# Google

# Reading: Activity Exemplar: Design a slide deck for a business intelligence presentation

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

## Completed Exemplar

To review the exemplar for this course item, click the following link and select *Use Template*.

Link to exemplar: Minnesota traffic volume slide presentation

OR

If you don't have a Google account, you can download the exemplar directly from the following attachment.

> 📎 Activity Exemplar: Minnesota traffic volume slide presentation

## Assessment of Exemplar

Compare the exemplar to your completed activity. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

**Note**: *The exemplar represents one possible way to complete the activity. Yours will likely differ in certain ways. What's important is that your slide deck describes your BI project briefly and effectively.*

This exemplar presentation is a brief slide deck that presents the Minnesota Interstate Traffic Dataset that you used in the **Activity: Iterate on your dashboard**. Your slide deck might appear very different from the exemplar if you used a different dataset or project. If so, ensure that your presentation still includes the following four categories of slides.

## Introduction slide

Your first slide should include the following components:

- A title
- A visual element
- Optional: a subtitle
- Optional: Your name or company

In this exemplar, Slide 1 has the title "Minnesota Interstate Traffic Volume," the subtitle "An in-depth analysis of traffic patterns on our interstate highways," the Minnesota Department of Transportation logo, and a graphic of a car. It includes a simple color palette but few other details that distract from the introductory slide.

## Business problem

In this exemplar, Slide 2 includes a very brief description of the business problem. The slide includes a picture of the Minnesota interstate with high traffic congestion. Some projects you work on might require more slides devoted to describing the business problem, but this simple slide is enough of a summary in this case.

## Methods

Slide 3 of the exemplar describes the three primary charts used to visualize the data: Monthly Volumes, Weather, and Holiday Travel. It also includes a short description for each chart that suggests reasoning for separating the data into its own chart.

## Insights

Slides 4–6 summarize the most important insights from the dashboard. Each slide features a chart that was introduced in Slide 3. These slides include images of each of the charts.

Slide 4 explains that August generally has the highest traffic volume, and February has the lowest. It points out an unusual dip in traffic in April 2018 and that aside from this dip the traffic trends are consistent from year to year.

Slide 5 focuses on weather and its effects on traffic. It also introduces a question: : What can the Minnesota Department of Transportation do to alleviate traffic issues on rainy days?

Slide 6 explains the holiday traffic trends. It supposes that the high traffic in August might be partially due to the state fair that takes place during that month. It also suggests that the holidays in January contribute to most of the traffic volume during that month.

Slide 7 examines when hourly traffic patterns emerge and if holidays impact them. It also explains that while to- and from-work commuter traffic has higher volume, there is not a significant difference during a holiday.

Slide 8 is the final slide and includes a quick signoff to conclude the slide deck presentation. This slide also helps the presenter transition into asking the audience if they have any questions.

## Key takeaways

BI presentations can take many forms. A slide deck is a convenient and simple medium for sharing your insights with your stakeholders. You can customize a slide deck an infinite number of ways, while still communicating the most important information. The presentation you made in this activity will help you prepare for many slide decks you'll make in your role as a BI professional.