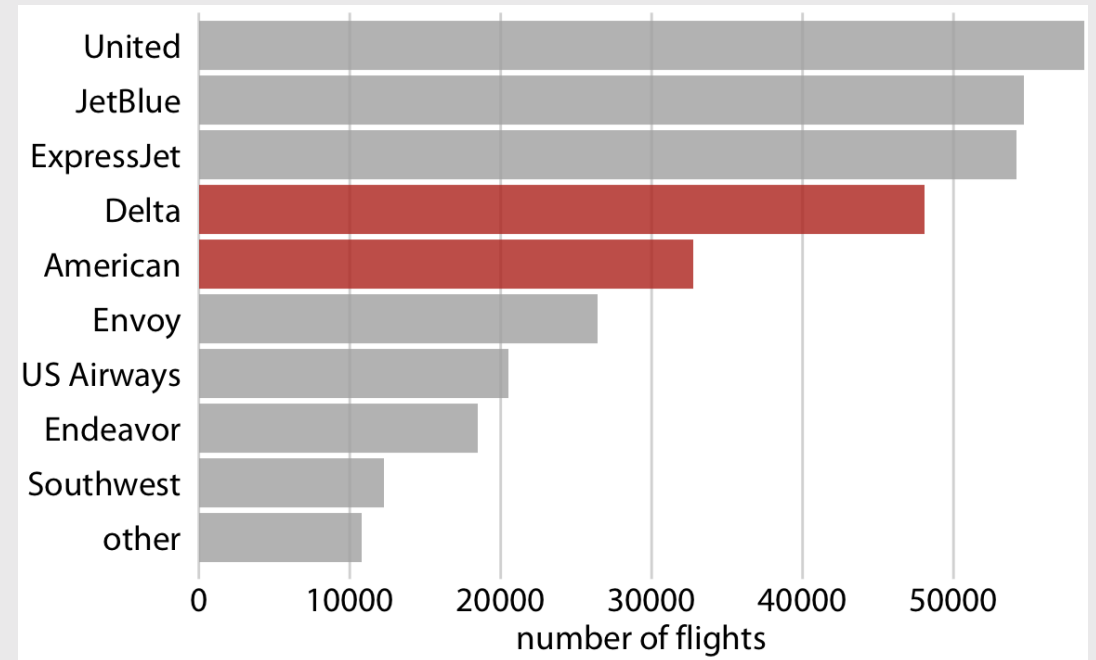# Make charts for the generals

(i.e. keep it simple)
