

**This is to provide a bit more detail on marking criteria for the video presentation. Hope this helps to shape your mind and structure the presentation more effectively.**

**Extra details to clarify marking rubric for Presentation  
Assignment Part C (Group):**

**Content and Analysis (50%): (Presentation of Understanding of Data)**

- Clarity of Problem Definition: Assess the clarity and specificity of the problem statement presented in the introduction. A well-defined problem statement should be tangible, actionable, and directly linked to the client's requirements and benefits.
- Depth of Analysis: Evaluate the depth and thoroughness of the exploratory data analysis (EDA) conducted in the presentation. Consider the relevance and informativeness of the visualizations and infographics provided, as well as the insights derived from the analysis.
- Insightful Connections: Examine the presentation's ability to effectively link the identified insights with the problem statement and recommended solution. Assess the clarity and coherence of the narrative in connecting the analysis findings with the proposed course of action.

**Presentation Structure and Delivery (50%): (Client Presentation Performance)**

- Storytelling and Flow: Evaluate the coherence and logical flow of the presentation, including the introduction, analytics findings, and conclusion. Assess the effectiveness of the narrative in guiding the audience through the problem-solving process.
- Clarity: Assess the clarity and conciseness of the presentation's content, as well as the effectiveness and clarity of visualizations.
- Time Management: Evaluate the presenter's ability to effectively manage time within the allocated 5-minute timeframe. Assess whether the presentation adequately covers all key aspects, while avoiding unnecessary tangents or rushing through important points.