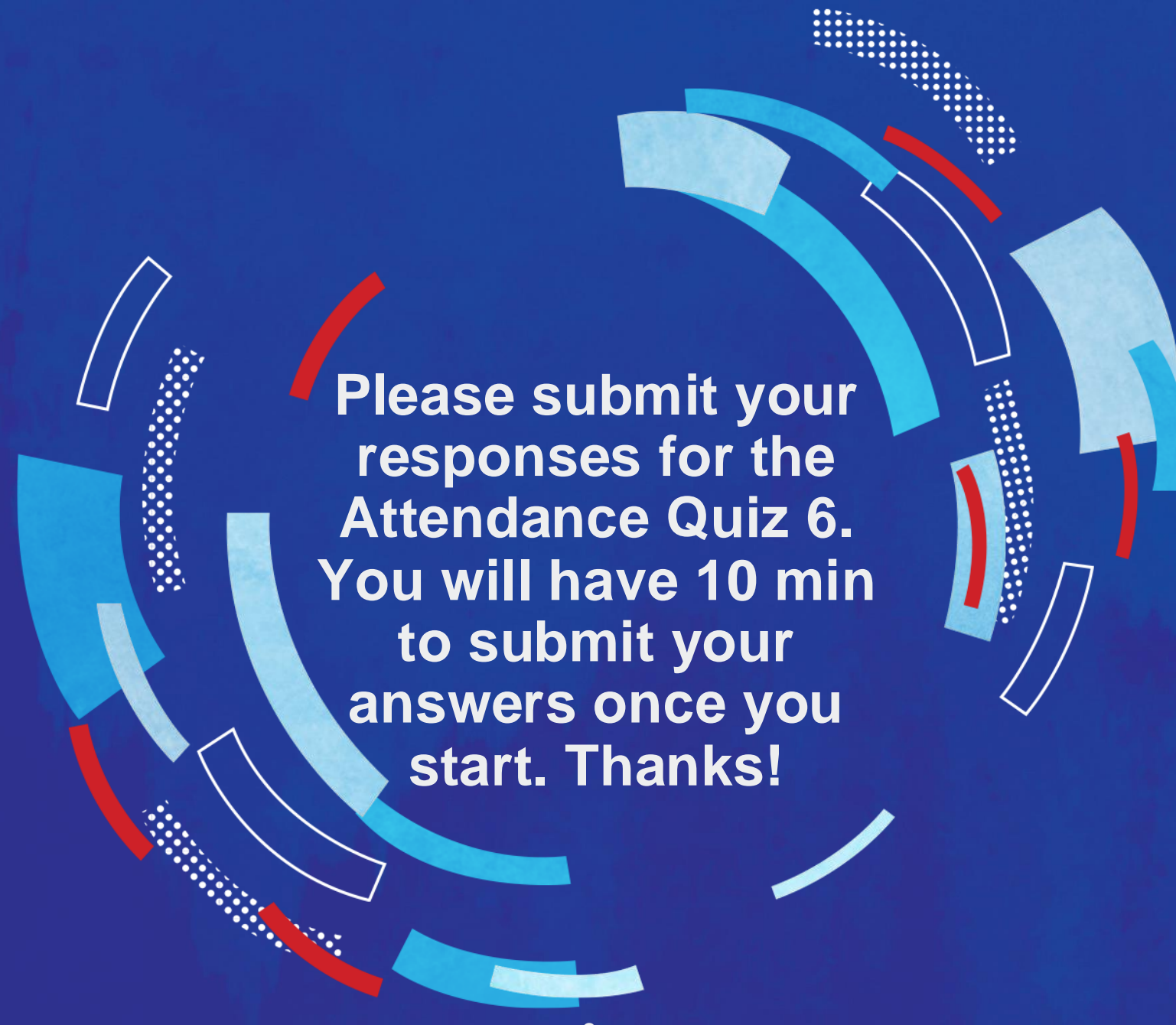




We're starting soon



**Please submit your
responses for the
Attendance Quiz 6.
You will have 10 min
to submit your
answers once you
start. Thanks!**

