

Activity Overview

In this activity, you will create a slide deck for a business intelligence project presentation. BI presentations can take many forms, but generally you will be expected to make slide decks to share your work with supervisors or stakeholders.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the following scenario. Then complete the step-by-step instructions.

Choose a BI project to present in your slide deck. You can use a project you created during this course or find a dataset on your own to create a new project.

If you want to use a project from this course, you can use the dashboard about Minnesota's traffic volume that you made in [previous activities](#)[↗]. You can also use the dashboard you created in a [previous section](#)[↗] to represent housing data in Athens, Greece.

If you want to find your own dataset to create a new BI project, go to [Kaggle](#)[↗] or [public datasets on BigQuery](#)[↗].

Now it's time to create a slide deck presentation. BI presentations take many forms, but the "final" presentation to a supervisor or stakeholder is usually a slide deck. This presentation should include an intro slide, a summary of the business questions you answered, your methods for creating your project, and a few key insights about the data.

Step-By-Step Instructions

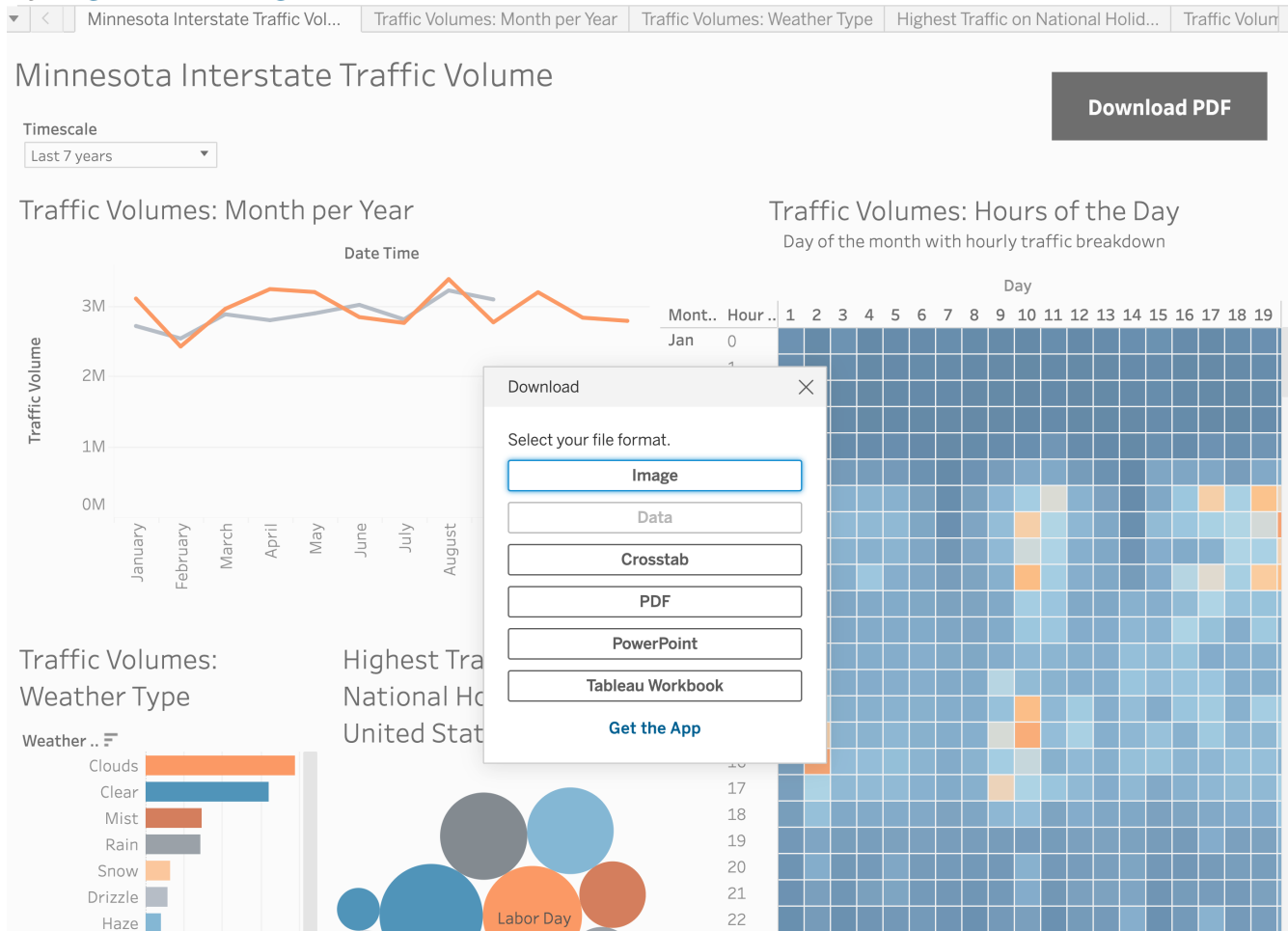
Follow the instructions to complete each step of the activity. Then, answer the questions at the end of the activity before going to the next course item to compare your work to a completed exemplar.

Part 1 - Prepare for your presentation

> Step 1: Collect image samples from your dashboard

Once you've selected the dashboard you'd like to present with a slide deck, it's time to collect image samples. In your slide deck, you'll share visual examples of what your dashboard looks like. This might be to share insights or to demonstrate why you organized your dashboard in a specific way.

You can take screenshots in a variety of ways, but one helpful and simple way to do it in Tableau Public is to download an image file of your visualization. To do this, go to the editing interface or the published view of your dashboard. Then click Download and select the Image option to download a .jpg file of your visualization.



> Step 2: Select a presentation program

Next, decide where to create your slide deck presentation. If you have a Google account, you can use Google Slides. You are also welcome to use another presentation application, as long as it allows you to present your slides in a conference room or over a video call.

Part 2 - Create your presentation

> Step 1: Create an intro slide

The first slide you'll include in your presentation is an intro slide. You'll want to include a brief title for the project and your name and/or your company's.

Your intro slide should be very simple and include only the bare minimum information for your audience to understand your project's topic. You can include aesthetic elements, such as borders, graphics, and colors, as long as they match the visuals or subject matter of the rest of your presentation.

> Step 2: Describe your business problem

In at least one slide, describe or summarize the business problem that your BI visualization addresses. Your slides should feature only a few bullet points or visuals, and should not be too wordy.

> Step 3: Describe your methods

In at least one slide, describe how you processed and/or visualized the data. You can describe how you built your pipeline, which metrics you focused on, the types of charts you chose, and any other notable steps involved in your BI project process.

> Step 4: Summarize insights

In at least one slide, summarize some insights from your visualization. This might include general trends, significant differences from project expectations, or recommendations about what your client's project should do in the future.

You should include 1–3 high-level insights or trends. Ideally, the insights are direct answers to the business questions you answered. If your stakeholder wants to know the busiest holiday for traffic, then you can share the chart that includes that answer.

> Step 5: Optional: Include other information

Depending on the needs of your presentation, you might also want to include additional information. You might talk about your background, your experience with the project, or what you would have done differently if you had more time or data.

In a professional setting, your team or supervisor will tell you if there is any additional information you should include. Otherwise, use your best judgment when deciding what info to include. Slide deck presentations should be simple and concise above all else. But, if there are any essential details that your presentation needs, include them now.

What to Include in Your Response

Be sure to address the following criteria in your completed slide deck:

An engaging intro slide

A brief description of the business problem your project answers

A brief description of the methods you used to create your visualization

A brief summary of insights from your visualization or recommendations for the client's future