

D601 Task 2
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Expectations for a technical audience

An audience with a technical background would be much more interested in the details and processes of creating the visualizations and how the data was handled. They would be more interested in details of the “how” of the project. When presenting to a technical audience, you could assume a certain level of base understanding of industry terms in order to present the complexities of the findings, visualizations, and models. The language could also be much more advanced and technical for this audience.

Expectations for a nontechnical audience AND difference from technical audience

A nontechnical audience would require more simple language and should focus on the takeaways of the project rather than the technical background of how the project was performed. They would be much more interested in the bottom line and findings than the technical audience. The presentation to the nontechnical audience should be more clear and not use technical language, unlike the presentation for a technical audience. The presentation for non technical audiences should focus on trends and implications for the business as a whole.

Sources

No sources were used besides official WGU course materials.