MSA 8030 – Communicating with Data

Mark Jack mark.a.jack@gmail.com

December 3, 2024

Week 6 –

Team Presentations: Present Your Data Story

Class Discussions: Preparing Your Final Presentation

Mark Jack mark.a.jack@gmail.com

December 3, 2024

Course Resources

Recommended textbook:

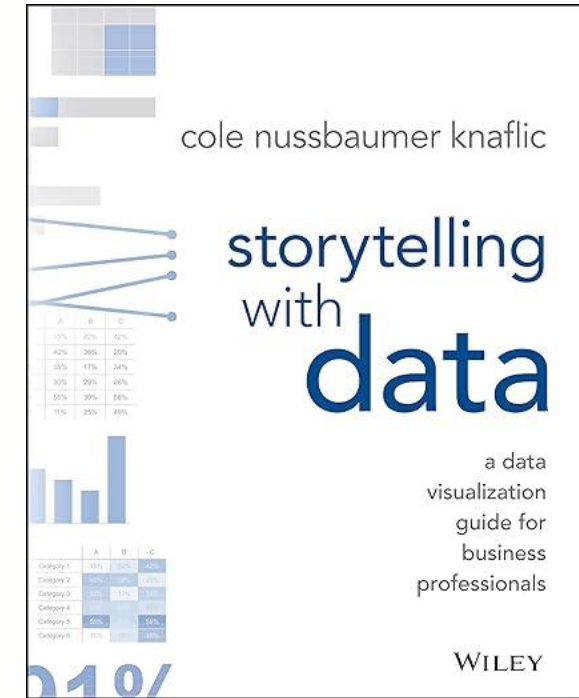
story telling with data - a data visualization guide for business professionals, 1st edition


by Cole Nussbaumer Knafllic ([Wiley](#))

Github site:

CommunicatingWithData

<https://github.com/mjgrav2001/CommunicatingWithData>





It is 12:10 p.m.

Let's start
the Team Presentations

...

Team Presentations (75 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

**We will be back
at 1:30 p.m.**

Discussion (10 min): Preparing Your Final Presentation

Breakdown of the Structure of the Final Presentation

- Illustration of **business problem** (1 slide)
- Motivation of primary **data science use case** (1-2 slides, max. 1 visualization)
- **Data story** (2-3 slides with 3 visualizations)
- Final **pitch** (1 slide)
- **In total: max. 5-7 slides total, 5-7 minutes total**



2 min Break

**We will be back
at 1:45 p.m.**

Group Activity (45 min): Preparing Your Final Presentation

Technical Writing Exercise – Example: Audience

Please open the Google exercise “Technical Writing One” (Pre-class material).

<https://developers.google.com/tech-writing/one>

Go to tab “Audience”.

<https://developers.google.com/tech-writing/one/audience>

Procedure:

- We will complete this exercise in steps.
- Each team will share their results.
- Then we will move on to other tabs “Documents”, “Clear Sentences”, “Short Sentences”, “Words” and repeat the process.



Class ends at 2:30 p.m.

Course Schedule

#	Topic and Objectives
1	Intro & Getting Started <ul style="list-style-type: none"> 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	<p>Start with Presentations: (present what was assigned in the previous class)</p> Understand the Business (and core business processes) <ul style="list-style-type: none"> 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	<p>Start with Presentations: (present what was assigned in the previous class)</p> Identify a Business Problem (and why it needs to be addressed) <ul style="list-style-type: none"> 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	<p>Start with Presentations: (present what was assigned in the previous class)</p> <p>Develop a Solution Pitch (for solving the identified business problem)</p> <ul style="list-style-type: none"> • 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	<p>Start with Presentations: (present what was assigned in the previous class)</p> <p>Provide a Progress Update (for an ongoing project)</p> <ul style="list-style-type: none"> • 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	<p>Start with Presentations: (present what was assigned in the previous class)</p> <p>Planning a Final Presentation and Final Report (for a completed project)</p> <ul style="list-style-type: none"> • 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	<p>Final Presentations (and final reports, notebook and Word document) are due</p>