



# Visual Analytics exam instructions

Visual Analytics - 2022

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# Deadline

Submit the exam by 6.1.2022 in [eksamen.cbs.dk](https://eksamen.cbs.dk)

The project **must be completed in groups of 2-4 (preferably 3-4)**

Remember to use references and a proper citation method in the report

Remember that all submissions are checked for plagiarism. Avoid autoplagiarism by not reusing materials previously submitted to mandatory assignment or other exams at CBS

# Who is evaluating you?

50% of the students will get Ivanna and 50% Sippo

In addition to Ivanna and Sippo, there is always an external examiner. The external examiners can be other academic staff from outside of CBS or practitioners

Due to the variety of backgrounds of the examiners, they may or may not be experts on the technical topics of the course

The final decision about the grade is up to the external examiner

# Dashboards

The dashboard needs to be submitted in a format that it is accessible without having to install any software (external examiners don't necessarily have Tableau on their desktop)

Tableau Public for example allows sending a link to your project

Include a link, if available, to the dashboard in the first page of the report

If we are unable to open or access the dashboard, you score zero for that part

# Writing the report

Assume that you are writing the report to both managers (non-technically oriented people) as well as to subject matter experts (people with technical skills).

This can be done by writing the abstract, intro and findings so that they are understandable to anyone with a focus on the business implications.

The data description, methodology and sections explaining the design of the dashboard should however be written so that someone with a technical background could reproduce your results.

# References

Use high quality academic sources, white papers from reputable companies and reports from recognized organizations.

## **Do not cite:**

- **Wikipedia**
- **Medium, Towardsdatascience, Analyticsvidhya and similar pages**
- **Lecture slides (look for the source behind the slides)**

## Other tips

Include a good description of the data. This can be e.g. a table that explains each variables and gives important information such as what % of data was missing or faulty

Remember to also show a good understanding of the data that you are using. E.g. if you have financial data spanning several decades, you should treat it properly (e.g. taking into consideration inflation)

# The oral exam

The oral exam can last up to 20min per student including the presentation of the project, questions, evaluation and feedback from the examiners

**Each student needs to be able to answer questions related to any part of the project.** However, in the presentation each student can focus on different things if they want to

You are strongly advised to prepare a power point presentation and to rehearse presenting it



# The presentation

In the presentation, you do not just have to repeat or summarize the whole report

Rather you can focus on

- Highlighting the most important parts
- Explaining where you made a mistake and how it could be fixed. This will show that you are aware of the project's limitations and have thought of how to solve them

## An example flow of the oral exam

1. Presentation of the project (max 3min)
2. Questions on the presentation, project and dashboard
3. Questions on the topics covered during the course
4. Students asked to go outside while the examiners determine the grades
5. The examiners provide feedback and the grade

# What we can ask

Anything covered during the course, although we won't ask you to write code

Anything about the dashboard

Anything that is within the report

Anything about the dataset you used

Why you chose to do something (e.g. apply some method) and what could be an alternative to it

Explain what is happening in some diagram / picture that we show

## You made a mistake in the project or exam

We might tell you if we disagree with some part of the project or your answer to a question.

If this happens, do not panic! Do not get defensive!

Recover from the situation by explaining the problem, how it might influence the results and by offering a solution (how this problem could be fixed)

## Retake

The instructions for the retake exam project will be provided after the deadline of the regular exam's submission

# Statistics from the previous first exam

**Number** 69  
**Grade point average** 8,8

