VKN1 — VKN1 TASK 2: SIMULATED PRESENTATION

DATA STORYTELLING FOR VARIED AUDIENCES — D601
PRFA — VKN1

Task Overview   Submissions   Evaluation Report

COMPETENCIES

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.

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 give a simulated presentation to a panel of peers. You will identify actionable insights from the data and communicate these insights to a technical audience using effective storytelling methods. In your presentation, you should employ tactics to engage the audience and ensure that a meaningful message has been delivered.

Note: Refer to the data dictionary for your chosen provided dataset to gain additional background information about the audience of your data representations.

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.

⑦ Help

*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. Analyze the expectations for technical communications in *both* technical and nontechnical audiences and explain the differences in their expectations.

B. Provide a link to a Panopto video recording that includes a screen share of the presenter and the multimedia presentation in which you tell a story about the data to an audience of data analytics peers. Your presentation should implement elements of effective storytelling, including each of the following elements:
   - an introduction of yourself and your background
   - **two** different data representations to serve as supporting evidence for your results
   - a summary of actionable insights based on your results

Note: Your two data representations may come directly from your Tableau dashboard created in Task 1, or you may choose to use another software tool for data representation.

Note: For instructions on how to access and use Panopto, use the "Panopto How-To Videos" web link provided below. To access Panopto's website, navigate to the web link titled "Panopto Access" and then choose to log in using the "WGU" option. If prompted, log in using your WGU student portal credentials, and then it will forward you to Panopto's website.

To submit your recording, upload it to the Panopto drop box titled "Representation and Reporting – VKN1 | D601." Once the recording has been uploaded and processed in Panopto's system, retrieve the URL of the recording from Panopto and copy and paste it into the Links option. Upload the remaining task requirements using the Attachments option.

C. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

D. 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

A:TECHNICAL COMMUNICATIONS ANALYSIS

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
An analysis is not included, and it does not explain the differences in expectations.	An analysis or explanation of the differences in expectations is in-	*Both* an analysis and explanations of the differences in expectations are included.

cluded, but not *both*.

B:PANOPTO STORYTELLING WITH DATA

NOT EVIDENT

A link to a Panopto multimedia presentation is not provided.

APPROACHING COMPETENCE

The link to a Panopto video recording is provided, but the presentation is missing a screen share of the presenter or **1 or more** of the given elements. Or the video recording does not implement elements of effective storytelling.

COMPETENT

The link to a Panopto video recording is provided and includes **both** a screen share of the presenter and the presentation includes each of the given elements. The multimedia presentation implements elements of effective storytelling.

C: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.

D: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.

WEB LINKS

Panopto Access

Sign in using the "WGU" option. If prompted, log in with your WGU student portal credentials, which should forward you to Panopto's website. If you have any problems accessing Panopto, please contact Assessment Services at assessmentservices@wgu.edu. It may take up to two business days to receive your WGU Panopto recording permissions once you have begun the course.

Panopto FAQs

Panopto How-To Videos