

Title	DSC640 6.3 Video Presentation
Video URL	https://www.youtube.com/watch?v=Z4bj0oTi7QM

Video Presentation motivations/ observations:

1. Audience: audience for the video is anyone external to the task. The audience is expected to know of this task/ analysis for first time during watching.
2. Submission:
 - a. The video size is ~25 MB and upload to Blackboard would probably have constraints. So here is the [YouTube link](#) – I uploaded the 6.3 submission to YouTube and published as “Public” video.
 - b. MP4 file also uploaded to [Google-Drive Link](#) (available as open link)
 - c. I made a PowerPoint document (.pptx) with images, smartart, animations and then recorded the slideshow with a voiceover detailing the slide content about business context
3. Motivations:
 - a. I chose to provide context and provide a narrative around the analysis. Since the audience is external to the company, the narrative (video) has start of the firm as an event.
 - b. The exact data visualization and metric presentation has been a focus in prior assignments, in the video my choice of slides was driven by 3-minute constraint
 - c. I’ve tried to provide a visual element to the business-story telling through clipart, photos and contrasting with a black background I felt would bring out the content in an enhanced manner to engage better (I felt). For the graphs and plots, I have stuck with a white background to provide clarity with legends, graph inflections, etc.
 - d. I planned to wrap up each slide in ~30-40 secs (*target being 30s x6 = 3 min*), and connect the dots, tell a coherent story, and detail out the visualization – yes, I had too many goals! And with planning I aimed to achieve most of it. In the end my video (*overshot the 3-min mandate*) duration is 4m 30s, and I rush to wrap it up in end (*I should have gone for a scripted affair than being extempore*).
 - e. I did not spare much time on the data visualizations and the graphs rather I spend more than half the time to detail out how we landed at this data-extraction/ analysis stage & what/ why we expect to happen out of the exercise.
 - f. I story to create the story and the context aspect more in this video than the core data visualization aspect (since it has been focused enough in prior assignments). Presentation of the core data analysis is about a minute given that the audience is an external person (and the constraint is video has to be completed in 3-minutes)
4. I had detailed the dataset, process and provided context in the prior deliverables (Executive summary, blog and infographics). I did not want to be repetitive with content though audience was external with blog and infographics too. So, I hoped the animations and the visuals would add to the glitter aspect of the visualization.

5. From an ethical aspect, I had visibility and bias towards the operations and success of the technology initiatives, through my peers in the dev and product org. I try hard to hide my excitement and provide a double down bias on the “technology” category sales metrics. Profitability is low in the data-slice snapshot we used for analysis; I did callout the concern with the 0 profit metric as well as try to annotate the order-cash cycle for this category. If I push/ force/ tweak enough, ‘some’ analysts can probably ‘make’ any story convincing – in this case, I strive for transparency with stakeholders and calling out the risks by speaking out my assumptions with the processes while making any judgmental anecdotes with the metrics/ analyses.