Data Analyst Case Study Information

The case study will test your skills in visualization and communication to a defined audience. As well as selecting appropriate methods to communicate your findings, we will be looking at whether you have addressed the problem that was presented to you and communicated at the right level for the intended audience.

Points will be awarded for each skill based on the level you achieve. To pass you must score a total of nine or more from the six skills, with no skill being in the "Needs improvement" category.

	Excellent (3)	Good (2)	Satisfactory (1)	Needs Improvement
Business Problem	Has addressed the problem, given clear and actionable recommendations and has clearly presented additional insights that add value to the problem.	Has addressed the problem, given clear and actionable recommendations that are focused on the business problem provided.	Addresses the provided problem with basic results. Recommendations are basic but actionable.	Has not addressed the problem provided.
Audience	Presents to the defined audience, shows consideration for their background and what they want to get from the presentation and generally chooses to avoid technical terminology.	Shows an understanding of the background of the audience. Uses minimal technical terminology and where used provides clear and easy to understand explanations.	Acknowledges the audience and largely presents without including technical detail. Makes some attempt to explain any technical detail included.	Shows little to no consideration for the audience, delivering a largely technical presentation.
Storytelling	The presentation is structured to clearly tell a story and provides the right information at the right time to progress that story.	The presentation shows a clear understanding of good practices in communicating data.	The presentation has a logical flow that typically follows the analysis conducted.	The presentation lacks organization or structure to convey the message clearly.
Presentation Aids	Demonstrates a clear understanding of how presentation aids can be used to enhance the presentation.	Presentation aids are appropriate and for the most part don't contain too much information.	Uses a suitable method but at times there may be too much information presented (e.g. too much text on a slide).	Uses a method not suitable for presentation.
Visualizations	Graphics go beyond following good practices and are used effectively and accurately as part of the story being presented.	Graphics reflect good practices (e.g., use of color, when to use a table instead of a plot), have been clearly labelled, and add value when included.	Consideration has been given as to when to use each graphic. Some good practices have been followed (e.g., visualizations are clearly labelled and titled).	Graphics have been included that are not appropriate to the data or analysis or no good practices have been followed e.g. not titles.
Time & length	The presentation is within the allowed time and length.	The presentation overruns by up to 2 minutes or is over the allowed length by one slide.	The presentation overruns by up to 2 minutes and is over the allowed length by one slide.	Does not finish presenting in 12 minutes and/or is over the allowed length by two or more slides.

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