## *TEN-MINUTE ANALYTICS CHALLENGE (10MT)*

- Create a ten-minute original presentation video that examines a relevant **business or social-science** related issue and provides data-driven insights using the techniques learned from the course.
- It is inspired by the "Three Minute Thesis" competition where Ph.D. students present their doctoral dissertation to a general audience in three minutes.
- Unlike other introductory courses or predictive analytics competitions, in this course the instructor does not provide a curated dataset for the 10MT analytics challenge.
    1. This is an important pedagogical decision that enables students to apply data programming skills gained through the course to an issue that is appealing to them.
    2. In addition, this pedagogical design facilitates a "search" process and serves to evaluate a student's ability to align their investigative question(s) with appropriate data.
- The 10MT project will test both data analysis and story-telling skills. In addition to the general criteria used in the 3MT competition, the submissions for the 10MT analytics challenge will be evaluated for:
    1. Drawing appropriate inferences from the related literature, and describing the rationale for chosen idea, data collection sources, and analysis procedures
    2. Rigor and thoroughness of data analysis.
    3. Creative representation of analysis results.
    4. Communication and engagement in the video.
    5. Originality and attempted level of challenge/difficulty.
- **What to Submit:** (i) A ten-minute presentation video, (ii) Powerpoint file, (iii) Knitted file, (iv) RMD file.
    - **Tools for creating presentation video:** Students are welcome to use any set of tools to create their 10MT video presentation. Panopto+PowerPoint is my recommended tool kit. Students will have access to Panopto through Canvas.
    - **Important:** Make sure that I am able to access your Panopto video. Otherwise, simply upload the video on canvas.
- **What <u>Not</u> To Do:**
    1. Please don't submit a 10-Minute video of scrolling down an RMD file.
    2. Don't use the data provided for assignments, classroom discussions/exercises etc.
    3. You will get **zero** points if I find out that you downloaded a project from the internet and submitted it (although you can download the data from the internet).
    4. **Focus on story:** For example, if you get this data about heart disease, what kind of "story" you will be able to tell using variables that have only medical meaning. For example, if "serum cholestoral" leads to more heart disease, what kind of "insights" will you be able to give using this finding. However, you can ask "Are poor (or rich) people more likely to have heart disease?" If yes, why? Is it because of poor nutrition? You might need to collect more data to answer the "why" part. Overall, you should plan to get deeper into a particular interesting question.