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### **Some comments on setting the right level for our audience when presenting/communicating statistical findings**

Sometimes we have to create presentations and talk to people (e.g., clients, team members) who are much less familiar with statistics than ourselves. In that context, how do we find the right "level" for our audience to make sure they understand our statistical findings and their implications for decision-making?

It is easy to fall back into jargon, talking about p-values,  $R^2$ , or other statistics that we expect someone may have heard of. Unfortunately, these issues often confuse the clients (and other less-statistically-minded team members).

The following checklist is useful for preparing a presentation/communication:

- 1) **Know the audience.** What level of statistical detail is necessary to communicate? What is the level the audience wants/needs?
- 2) **Don't use jargon if at all possible.** P-value,  $R^2$ , and other terms we find so useful may confuse those less comfortable with them.
- 3) **Use visualizations when possible.** Yes... tables are a type of visualization, but graphs can often express the concept much more quickly/easily.
- 4) **Annotate.** We may know what is interesting on a graphic or slide... but our audience almost never does. Annotations really help for those who are more visual than auditory individuals.
- 5) **Explain.** Use examples and anecdotes to explain statistical findings.