

# **YOUR CAPSTONE PROJECT PRESENTATIONS**

# YOU WILL PREPARE **THREE** PRESENTATIONS

## 1) 10 minutes long

- › *Delivered to a technical audience*
- › *Think: your boss on a data science team*

## 2) 4 minutes long

- › *Delivered to a non-technical audience*

## 3) 30 second elevator pitch

- › *Think: if you get asked about your project in a phone screen*

# 10 MINUTE PRESENTATION

- Audience: Technical
- Things to focus on:
  - How and why you chose your target variable
  - The risks and assumptions of your methodology
  - How you selected and evaluated your model
  - Your results and how to interpret them
  - Next steps: how you would continue and improve the analysis

# 4 MINUTE PRESENTATION

- Audience: Non-technical
- Explanations should be high level
- Things to focus on:
  - What problem you were trying to solve
  - How you used data science to solve that problem
  - Who will care about your results, and how they can use them

# 30 SECOND ELEVATOR PITCH

- Something you can talk about at a job fair, or during an informational interview
- Think of what you want them to know
- Practice and polish!
- Example format:
  - *“I used machine learning to answer \_\_\_\_\_”*
  - *“In the field of \_\_\_\_\_, \_\_\_\_\_ is a big problem”*
  - *“I found that \_\_\_\_\_”*

---

# SCHEDULE FOR WEEK 12

- Wednesday 8/24 - Practice **4 minute** presentation and **elevator pitch**
  - *Get feedback from the instructors and your peers*
  - *Use this time to polish what you want to communicate*
- Friday 8/26 - Full **10 minute** presentation for the whole class
  - *Expand on your 10 minute presentation with technical results*
- Monday 8/29 - Science fair
  - *As people come by, be ready to explain what you did in an **elevator pitch**, and invite them to walk through your 4-minute presentation.*