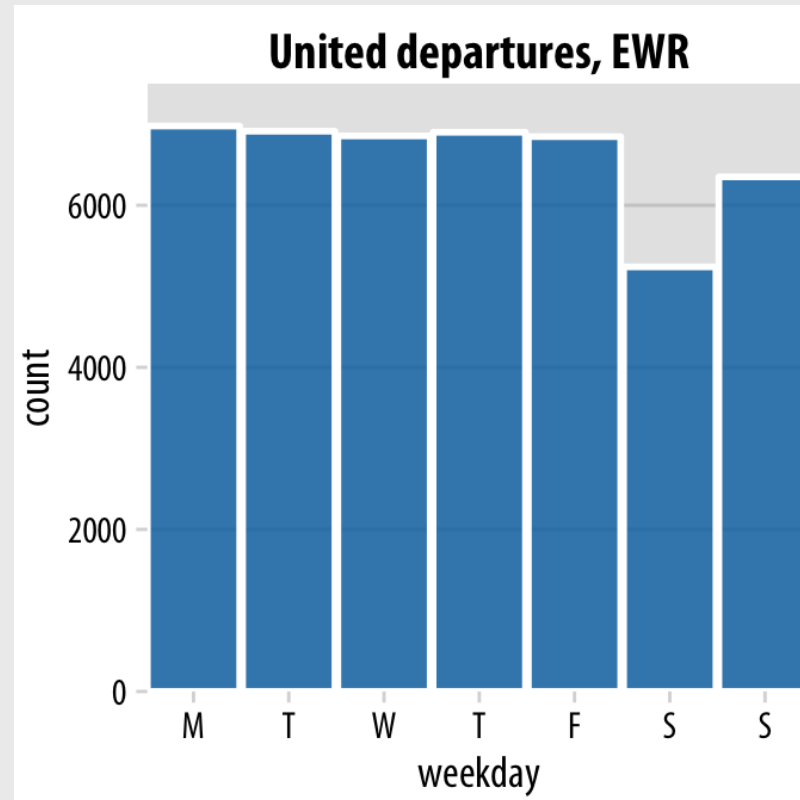

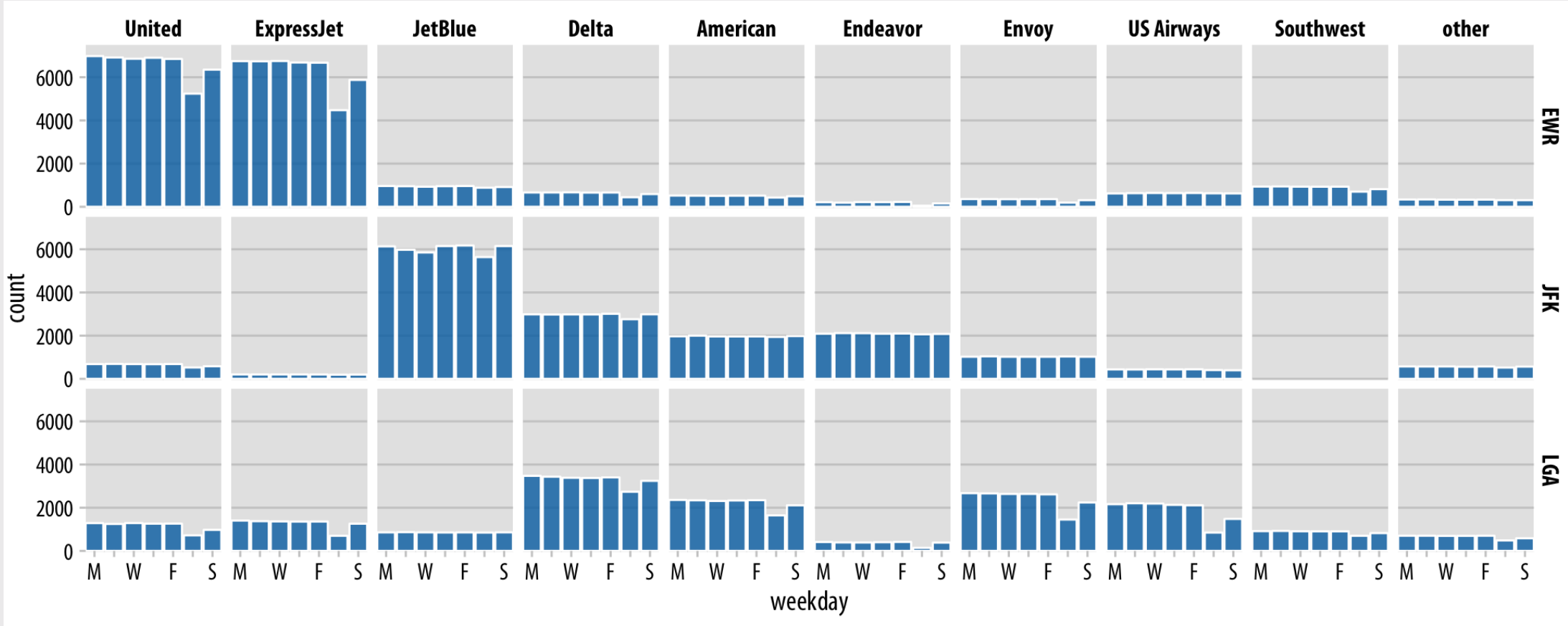source   source
