Applied Data Analytics

Non-Technical Audience Presentation (NTAP)

for Lab 4.6

**Task:**

Utilizing the data and procedure from the latest completed lab, create an NTAP based on the provided template. It is important that non-technical audience members are able to parse and understand your results, but you can’t leave all the work to them. You must provide a logical narrative that the presentation follows to simplify, package, and deliver *understanding* not just results. Although non-technical audiences lack the depth of familiarity with the subject and analytic methods that you have, it is important that they come away from the presentation with a valid understanding of what you are trying to do, what methodology you followed, what you discovered, how they can use it to make a practical difference, and what comes next.

**Minimum deliverables:**

Create an NTAP based on Lab 4.6. You may use the provided PowerPoint slides as a guide for the scope and contents of the presentation. Place the narrative text of what you would say during the presentation into the presenter notes.

**Due Date:**

11/15/15

**Hints**:

* Avoid excessively wordy slides
* Make all your slides flow as though they are telling a single narrative
* Utilize graphics where possible
* Make a test run of your presentation on a non-technical friend or colleague
* Put the text of what you would say in the presenter notes