

MIS779

Decision Analytics in Practice

Week 8 – Presentation Guidelines

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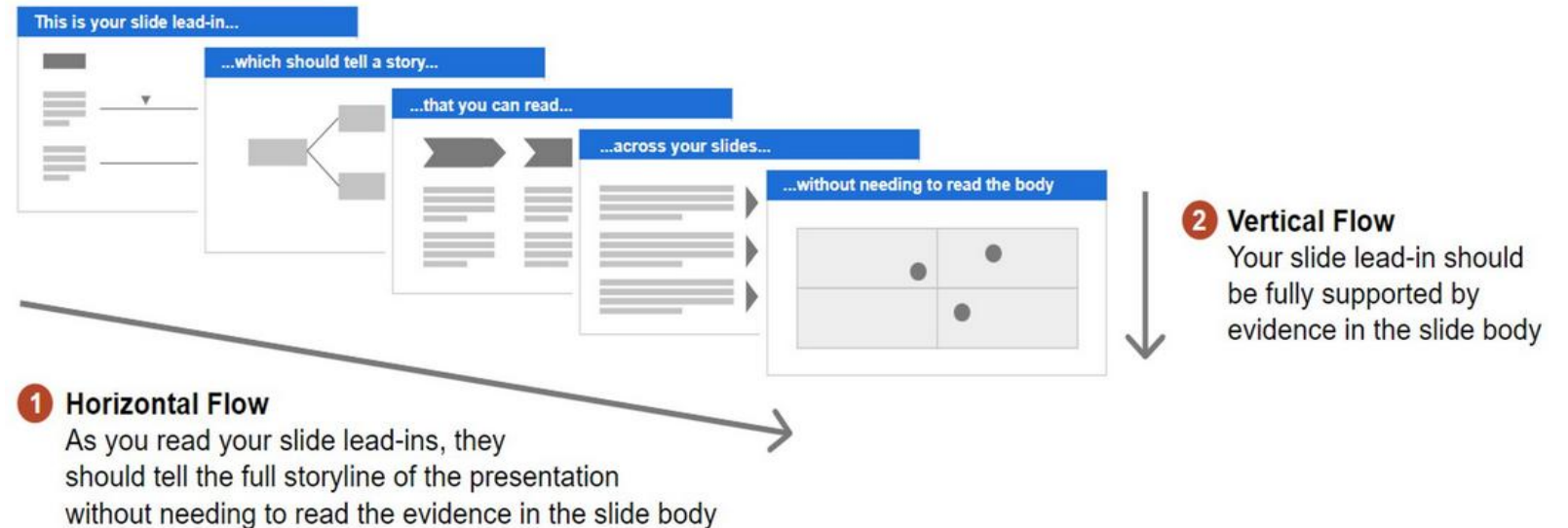
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Presentation Guidelines (Face to Face)

- Week 10 and 11 presentations schedule is available on Cloud Deakin
- Total 10 mins per group (7 mins Presentation, 3 mins Q&A)
- Part D Final Project Report weighting: 40%
 - Presentation for feedback 15%
 - Final Report 25%

Presentation Tips – Data Storytelling Approach

- Use **Action Titles** (Just by reading slide titles alone, the audience should be able to grasp the key findings and understand the logical progression of the analysis)
 - For example: "Q2 Donor Analysis" an action title might read "Q2 active donors Surge by 20% Due to 'Education for Everyone' Project Launch."
- Slides are woven together in a **narrative style** throughout the presentation — using concepts of **Horizontal and Vertical Flow**.
- “**Horizontal Flow**” tells the story at the slide title level, much like chapters of a book, each contributing to the overall story.
- **Horizontal flow** focuses on the connection between slides, and **vertical flow** focuses on the internal structure of each slide (use data/visualization as evidence).



Break Out!