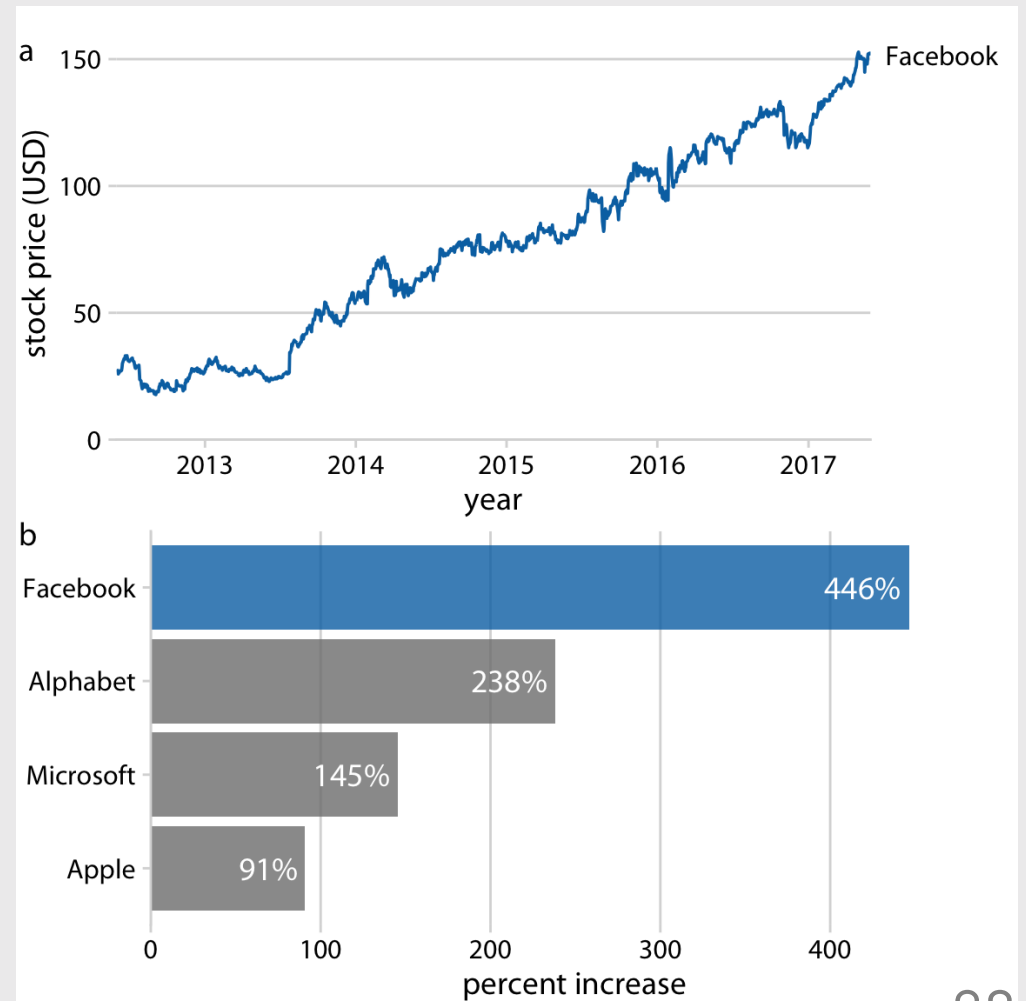
Build up towards complex figures
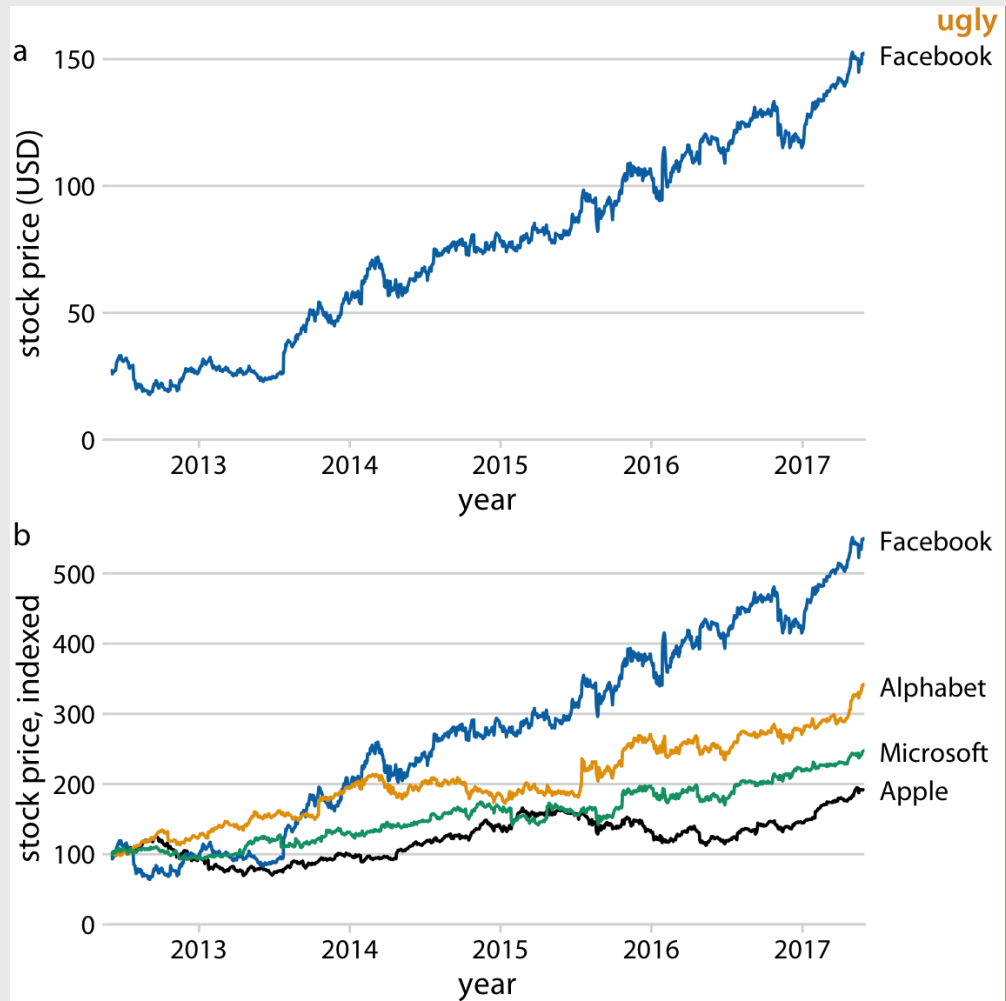

