We’re starting soon

MSA 8030 – Communicating with Data

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December 10, 2024

Georgia State University | J. Mack Robinson College of Business

Robinson

Final Week –
Final Team Presentations

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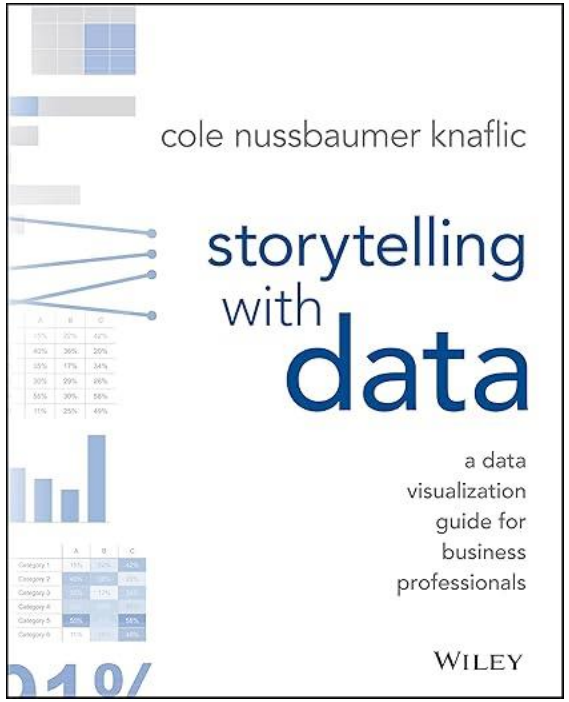
Course Resources

Recommended textbook:

***story telling with data - a data visualization guide for business professionals*, 1st edition**

by Cole Nussbaumer Knaflic (Wiley)



Github site:

CommunicatingWithData

https://github.com/mjgrav2001/CommunicatingWithData

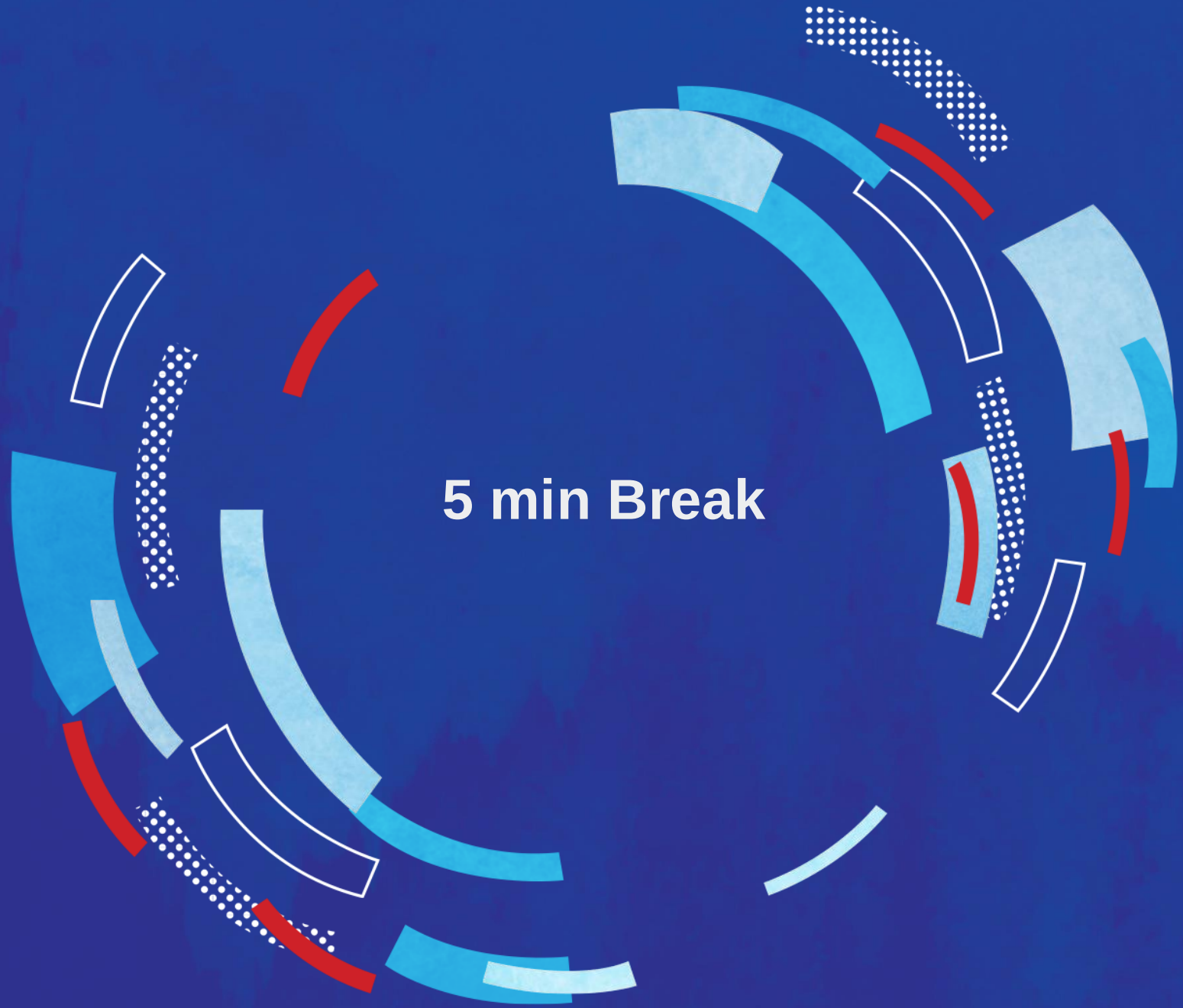
It is 12:10 p.m.

