Notes on portfolio to keep in mind:

1. Show comparisons, contrasts, differences.
2. Show causality, mechanism, explanation, systematic structure.
3. Show multivariate data; that is, show more than 1 or 2 variables.
4. Completely integrate words, numbers, images, diagrams.
5. Thoroughly describe the evidence. Provide a detailed title, indicate the authors and sponsors, document the data sources, show complete measurement scales, point out relevant issues.
6. Analytical presentations ultimately stand or fall on the quality, relevance, and integrity of their content.