source

Build up towards complex figures

Be consistent, but don't be repetitive

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Hitchcock's rule

Hitchcock's rule

The size of any object in your frame should be proportional to its importance to the story at that moment

Watch this example

Hitchcock's rule

The size of any object in your ~~frame~~ **slide** should be proportional to its importance to the story at that moment
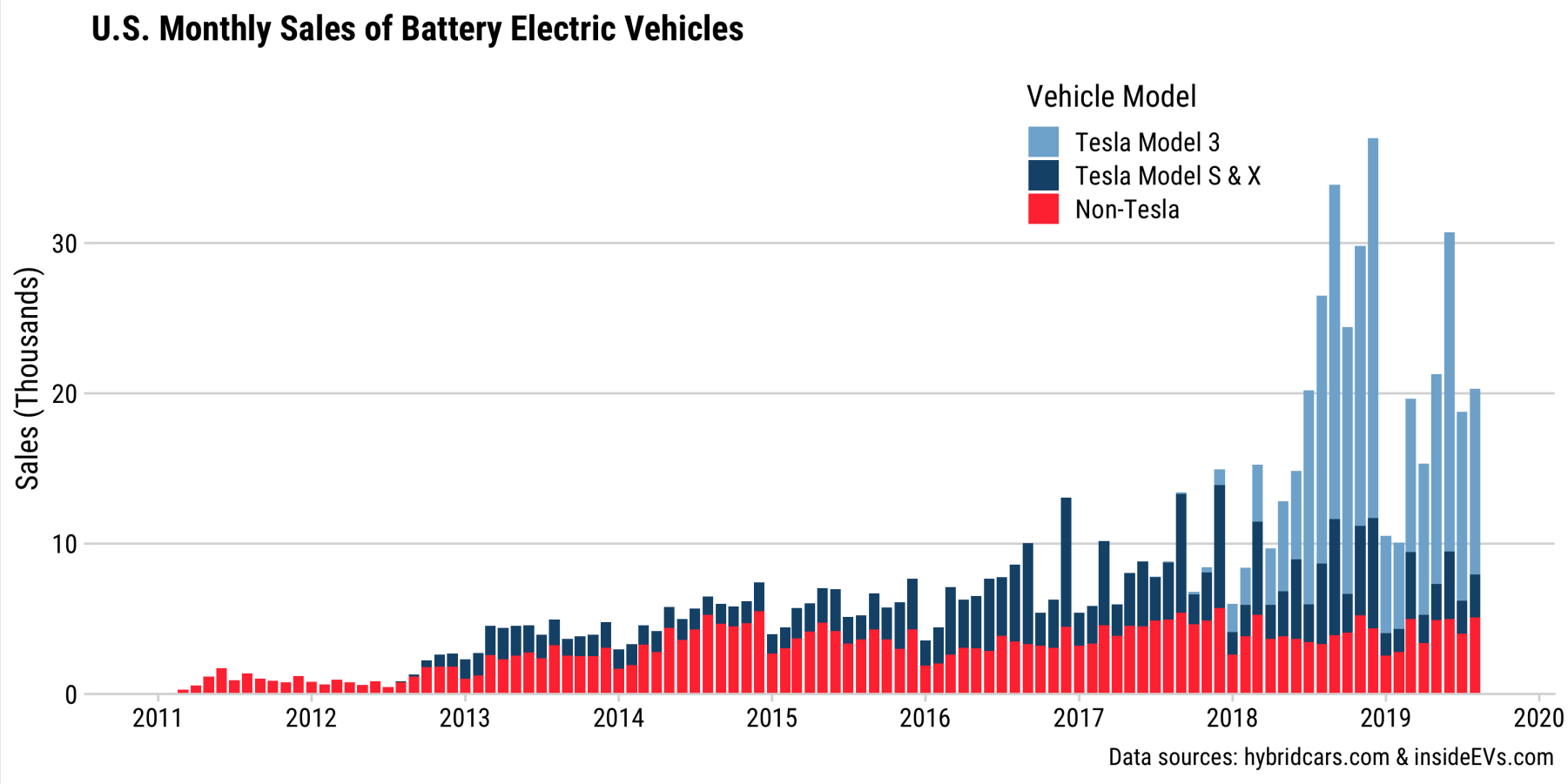
You will read this first

