IIT School of Applied Technology
ILLINOIS INSTITUTE OF TECHNOLOGY
information technology & management

529 Advanced Data Analytics

October 11 ~ October 20 2016

Weekly Presentation

Week 8-9 Topic:
Agenda

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◆ Midterm Project Workshop & Presentation

◆ Final versions of Midterm projects are due Oct 18

◆ Presentations will be Oct 20

- Work with Chetan to schedule a 10 minute timeslot. As there are presentations, time allotment will be strict so come prepared.
- Send logistics information to Chetan, if not in person. Student is responsible for any call-in and/or presentation methods.

Week 8-9 Topic:
Midterm Pointers

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◆ **State a clear and actionable objective/hypothesis.** Without this, you are just plugging numbers into code blindly.

◆ **State your Ys and Xs clearly. Categorize them as categorical or continuous.** If you have more than a couple Ys/Xs/X levels, number them. Remember this is the most important part of the analysis. Defining this well will make or break your analysis.

◆ **Overview:** You can merge business scenario, dataset overview, and background into one slide, if content fits. If you did not derive, cleanse, or otherwise transform data, no need to go into details on data processing. May exclude from the presentation. Similarly, unless there is "information" in the project plan or DFD, do not include. Remember, these are all suppose to help the reader understand, in some level of detail, what you did to get the results.

◆ **Code:** Do not include code in the presentation – remember you are submitting code/results in a separate word/pdf doc. However, you can quote special options chosen during the run, if that is crucial to the results. **3**

Week 8-9 Topic:
Midterm Pointers (cont.)

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◆ **Make sure you are running the appropriate model!**

◆ **DO NOT LEAVE ANALYSIS HANGIN!** Remember, it's not enough to just show results of the run. You need to use the results to prove or disprove your hypothesis/objective

◆ **Omit Process/Theory commentary:** Unless It's relevant to presenting your analysis, no need to tell me what you did or "are doing", as an example, "Performing a regression analysis on Y and X produced the following results", "PROC REG produces a simple linear regression model…" or "Here, I run PROC MEANS"

◆ **Analysis commentary:** Rather, tell me why you are presenting the analysis e.g., "Comparing the means of the X levels indicate significant variance in Y. Hence, we model X level 1 in reference to X level 2 in the next slide…"

Week 8-9 Topic:
Midterm Pointers (cont.)

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- **Avoid pronouns!**
- Avoid conversations with the reader. Present your facts in statements.
- **Neat, clean, clear, and organized:**
  - Label the slide
  - One topic per slide
  - Uniform formatting of text, bullets, and objects

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Week 8-9 Topic:
Pointers – PPT

Business Objective:

◆ Be more specific "Using linear regression on x and y, the goal is to model how much y will increase if x were to double in year 2016"

Project Plan:

◆ Include "actual dates" in the project plan slide

◆ List activities like "Collect all 5 data sets and create xyz summary table with # variables" mapped to the plan "bars"

◆ Use specific wording pertaining to your data set and business scenario.

◆ Add a "we are here" marker

Data & DFD:

◆ List variables with metadata

◆ Be specific in the DFD boxes e.g., "Linear regression using x1, x2, x3, and y variables" or "census data with 30 variables", "summary table with 5 variables". Especially in the presentation layer boxes.

Week 8-9 Topic:
Pointers – PPT Format

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◆ All slides:
- ▪ Title font size should be the same on all slides.
- ▪ Titles on each slide should be all two lines with presentation topic for the first line and descriptive text for the slide on the second line.
- ▪ All titles should be contained in the black designated area.
- ▪ Page numbers should be visible and located in the same location on each slide
- ▪ All spacing around text boxes, images, tables should be the same on each slide. If layout is the same on a particular set of slides, the sizing and location of these items should be identical.
- ▪ All bullets should be spaced and formatted uniformly. Bullets should have same font size per level or same font size for all bullets.
- ▪ Incorporate an introductory sentence or categorical description to all objects.

◆ Each slide:
- ▪ References should stay within a slide – try not to have the reader jump back and forth to see references on different slides.
- ▪ All references should stay within the document, within PPT. Avoid referencing Excel or other documents or assume the reader will reference other documents outside of the presentation.

Week 8-9 Topic:
Pointers – Objects

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◆ Images:
- Any resizing of images should be done by grabbing the corner. Never the sides.
- All items on the image should be readable.
- All images should be highest resolution possible.
- If creating multiple slides with similar layout, the image location should be the same on all slides.
- All images should be cropped to show just the information needed.

◆ Tables:
- Font, cell, rows, and column sizes should be uniform.
- All tables on all slides should be the same format.
- If creating multiple slides with similar layout, the table location should be the same on all slides.

◆ Code:
- Should be submitted either CTRL-ALT-PRTSC of SAS window with proper cropping or copy/paste the code into a text box with same font size and format for each slide.

Week 8-9 Topic:
Midterm DRAFT/FINAL Scoring

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#	Content	Points
1	Organized – A clear introduction, content and conclusion were provided. Provided for all necessary content: • Objective • Variable Definition (Ys, Xs) • Exploratory Data Analysis • Regression Analysis • Analysis/Conclusion of Results	50
2	Impact of visuals were effective, organized and helpful.	10
3	Expertise - Demonstrated an understanding of the material. Arguments and examples demonstrate thorough familiarity with course materials.	10
4	Articulation - Ideas were clearly expressed. Clear and accurate reasons are provided in support of the claim/argument. Discussion of reasons against the claim/argument; explanation of why argument remains valid.	10
5	Proper grammar and language use – Full sentences, slang-free.	10
6	Creativity - Ideas were expressed in an innovative way. Personal engagement with the material shows that the writer cares about argument.	10
	Total:	100

Week 8-9 Topic:
Midterm Scoring

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#	Content	Points
1	Class Exercises	120
2	Midterm Project (DRAFT)	100
3	Midterm Project (FINAL)	100
	Total Points:	320