# SVAP Presentation Guidelines

Dear Students,

Below are the instructions for your upcoming presentation on the analysis of the Tesla and Lithium mining dataset. Please review them carefully and ensure that your presentation adheres to the guidelines provided.

Introduction:
- Start your presentation with an introduction to the topic, explaining that you will be analyzing data related to Tesla and a Lithium mining company.
- Briefly outline the objectives of the analysis, including understanding correlations, conducting a literature study, visualizing data, and using analytical models.

Data Overview:
- Provide an overview of the dataset, highlighting key data points such as car sales, car prices, lithium production, lithium prices, and share prices of both companies.
- Mention that the data covers the last 6 months.

Data Analysis:
- Utilize Tableau to create visualizations of the data.
- Present correlations between different data points, such as car sales vs. car prices, lithium production vs. lithium prices, and share prices of the companies.
- Discuss any notable trends or patterns observed in the data.

Literature Study:
- Explain how you conducted a literature study to understand cause-effect scenarios for the variation in car sales.
- Share findings from the literature study, including factors influencing car sales such as economic conditions, consumer preferences, and marketing strategies.

Visualizations:
- Create visualizations using Tableau that illustrate the cause-effect relationships identified in the literature study.
- Use appropriate charts and graphs to effectively communicate insights to the audience.
- Provide annotations or explanations for each visualization to aid understanding.

Analytical Models:
- Introduce analytical models such as the BCG Matrix and Ansoff Matrix.
- Apply these models to the data to evaluate the market position of the companies and potential growth strategies.

Final Findings:
- Summarize the key findings from the analysis, highlighting actionable insights for the businesses.
- Emphasize the importance of data-driven decision-making in today's business environment.

Evaluation Metrics:

- Use of correct chart (10)
- Clarity on Inferences (10)

PowerPoint Presentation:

- Create a PowerPoint presentation consisting of 3-4 slides summarizing the final findings and insights.
- Use visuals, bullet points, and concise language to convey information effectively.

Question & Answer Session:

- Allocate time for a question-and-answer session at the end of the presentation.
- Be prepared to answer questions about the data analysis process, findings, and implications for the businesses.

Please ensure that your presentation adheres to the provided guidelines and instructions.

Note:- For this Presentation you will be working in the same group as DVT.

Best Regards,
Program Team

## General Description for SVAP Presentation:-

Dear Students,

Prepare storytelling dashboard and analytical framework for the business using the data shared in the excel file. This should be using a single power point presentation.

Dataset : Tesla-Lithium Dataset.xlsx

This csv file corresponds to an Electric car company (Tesla) and Lithium mineral mining company (Mining firm). The data set provides insights to car sales, price of car, lithium production and price of lithium. Along with this, data also provides the share price of each firm during the last 6 months.

Objectives:

1. Analyze the data and understand the correlations of data points given.
2. Using the given data, conduct a literature study to find the cause-effect scenarios for the variation in car sales.
3. Visualize the data explaining the cause-effect on data points
4. Use the appropriate analytical models taught by the faculty wherever applicable.
5. Insights should be based on concepts taught in sessions.

 Note :   Tools used are Tableau or Excel for data visualization

 Submission:  Storyboard with tableau and a small Power point presentation (3-4 slides) for final findings (zip this 2 files and submit)

What contents or frameworks can you use ?

1. Get past 6 months news
2. Company details from online research
3. Market research data
4. Social media data from Twitter
5. Use frameworks to build BCG, Ansoff Matrix and other concepts to bring
   1. Business model
   2. Cause- effect model

Tools : Excel, Tableau, Powerpoint


*Rubrics:*

*Use of correct chart (10)*

*Clarity on Inferences (10)*

Note:- For this Presentation you will be working in the same group as DVT.

Resource Materials

1. Business Information Visualization by Tegarden, D. P.. *Communications of the AIS, 1*(4): 1-38. 1999.
2. Visual Representation: Implications for Decision Making by Lurie, N.H. and C.H. Mason. *Journal of Marketing*, 71(1): 160-177. 2007.
3. www.perceptualedge.com
4. Reference Conglomerates :  3M /Samsung Corp /ITC/Virgin Group(Media,network)/Bosch