

How to make effective Presentation & Report?

- LIFE INSURANCE SALES

Agenda

Pre Work expected from Students before the session :

1. Go through the feedback received for project notes-2
2. Business insights and recommendations
3. A structure for presentation

Agenda:

1. How to further improve the model *(if required)*.
2. Discuss what a good structure of ppt looks like and how to make a good business presentation.
3. Discuss on Final Report

Imp points for Project Presentation

The objective of any presentation is to draw your audience's attention to the key points of your project. You will be taking them through the explanations.

1. Every student will be given 10 mins to present their ppt.
2. There will be a hard stop after 10 mins.
3. Use the capstone Template ppt for presentation.
4. This will be followed by 5 minutes of Q&A session.
5. The final ppt should be submitted before the session.

PPT Submission

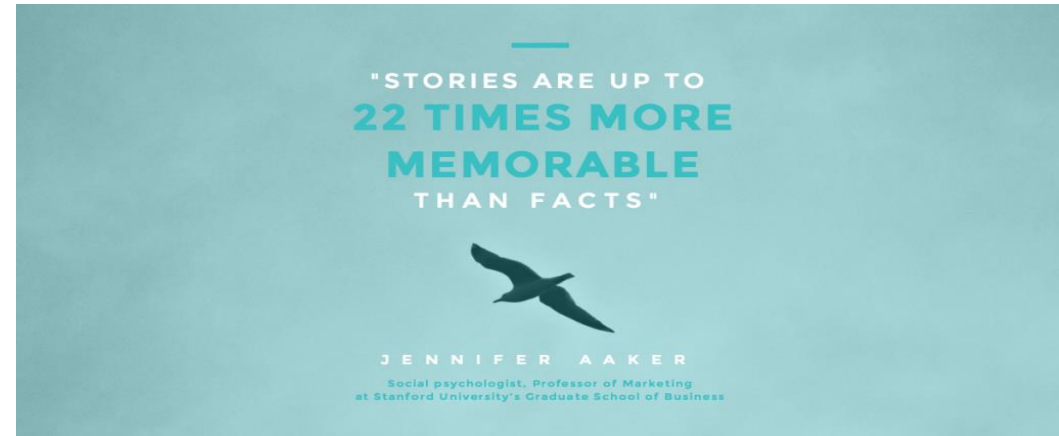
Topic	Pts
1.1 Business Problem Understanding (Explanation)	4.0 pts
1.2 Business Problem Understanding (ppt)	2.0 pts
2.1 Modeling approach used & why (Explanation)	5.0 pts
2.2 Modeling approach used & why (ppt)	3.0 pts
3.1 Insights & recommendation (Explanation)	4.0 pts
3.2 Insights & recommendations (ppt)	2.0 pts
Total Points: 20.0	

Other pointers to be kept in mind :

- Do not **copy and paste** a long textual portion from the project report on the slides.
- Matter on the slides should be **short** and to the **point**.
- Highlight key points and reinforce them.
- **Graphs and charts** should be placed in such a way so that audience can read them. Do not put too many tables on a single slide.
- **One** figure per slide is a good idea.
- Avoid **showing codes** unless they are the focal point of your presentation.
- While explaining your project, do not go into **data cleaning details** unless there is something innovative to talk about.
- **Do not explain theory** while presenting the project report.
- Take your audience through the **logical steps / flow** of your project work.
- **Link** the steps and come to a logical conclusion.

What is Story Telling & Its importance

- People hear **statistics**, but they **feel** stories
- If an insight isn't understood and isn't compelling, no one will act on it and ***no change will occur***.
- Data storytelling is a structured approach for communicating data insights, and it involves a combination of three key elements:
 1. Data
 2. Visuals
 3. Narrative



Numbers have an important story to tell.
They rely on you to give them a clear and
convincing voice.

—Stephen Few | Data Visualization Expert, Perceptual Edge

Data Storytelling General Guidelines

- Have the objectives clear
- Have Underlying questions to be answered
- Draw up your storyline
- Consider Audience
- Respect time, simplicity & clarity
- Consider purpose and expectations
- State your assumptions
- Don't fall into the “It looks Cool” Trap



Business Problem Understanding

- We can cover the below points in this Section and explain in Short:
 1. Defining problem statement
 2. Describe The Problem Statement clearly.
 3. Need of the study/project
 4. Understanding business/social opportunity
- This will help the audience to know exactly what you are solving.
- Be careful here, how well you define the Problem the easier it becomes for the stakeholders to understand and correlate with rest of your Presentation.

Modelling Approach Used & Why

- Explain the type of the problem & which approach you are using.
- List all the models tried by you.
- Compare Model Outputs
- Model Tuning Applied
- Try to correlate with the problem you are solving.

Model Selection

- Mention the model you are going ahead with?
- Why did you select the particular model?
- Mention because of which parameters you selected the particular model.
- Important factors in Selection of Model : Accuracy v/s Explainability (depends on audience)
- Once Selected the Model, then explain the findings of that model.
- Correlate the findings with the problem you are solving.

Model Evaluation

- Linear Regression Equation along with final Coefficients.
- Mention All important variables selected in the model.
- What is the impact of each variable on Dependent variable.
- What is the final R Square value as per the Linear Regression Equation.
- Variable Significance, using * approach show importance of each variable in the model.
- In case of Random Forest, XG Boost, ANN, mention the observations you have noted.

Insights

- Sharing insights with stakeholders is very important.
- Share insights that the audience is interested in.
- It gives them more perspective about the data analyzed.
- This in turn helps in taking better decisions.
- From the Equation you can explain the model
- Coefficients determine the impact on Target Variable Y.
- Insights could be related to Data Set, EDA, Modelling, etc.
- Variable Importance, its impact on Dependent variable.
- Positive / Negative Correlation and of what coefficient.
- Try to share 1-2 insights on all important variables.
- E.g. Average Customer Care Score or Sum Assured for each Product type etc.

Recommendations

- This is the Final Step in the Project.
- All eyes are on this slide, finally what did you achieve from doing the hard work.
- Recommendation should be relating to Problem you are solving.
- Spend good time in thinking & writing the Recommendations.

Final Report

- A business report in pdf format
- Includes the detailed analysis of Project Notes 1 and 2
- Along with business insights and recommendations.

Final Report

Criteria	Pts
Introduction - What did you wish to achieve while doing the project ?	3.0 pts
EDA - Uni-variate / Bi-variate / Multi-variate analysis to understand relationship b/w variables. - Both visual and non-visual understanding of the data.	5.0 pts
Data Cleaning and Pre-processing - Approach used for identifying and treating missing values and outlier treatment (and why) - Need for variable transformation (if any) - Variables removed or added and why (if any)	8.0 pts
Model building - Clear on why was a particular model(s) chosen. - Effort to improve model performance.	8.0 pts
Model validation - How was the model validated ? Just accuracy, or anything else too ?	8.0 pts
Final interpretation / recommendation - Very clear and crisp on what recommendations do you want to give to the management / client.	8.0 pts
Total Points: 40.0	

The most powerful person in the world
is the storyteller.

—Steve Jobs



My Blog Link for Storytelling

<https://crenanalytics.medium.com/>

Sample Capstone Presentation (Only for reference)

<https://prezi.com/m/b3fd7yxu8cjg/>

Thank You!!