Let’s start
the Team Presentations
…

Team Presentations (75 – 90 min)

Team 1 – Water Potability of Plants dataset
Team 2 – Fossil dataset
Team 3 – U.S. Airbnb Open dataset
Team 4 – U.S. Airbnb Open dataset
Team 5 – Flywise dataset
Team 6 – Flywise dataset
Team 7 – Vehicle Sales dataset

(presentations in no particular order!)



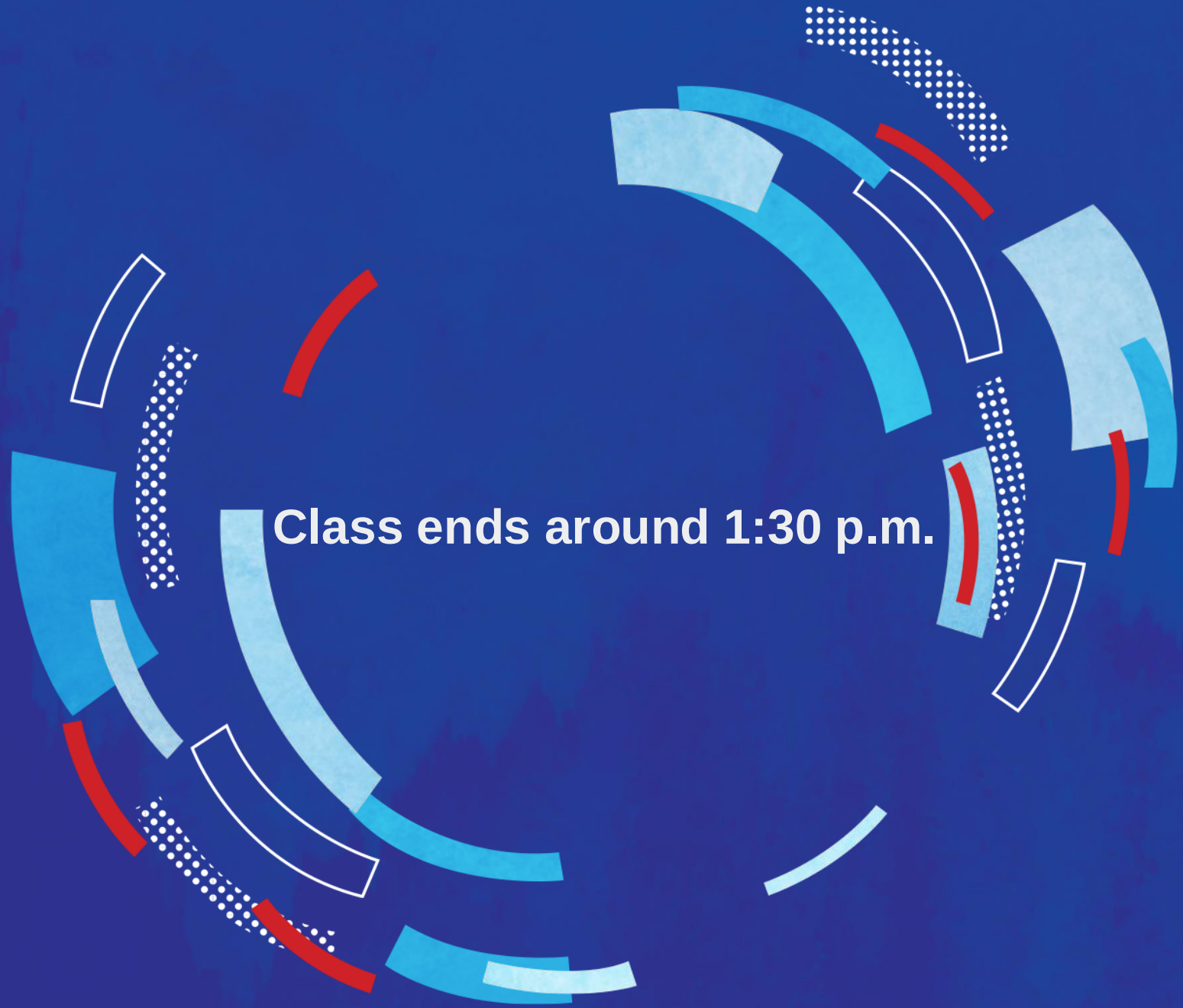
5 min Break

Final Discussions (5 min)

Let’s wrap up the course with a brief discussion of the remaining final deliverable:

Executive Summary Report (2-3 pages)

Due date: Friday, Dec 13, 11:59 p.m.



Class ends around 1:30 p.m.

Course Schedule

#	Topic and Objectives
1	**Intro & Getting Started** • Course Overview (relevance, examples, etc.) • Market-Ready-to-do List (MRTDL) by Career Advancement Center • Pick a dataset (Datasets will be provided by instructor on first day of class. If you already have formed a team of 4 students to collaborate and work together and want to use your own dataset, this needs to be vetted and approved by the instructor. Examples: something you are working on from another project, Walmart data on Kaggle, synthetic data from Synthea, etc.) • Explanation of peer-to-peer evaluation of presentations every week • Instruction: Exploratory data analysis • Assignment: **Prepare 1-minute "describe your dataset" presentation**
2	Start with Presentations: (present what was assigned in the previous class) **Understand the Business (and core business processes)** • Activity (for a specific case or example business): Describe the business for an example business (inputs, activities, outputs/metrics), develop a simple flowchart, identify opportunities • Instruction: Understanding the business problem, extracting the use case(s) • Assignment (for your selected business): **Prepare 3-minute presentation that describes the business, core business process(es), and opportunities for your selected business**
