CSE 578: Data Visualization

Executive Report

This is the second checkpoint of your team project. You will upload a slide presentation designed for UVW executives. This presentation must contain the visualizations that answer their question about the factors that could be used to predict income. The UVW executives are senior-level and have very busy schedules, so you will need to tailor your presentation to be as succinct as possible while still sharing the most important information.

Directions

The presentation must show the different visualizations created by your team to analyze the data. You will also explain what each visualization tells the viewer.

Each team member should contribute to some portion of the slide deck. Use the slide notes area to note which team member worked on which slide, in addition to what should be said on each slide.

For more information on how to create a presentation for senior executives, review this article from Harvard Business Review.

Submission Directions for Checkpoint Deliverables

Upload a PDF file of your Executive Report presentation in the Unit 6 submission space. Upload one report per group. Include each group member's name on the report.

You must ensure that your speaker notes are saved in this PDF.

Saving speaker notes in a PDF:

- If you are using a PC, save the PowerPoint deck as a "PDF" document type and change the publish options from "Slides" to "Notes pages."
- If you are using a Mac, change the document layout from "Slides" to "Notes" when you save the PowerPoint deck as a PDF.

Grading Criteria

	0	1	2	3	4	5
Information Communication: *Do the visualizations effectively communicate the information requested?*	There are no visualizations.	The visualizations are missing information, cover the wrong or an incomplete data set, or are not easily readable.	The visualizations have some missing information, but that information is not important to understanding the data at a surface level. This missing information may impede a deep understanding of the data.	The visualizations contain all necessary information, but make no steps to facilitate a deep understanding of the data through information presentation.	The visualizations contain all necessary information and some supplemental information that may be useful in some cases.	The visualizations contain all necessary information as well as supplemental information that would be useful for executives attempting to solve their business problem.
Visualizations appropriateness: *Is the visualization used appropriate for the content? Your visualizations will be assessed on the appropriate-ness of the elements you included or excluded.*	There are no visualizations, the visualization is not an appropriate type or is otherwise inappropriate for the data.	Visualizations are an appropriate type for the data, but are missing critical information.		Visualizations are appropriate for the data and contain necessary information, but valuable supplemental information is missing.		Visualizations are appropriate for the data, and contain all necessary information, and present appropriate supplemental information.

Visualization style: *Are the visualizations pleasing to look at? This category includes elements such as color choices, occlusion of visualization elements by other elements, and other visual aspects of visualization design.*	There are no visualizations or the visualizations' color choices make it unreadable (i.e., white lines on a white background).	Visualizations' design choices result in visualizations that are almost unreadable, requiring a great amount of effort to understand the data presented.	Visualizations' design choices result in visualizations that are readable, but it requires some effort to understand the data presented.	Visualizations' design choices result in visualizations that are meaningful, but some design choices are unclear or result in confusing aspects.	Visualizations' design choices result in meaningful visualizations that use color appropriately, use readable typefaces, but violate some design principles without good reason.	Visualizations' design choices result in clear, meaningful visualizations that use color appropriately, use readable typefaces, and follow the design principles outlined in the course.
Presentation: *Is the executive presentation engaging, and does it clearly communicate a solution to the business problem?*	There is no presentation or the presentation is so disorganized that the executives cannot understand the business solution. Presentation does not include contributions from all team members.	Presentation requires executives to use a great amount of effort to understand the business solution. Presentation does not include all team members.			Presentation requires executives to use some amount of effort to understand the business solution. Presentation does not include some team members.	Presentation is well organized and clearly communicates the solution to the business problem. Presentation clearly includes contributions from all team members.