

School of Mathematics and Statistics
Applied Data Science (MAST30034)
Industry Project Presentation Specification

Due date: Friday 6th of October at 1700
Project Weight: 30%

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Presentation Supporting Documentation

The criteria is at the very bottom. The following sections are supporting materials for making a good presentation.

Are all Presentations the same?

Consider the types of presentations you may have seen throughout your University Career:

- Lectures:
Long, dual purpose slides, that are usually accompanied by visual aid and reference materials.
- Academic Conferences:
Highly technical and detailed, can exceed 20 minutes, and are formulaic.
- Industry Conferences:
Somewhat casual but detailed, technical, doesn't really exceed 15 minutes.
- KeyNotes:
Reasonably long opinion pieces with very few slides if any.
- TED Talks:
Short and high level presentations that are highly polished, contain few slides, and are visually appealing.
- Business Meetings:
Very detailed and at times technical.
- Agile Standups:
Fast and short paced that cover the important details only.
- Sales and Pitches:
Short, focussed, non-technical, and aim to sell a product.

A question for you as a group to think about is:

- *Can you think of good presentations you've attended or seen? What aspects of it stood out?*
- *In contrast, what are some bad presentations you've seen. What made them bad?*

What makes a good Presentation?

This can be broken down into 3 main areas:

1. Clarity in both delivery and overall message.
2. Consistency in visuals, contents, and overall message.
3. Narrative. Audiences remember stories than they do with raw facts and data.

Recommended Approach

1. **Design:** What are you going to say and talk about?
2. **Build:** How are you going to deliver the presentation?
3. Finally, **Deliver:** Practice the delivery by actually presenting it.

Design

Choose an appropriate purpose. Here are some examples:

- Are you trying to deliver good news? bad news?
- Is this presentation looking to inspire your audience?
- Are you trying to influence a certain decision?
- Are you presenting some technical findings?

Likewise, who are the intended audiences:

- How many people are viewing? (In this case, you will have your tutorial, tutors, or even Industry Partners)
- What is the background of the audience? Are they non-technical? Are they executives?
- What are your audiences expecting?
- What time is your presentation? How long should the presentation be?

Build

The most important part of the presentation is the overall message. Your group should decide on your message and structure *before* preparing any of the slides.

- Spend a few days as a group to plan it out.
- Make sure to **fit your slides to your message**, do not try to fit your message to your slides.
- Present the key details with appropriate references.

Some extra things of note:

- At the end of the day, remember that **slides are a visual aid to your overall message**. The audience should **remember what they heard, not what they saw**.
- Be consistent in your presentations. Don't change your theme or formatting or style halfway through.
- Less is better. Remember, if your audience is reading a slide then they are not listening.
- Slides **are not a script for your presentation**.

Delivery

The most important part. Your message may not be the best, but if it is delivered and remembered, then your **presentation is good**.

- Engage with your audience. Look into the camera (online) or engage eye contact (in person).
- Use body language and hand motions to support your delivery. However, don't overdo it!

Expect the Unexpected

- Technology will fail. What can go wrong will go wrong. Be prepared!
- Unexpected setups or environments. For those online, practice via Zoom and get used to switching hosts / pressing next for slides / timings.
- Your peers may get nerves on the day, practice together as a team and get used to transitions.
- Expect interruptions for questions.

At the end of the day, whatever happens, **keep going and do not stop**. Even if the slides are gone, if you can deliver it and keep going, it will be memorable for sure.

General Notes

A reminder that this is worth 30% of your final grade and should be treated with the amount of work required for 30%. There is ample time to start writing the presentations now, practising the delivery as a group, and minimising any risk of technical failure that could be resolved prior.

For example, you may wish to ensure all group members have slides the slides on a device in case something goes wrong. For those presenting online, ensure the local network is as clear as possible by talking to your housemates/family members that the presentation is a very important time for your degree and that you cannot afford to have a laggy internet.

Presentation Marking Rubric

The following is **an approximate Marking Rubric for your Presentations**. We have placed values alongside areas of interest, but **marking will be different based on how groups approach this**. There may be marks taken off or awarded based on points that may not be listed here.

Delivery - 10%

- Was this groups presentation memorable? (3)
- Did the presenters deliver with appropriate pacing, clarity, language, and good supporting presentation slides? (5)
- Overall, was it delivered seamlessly or were there issues at times? (2). For example:
 - * Were the presenters audible?
 - * Was there any major technical issues that should have been resolved beforehand?
 - * Did it seem like the group lacked practice?

Student Project Details - 10%

- Was there an appropriate Introduction to the group and problem overview? (2)
- Did the groups present a reasonable timeline of the project, estimated hours of work per checkpoint, methodology of communication / choice of communication? (2)
- Did the presenters cover their overall approach at a high-level? (2)
- Was it easy to understand the key findings and final results ? Were there good justifications and reasonable assumptions? or was it vague and hard to follow? (4)

Business Context - 10%

- How can this project be turned into money within the business context and/or clients and stakeholders? Ensure these recommendations are feasible and realistic. (4)
- Is the project worth pursuing given the amount of work taken? How long do you think it would take to deliver an actual product? If so, does your groups' current progression and approach support this? (2)
- How did the group adhere to security/privacy requirements (i.e API keys, ensuring all data is kept within the repository)? (2)
 - * For many firms, one security breach or data leak could result in the loss of concession to operate.
 - * If applicable, how did your group store the API keys?
- What were the overall Limitations, Assumptions, Difficulties. (2)

Key Details

Once you have read through the supporting documentation, it is up to your group to formulate and deliver a presentation that suits your groups' style whilst being relevant for your intended audience.

Assumptions for your Audience:

- Your tutors will act a **non-technical** clients and Project Managers. You can assume we know what a programming language is and have completed an introductory online course equivalent to COMP10001 (Foundations of Computing).
- The other students in the audience can be treated as technical analysts who are proficient in programming in competing firms.

Assumptions for time:

- The presentations should be between 5 - 10 minutes long at maximum.
- We will start timers and anything over 10 minutes **will not be assessed**. This is very strict, and you have now been warned.

Assumptions for slides:

- The slides must be identical to the ones uploaded on Canvas.
- Any deviation will result in a penalty. This is to ensure the presentation deadlines are fair across groups.

If some group members are not able to attend, it is in your groups' best interest to ensure they put in more work for the presentation slides and overall project code.

Submission Details

- Slides must be submitted via Turnitin on Canvas.
- If you submit late, you **must** email the subject instructor Akira Wang at akira.wang@unimelb.edu.au with your reason.

References

- [1] Dr. Chris Culhane, Lecturer and Coordinator for MAST30034 (2018 - 2019).
- [2] University of Melbourne Academic Skills
- [3] Assorted Data Scientists, Data Analysts, and Data Engineers from Industry.