and then you will read this

Put main point at top and use big font size!

(see Stephanie Evergreen's blog post "So What?")

Except for Tesla, EV adoption in the U.S. is **flat**

U.S. Monthly Sales of Battery Electric Vehicles

Vehicle Model
- Tesla Model 3
- Tesla Model S & X
- Non-Tesla

Sales (Thousands)

Data sources: hybridcars.com & insideEVs.com

Tesla's Model 3 is a Game Changer for EVs

U.S. Monthly Sales of Battery Electric Vehicles

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Sales (Thousands)

Data sources: hybridcars.com & insideEVs.com
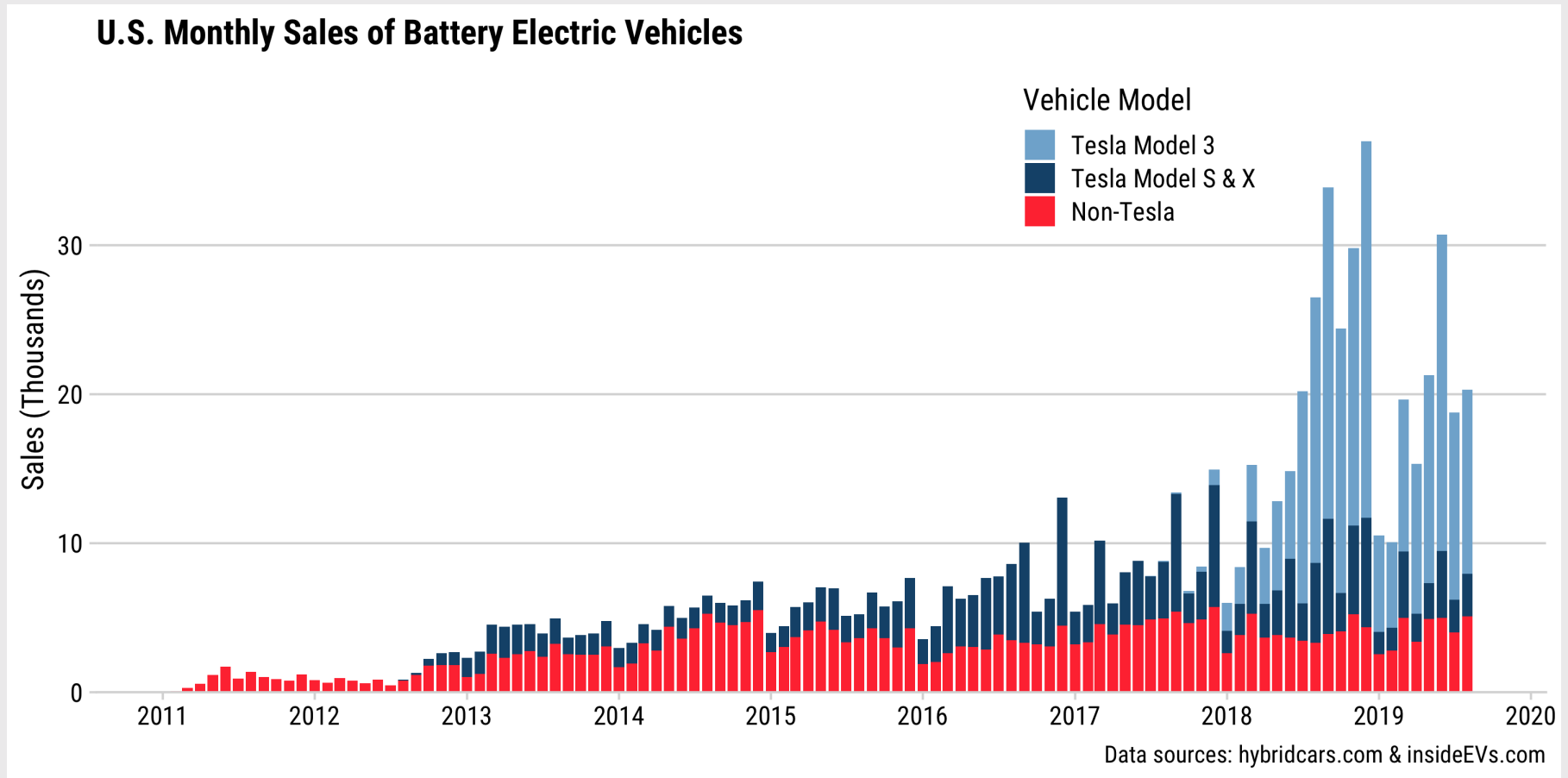
> 40pt font for titles

