Transf er Function (ungained) = 
$$\frac{ADC \text{ value}}{3} = \frac{0.72}{3} = 0.24$$
  
Transf er Function (converted to °C) =  $\frac{0.24}{10} = 0.024$ 

We have also included the opam gain:

$$Opam \ Gain = 1 + \frac{R_f}{R}$$
$$= 1 + \frac{20000}{10000} = 3$$