



## **TATA Data Visualisation: Empowering Business with Effective Insights**

### **Task 4: Communicating Insights and Analysis**

#### Task Overview

#### **What you'll learn**

- How to present effectively to senior leadership

#### **What you'll do**

- Record a video presenting your findings to the CEO and CMO

#### **Here is the background information on your task**

It's time to present your findings to the CEO and CMO. They are interested in your thought process and how you have handled the data cleanup and visualisation phase. It is important to explain your thought process and ideas in a clear and straightforward way. You are also required to clearly present the analysis of all four questions from the previous task. Make sure you are well versed with the data and the conclusions you've made from your analysis.

Expansion is top of mind for these leaders and they're keen to understand where the most lucrative opportunities are in their business.

Remember, thinking from the perspective of business leaders allows you to analyse the data more effectively and present better insights.

Access the links in the resources below to better understand how business leaders think and approach business performance.

### **Here is your task**

Develop a script and record a video presenting your findings to the CEO and CMO based on the four questions they asked and the visuals you created in the previous tasks.

You can use your work or the model answer from the previous task to develop your presentation.

When writing your script, you should speak about your entire process, including the initial data load and clean-up steps so that your leaders know you've done your due diligence in providing error-free analysis.

Data analysis provides heaps of information but remember to focus on the information that is most important to your leaders.

Your video should be approximately 5 minutes in length. You can record your video in the browser or upload a video from your device below.

Remember, this is not just a read out of your visuals, you're presenting to the CEO and CMO and need to provide context for each scenario and how it relates to their questioning.

You do not need to submit your script or talking points for this deliverable.

**I have recorded a video presenting my finding to CEO and CMO**