Juliet Lachman  
MIS581 - Capstone – Business Intelligence and Data Analytics  
Module 8 – Presenting Research Findings and Project Closure

**MIS581: Self-Evaluation Form**

**Name: Cleere-Lachman, Juliet G.**

**Title/Topic of Speech: Bullseye: Targeting Customers through Analytics**

**Please answer the following questions in detail (*meaning a minimum of two complete sentences per question*). Feel free to type your answers after the questions below. Your completed self-evaluation should be uploaded to the Week 1 Capstone Milestone page for the self-introduction speech and to the Week 8 Capstone Project page for the final assignment.**

How well did you explain and support your ideas?

I explained my ideas fairly well. The presentations was in sections: personal introduction, which tied to program, which finally tied to project.

How effectively did you grab the attention of your audience?

I have my graduate and undergraduate degrees in music, specifically vocal performance. I have formal training on effective delivery. My tone is natural and varied. I could, however, slow and alter pacing.

Did you state your purpose and speaking topic?

Yes, I gave the purpose of the assignment and revisited purpose throughout speech.

Did you state your thesis?

I did state the thesis in the abstract and in the introduction. It is also covered succinctly in the objective.

How effective was your introduction?

On a scale of 1-10, with 10 being stellar, I assess my presentation at 5 or 6. According to VoiceVibes, I need more vocal delivery (6.1 / 10) and more strength (4.1 / 10). Clarity was good (8.2)

How effectively did you use transitions?

Transitions were not part of the VoiceVibe analysis. I uploaded each Speaker Note clip for the Powerpoint presentation. If I had been presenting, then the transition to change from one slide to another would have facilitated a transition.

Did you provide adequate nonverbal support?

Since I did not visually record this presentation, the support would be in the inflections. It could be feebly argued that the pauses between major ideas was nonverbal support.

Did you use visual aids?

I did not use visual aids

Did you cue for closure?

No.

Did you restate your thesis and main points?

No.

Looking over your VoiceVibes report, what were your areas of strength? What areas do you need to work on? How do you plan to address these areas?

The averages over 15 speaker note slides are as follows:

Vocal Delivery 128.4 / 15 = 8.56

Strength of Opening 106.68 / 15 = 7.112

Clarity 128.34 / 15 = 8.556

Pace 67.13 / 15 = 4.47523

Pausing 446 / 15 = 29.7333

Variety of Volume 892 / 15 = 59.4666

Variety of Pace 150 / 15 = 10

Variety of Pitch 115.17 / 15 = 7.678

All Positive Vibes fell between 3.5 and .6.85

All Negative Vibes fell below 4.13, and that was only one speaker note for Slide 10 rating 4.13.

What is the link to your Youtube video?

I did not upload Powerpoint to a YouTube channel. I uploaded Powerpoint to the GitHub repository: https://github.com/julietlachman/MIS581