

VKN1 — VKN1 TASK 3: REFLECTION PAPER

DATA STORYTELLING FOR VARIED AUDIENCES — D601

PRFA — VKN1

Task Overview

Submissions

Evaluation Report

COMPETENCIES

4161.1.1: Demonstrates How Interpersonal Skills Are Applied in Communication

The learner demonstrates how interpersonal skills are applied to effectively communicate.

4161.1.2: Conducts an Audience Analysis

The learner conducts an audience analysis.

4161.1.3: Communicates Data Insights

The learner communicates data insights to technical and nontechnical audiences.

4161.1.4: Creates Data Representations

The learner creates data representations to offer insights into an organizational problem.

4161.1.5: Designs Interactive Dashboards

The learner designs interactive dashboards to support executive decision-making.

INTRODUCTION

The data analyst's job does not end once the data has been analyzed. A vital skill for data analysts is to represent and report the data to stakeholders. In this task, you will demonstrate your ability to identify actionable insights from data and communicate them using effective storytelling methods.

In this task, you will write a reflection paper to demonstrate your understanding of the techniques and value of data representation and reporting.

REQUIREMENTS

Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.

You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

Tasks may **not** be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).

- A. Write a reflection paper to demonstrate your understanding of data representation and reporting by doing the following:
1. Explain how the purpose and function of your dashboard align with the needs outlined in the data dictionary associated with your chosen dataset.
 2. Explain **two** different data representations from your dashboard, including how executive leaders can use them to support decision-making.
 3. Explain **two** interactive controls in your dashboard, including how *each* enables the user to modify the presentation of the data.
 4. Describe how you built your dashboard to be accessible for individuals with colorblindness.
 5. Explain how **two** data representations in your presentation support the story you wanted to tell.
 6. Explain how you used audience analysis to adapt the message in your presentation.
 7. Describe how you designed your presentation for universal access by *all* audiences.
 8. Explain **two** elements of effective storytelling that you implemented in your presentation, including how *each* element was intended to engage the audience.
 - What are you persuading the audience to think about and act on?
 - What is the clearest example from the dataset?
- B. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.
- C. Demonstrate professional communication in the content and presentation of your submission.

File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - _ . * ' ()

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, csv, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

RUBRIC

A1:DASHBOARD ALIGNMENT

NOT EVIDENT

The submission does not explain how the dashboard aligns with the data dictionary associated with the chosen dataset.

APPROACHING COMPETENCE

The submission attempts to explain an alignment between the dashboard and the chosen dataset, but the explained purpose and function of the dashboard do not reasonably align with the needs outlined in the

COMPETENT

The submission explains a reasonable alignment between the purpose and function of the dashboard and the needs outlined in the data dictionary associated with the chosen dataset.

data dictionary associated with the chosen dataset.

A2:DECISION-MAKING SUPPORT

NOT EVIDENT

The submission does not explain how 2 different dashboard data representations support executive leaders' decision-making.

APPROACHING COMPETENCE

The submission explains how 2 data representations from the data dashboard could support executive leaders' decision-making, but 1 or *both* explanations are unclear or implausible.

COMPETENT

The submission clearly and plausibly explains how 2 different data representations from the data dashboard could support executive leaders' decision-making.

A3:INTERACTIVE CONTROLS

NOT EVIDENT

The submission does not explain *any* interactive controls in the dashboard.

APPROACHING COMPETENCE

The submission explains only 1 interactive control in the dashboard. Or the submission explains 2 controls but does not accurately explain how *both* controls enable users to modify the presentation of the data in the dashboard.

COMPETENT

The submission accurately explains how 2 interactive controls in the dashboard enable users to modify the presentation of the data in the dashboard.

A4:COLORBLINDNESS

NOT EVIDENT

The submission does not describe how the dashboard was made accessible for individuals with colorblindness.

APPROACHING COMPETENCE

The submission attempts to describe how the dashboard was built to be accessible for individuals with colorblindness, but the description is missing key details or is inaccurate.

COMPETENT

The submission includes an accurate and detailed description of how the dashboard was built to be accessible for individuals with colorblindness.

A5:DATA REPRESENTATIONS

NOT EVIDENT

The submission does not explain how 2 data representations in the presentation support the story told in the presentation.

APPROACHING COMPETENCE

The submission explains how 2 data representations in the presentation support the story, but

COMPETENT

The submission explains how 2 data representations in the presentation support the story told in the presentation, and the sub-

at least 1 explanation does not include plausible reasons for how the representation supported the story told in the presentation.

mission provides plausible reasons for *both* data representations.

A6: AUDIENCE ANALYSIS

NOT EVIDENT

The submission does not explain how audience analysis was used to adapt the message in the presentation.

APPROACHING COMPETENCE

The submission explains how audience analysis was used to adapt the message in the presentation, but the explanation does not include specific examples from the presentation. Or *at least* some of the information in the explanation is inaccurate or does not relate to audience analysis.

COMPETENT

The submission accurately explains how audience analysis was used to adapt the message in the presentation, and it includes specific examples from the presentation.

A7: UNIVERSAL ACCESS

NOT EVIDENT

The submission does not describe how the presentation was designed for universal access.

APPROACHING COMPETENCE

The submission attempts to describe how the presentation was designed for universal access, but the description is unclear.

COMPETENT

The submission clearly and accurately describes how the presentation was designed for universal access by *all* audiences.

A8: EFFECTIVE STORYTELLING

NOT EVIDENT

The submission does not explain how 2 effective storytelling elements were implemented in the presentation.

APPROACHING COMPETENCE

The submission identifies 2 storytelling elements implemented in the presentation, but it does not plausibly explain how *both* elements were intended to engage the audience. Or 1 or *both* elements are not examples of effective storytelling.

COMPETENT

The submission identifies 2 effective storytelling elements implemented in the presentation, and it plausibly explains how *both* elements were intended to engage the audience.

B:SOURCES

NOT EVIDENT

The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.

APPROACHING COMPETENCE

The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate.

COMPETENT

The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.

C:PROFESSIONAL COMMUNICATION

NOT EVIDENT

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

APPROACHING COMPETENCE

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

COMPETENT

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.