3	Start with Presentations: (present what was assigned in the previous class) **Identify a Business Problem (and why it needs to be addressed)** • Activity (for a specific case or example business problem): Developing persuasive arguments; Create tension with a visualization (draft) • Instruction: Story telling with data - visualizations • Assignment (for your selected business problem): **Create a 3-minute "tension" presentation; only 1 visual**

Course Schedule

4	Start with Presentations: (present what was assigned in the previous class) **Develop a Solution Pitch (for solving the identified business problem)** • Activity (for an example business problem): Big idea, exec summary, peer review • Instruction: Feasibility study, selection of final use case (big idea) • Assignment (for your selected business problem): **Create a 1-minute pitch (includes business overview, tension, and solution)**
5	Start with Presentations: (present what was assigned in the previous class) **Provide a Progress Update (for an ongoing project)** • Activity (for your selected solution): Strong visualizations, exploration, status, revisions, issues, lessons learned • Instruction: Data exploration and feedback loops with business stakeholders • Assignment (for your selected solution): **Prepare a 5-minute presentation; 5 slides** (excluding title slide); **3 visualizations**
6	Start with Presentations: (present what was assigned in the previous class) **Planning a Final Presentation and Final Report (for a completed project)** • Activity (for your project): 1st draft of headlines only and main messages per slide; **Python Notebook for technical audience** and **Word document for leadership**: clear connections to final presentation, i.e., same structure/order, etc., including a narrative in the final report • Instruction: Technical writing skills • Assignment (for your project): **Complete final presentation and reports; 7-minute presentation; 5-7 slides** (excluding title slide); appendix if required
7	**Final Presentations** (and final reports, notebook and Word document) are due