> 24pt font for all other text

(Exception: footer text can be small)

Think of fonts as pre-attentive attributes

San-serif fonts for most text

"Italic, serif fonts for quotes"

- Prof. Helveston

Consider using a light-colored background
(tan / gray)

Use high contrast between font and background color

Dark text on a light background works well

Light text on a dark background also works well

Use high contrast between font and background color

Yellow text on a white background is horrible

Blue text on a black background is horrible

Avoid fonts like

Comic Sans

Papyrus

They make your work look amateurish

1 slide, 1 idea

Break up main points into multiple slides

Number your slides!

Remove "chart junk" from your slides

Exceptions in slider footer:
- References / data sources
- © Symbol

Example of an acceptable slide footer

↓

If you are in person, consider using handouts
(1-2 pages)

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What are the first words
you should say in a speech?

Watch this video to find out

10:00

How to start a speech

3. With a question that matters to the audience ("Have you ever...?")

2. With a shocking factoid ("There are more people alive today than have ever lived...").

1. Tell a story, talk about **people** ("Imagine...")

Development and Adoption of Plug-in Electric Vehicles in China

Presented by:
John Paul Helveston, Ph.D.
Postdoctoral Fellow
Institute for Sustainable Energy
Boston University

January 26, 2018

3) With a question that matters to the audience:

"What's the current federal subsidy for buying an electric car in the US?"

2) With a shocking factoid

"50% of the world's EVs are made by Chinese automakers"

1) Tell a story, talk about **people**

"Whenever I talk with people about electric cars, they usually ask about Tesla..."

Your turn

Brainstorm different strategies for how to start your presentation for your projects:

1. Tell a story, talk about **people** ("Imagine...").
2. With a shocking factoid ("There are more people alive today than have ever lived...").
3. With a question that matters to the audience ("Have you...?").

Afterwards, we will go around the room and one person from each team will practice giving their start to their presentation.

1. **Automated Vehicles**: Oladele, Vikram, Christine, Sanskriti
2. **Leaf Blowers**: Sameer, Priyanka, Raffa
3. **Remote Work**: Haokai, Sravya, Malyadri Reddy, Michael
4. **Student Housing**: Maximillian, Alejandro, Margaret, Bassant
5. **World Cup**: Kyle, Ava, Vibhav, Prathyaj

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Final Reports (Due 12/11...you have 4 days left!)

- Read prompt carefully

- Be sure to include a copy of the data you're using

- Use a theme ✨

- Check for spelling errors:

```
spelling::spell_check_files("report.Rmd")
```

Final Presentations (Due 12/13)

- We'll watch these during class period on Dec 14

- 5 projects x 10 mins each