Week 3 Deliverable: Strategic Insights & Recommendations Presentation

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Objective

Translate Week 2 analytical insights into **clear, data-backed recommendations** that help **Excelerate improve enrollment outcomes by at least 15%**.
This week focuses on **storytelling, decision-making, and strategic alignment**, not just analysis.

What We Are Expected to Submit

A **presentation deck (slides)** that:

- Clearly states the **business problem**

- Shows **key findings with visuals**

- Proposes **3–4 actionable recommendations**

- Links every recommendation to **measurable success metrics**

- Is suitable for a **7-minute stakeholder presentation**

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1. Recommendations Requirements

You must produce **3–4 recommendations** that are:

- **Specific** (clear action)

- **Measurable** (linked to metrics)

- **Aligned with the 15% enrollment improvement goal**

- **Directly supported by your findings**

Each recommendation must follow this structure:

For every key finding:

- **What was observed?**

- **Why does it matter?**

- **What action should Excelerate take?**

- **What metric will show success?**

Example:

Finding: Tier 2 universities have high outreach volume but low conversion.

- **Why it matters:** Resources are being used inefficiently.

- **Recommendation:** Shift 20% of outreach efforts to Tier 1 universities.

- **Success metric:** Increase conversion rate in Tier 1 segment.

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2. Presentation Deck Structure

Slide 1: Introduction

Include:

- Project title

- Your name & team name

- Date

- **Business context** (1–2 sentences: why this analysis was done)

- **Objective**

- **Data overview & methodology**

  - Briefly describe datasets used

  - Mention transformation and analysis approach (Make it very summarized).

Slides 2–5: Key Findings, Visuals & Recommendations

Each key finding should have **its own slide** and include:

- A **clear headline** (e.g., *"Q2 Has High Outreach but Low Conversion"*)

- **Relevant visual(s)** supporting the finding

- **One recommendation tied directly to that finding**

- **Short talking points/script** beside or under the visual

Example talking point:

"This chart shows that Q2 has the highest outreach volume, yet its conversion rate is lower than Q1. This suggests reallocating outreach effort toward Q1 could improve enrollment outcomes."

Second-to-Last Slide: Next Steps

Include:

- Suggestions for future monitoring

- Ideas for testing improvements (A/B testing, pilot reallocations, better tracking)

- Any data gaps that should be addressed going forward

Last Slide: Summary / Thank You

- High-level recap

- Closing statement

- Optional "Thank You" or "Questions" note

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3. Summary Ranking Table (Required)

Include **one table** ranking your findings and recommendations:

Table structure (must match):

Finding	Recommendation	Impact	Effort	Priority
High outreach but low conversion in Q2	Reallocate outreach to Q1	High	Medium	1

- **Impact:** High / Medium / Low

- **Effort:** High / Medium / Low

- **Priority:** Rank 1 (highest) to lowest

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4. Presentation & Delivery Expectations

- Target **7 minutes total**

- Practice concise storytelling

- Be prepared to:

    o Explain your logic

    o Defend assumptions

    o Respond to stakeholder challenges

- Keep **backup visuals or notes** ready in case questions arise