**Presentation Guidelines**

You are free to structure your presentations to your liking, but students tend to have succes with the following format.

**Title Slide**

* Include the name of the Project and Group Members

Stock Market Analysis

Komron

Louis

Mick

Mark

**Motivation & Summary Slide**

* Define the core message or hypothesis of your project.

"Our project is to uncover patterns and indicators of a diverse group of publicly traded stocks after major market events. We will examine how each stock performs, noting which are more resilient and which are more unstable. We will also note any other trends discovered and answer related questions as the data admits."

* Describe the questions you asked, and *why* you asked them

1. To what degree do events effect the price of a stock?

This information reflects a stock’s resiliency

1. Which stocks tend to be more resilient to major market events?

This will suggest opportunity for investment

1. How did Hurricane Katrina effect Wal-Mart (WMT) as opposed to Home Depot (HD)?

This will contrast the two businesses responses to the event

1. What was the sentiment regarding Hurricane Katrina?

This will help determine how negatively the event was perceived

1. How did the 2008 market crash effect key stocks in different sectors of the market?

This will suggest which sector or sectors performed best and worst

1. Of the stocks analyzed, which regained its pre-crash value first?

This data suggests the most resilient of the stocks chosen

* Describe whether you were able to answer these questions to your satisfication, and briefly summarize your findings

**Questions & Data**

* Elaborate on the questions you asked, describing what kinds of data you needed to answer them, and where you found it

**Data Cleanup & Exploration**

* Describe the exploration and cleanup process
* Discuss insights you had while exploring the data that you didn't anticipate
* Discuss any problems that arose after exploring the data, and how you resolved them
* Present and discuss interesting figures developed during exploration, ideally with the help of Jupyter Notebook

**Data Analysis**

* Discuss the steps you took to analyze the data and answer each question you asked in your proposal
* Present and discuss interesting figures developed during analysis, ideally with the help of Jupyter Notebook

**Discussion**

* Discuss your findings. Did you find what you expected to find? If not, why not? What inferences or general conclusions can you draw from your analysis?

**Post Mortem**

* Discuss any difficulties that arose, and how you dealt with them
* Discuss any additional questions that came up, but which you didn't have time to answer: What would you research next, if you had two more weeks?

**Questions**

* Open-floor Q&A with the audience

**Presentation Requirements**

Your presentation must meet the following requirements:

* [ ] Be at least 8-10 min. long
* [ ] Describe the core message or hypothesis for your project.
* [ ] Describe the questions you and your group found interesting, and what motivated you to answer them
* [ ] Summarize where and how you found the data you used to answer these questions
* [ ] Describe the data exploration and cleanup process (accompanied by your Jupyter Notebook)
* [ ] Describe the analysis process (accompanied by your Jupyter Notebook)
* [ ] Summarize your conclusions. This should include a numerical summary (i.e., what data did your analysis yield), as well as visualizations of that summary (plots of the final analysis data)
* [ ] Discuss the implications of your findings. This is where you get to have an open-ended discussion about what your findings "mean".
* [ ] Tell a good story! Storytelling through data analysis is no different than in literature. Find your narrative and use your analysis and visualization skills to highlight conflict and resolution in your data.