FINAL PROJECT PRESENTATION

When working with data science projects, you will frequently have to present your findings to business partners and other interested parties - many of whom won't know anything about data science. That's why it's important to practice communicating your work clearly and effectively - for any audience.

Note: Prior to your final presentation in front of GSA’s executive leaders, we are offering an extensive prep session with GSA’s CDO to prepare you for your 5 min presentation. In this session, we will go over expectations, and how best to deliver your project.

Your goal is to create a 5 minute presentation that guides a non-technical, business heavy audience through your problem or initial challenge, the approach you took to solve it, your findings, and results/impacts. You should already have the analytical work complete, so now it's time to clean up and clarify your findings (in a non-technical way).

Create a detailed 10-20 slide deck or interactive demo that explains your data, visualizes your model, describes your approach, articulates strengths and weaknesses, and presents specific recommendations. Plan for a 5 minute presentation with 1-2 minutes of QA; be prepared to explain and defend your model to an inquisitive audience!

Goal: A detailed 10-20 slide presentation deck that relates your data, model, and findings to a non-technical audience.

Requirements:

- Show off your work to what would be a less technical, more business oriented audience
- Summarize the work you've completed from earlier deliverables into a clean presentation, including:
    - Your project's background, problem and hypothesis
    - Descriptions of the datasets you used

    - Data exploration with summary and charts
    - An explanation of your model (for non-technical audiences)
    - Recommendations based on your findings
    - An appendix that includes all of your work and technical terminology
- Review next steps with your audience; what could you do beyond the scope of this course?

Detailed Breakdown: A 10 to 20 slide deck consisting of:

- (1) Outline Slide
    - What is your project about?
    - What is its history?
    - What relevant information is required for a colleague to jump in to understand your project?
- (2-3) Summary Slides (including data and problem statement)
    - What were you trying to accomplish?
    - What steps did your project take?
    - Where did the data come from? What does a sample look like? Was there data you considered but decided to remove?
- (3-4) Modeling Insight Slides
    - What is the visualization explaining?
    - What do the x and y axes mean?
    - How does the visualization help either prove or disprove your work?
    - What caveats have to be explained to best understand it?
- (2-3) Modeling Approach Slides
    - What was your model trying to optimize for? Why was it the right metric for optimization?
    - What algorithm did you try? How does it work?

- (2-3) Results Slides
    - What worked? What didn't? Why?
- (1-2) Conclusion Slides
    - What had the most impact on your work?
    - What can you confirm? What can you suggest? What is still to be determined?
- (1-2) Next Steps Slides
    - What should this project do moving forward?
    - What would be the next two or three things you want to try? What impact might they have?
    - What might your conclusions enable others to do?

Bonus:

- You might also include a Citations Slide, if necessary

EXECUTIVE BRIEFING

You will be invited to an executive briefing session where you will report out on your project. You should be able to articulate your business problem and results within 3 mins, and then give a high level overview of your results, whether through a dashboard, report or other format, in 2 mins. The most important outcome is to be able to present very technical work to a very non-technical Executive on how your work can solve key business decisions.

A prep session with the GSA CDO will be setup for you to review/prep for this session.

FINAL PAPER

Your final report will build off of the initial project proposal you wrote, but will give the final project details instead of anticipated outcomes. This should be a 1-page document to include a summary of problem statement, challenges faced, approach taken to solve, what tools were used, and impacts. This will be published & sent over to the Data Governance Boards for your organization.

Goal: A 1-page non-technical document that relates your project, approach, findings, and impact to a non-technical audience.