DATA SCIENCE PRESENTATION EVALUATION FEATURES

Logic of Discussion & Messaging:

- Well defined main purpose, question, or hypothesis.
    - What is the anchoring heuristic or bias? (ie., So What?)
    - Why will anyone care about the computed results? (ie., Who Cares?)
- Context: "connecting the dots"
    - Explain the fit into the larger industry story
- Assumptions & Limitations
    - Other factors/values that might change the outcome?
    - How will missing values be handled?
    - What is an acceptable threshold of nulls? How handled?
- Who's the audience? Is that clear?
- How does it convey "benefit to the business"?

Presentation Deck & Code Demo

- Story Arc:
    - Reveal, and peel back (**)
    - Build support toward grand conclusion
- Points of Exploration, Modeling and/or Analysis
    - Multiple threads coalescing together
    - Reconciliation: do the numbers add up?
    - Call to Action: insights are prominently shown
- Model Performance Review
    - Describe the Model Selection process
    - What confirmed your selection
    - Describe the model confirmation
        - Regression: R, R^2, MSE, Influence Diagrams, accuracy, etc.
        - Classification: precision, recall, F1 score, accuracy, etc.
- Guidance
    - Titles, Labels, Use of Consistent Style Sheet
    - Annotations (local and broader)
    - Instructions for how to digest (reader guidance)
- Interpreting and Presenting Analysis
    - Observations: what does the measure reveal?
    - Conclusions: what is used to interpret significance or relevance to business?
    - Next Steps: Based on the implications of the statistic measure discussed, what could you further explore to reveal next level insights?

Professionalism

- Verbal communication
    - Personally professional
    - Planned path for narration
    - Pauses, without filler words or sounds
    - Vocabulary:
        - Explanations for jargon and industry specific acronyms
        - Remove any slang or words with "local only" use
        - Resist negative judgements of self, your work or the data (stay positive)
- Attention to Detail throughout Work Product
- Reasonable Project Scope & Boundaries; use of some of following:
    - Factors with potential influence noted as "out of current scope"
    - Additional Analysis or Reference material in Appendix
    - Next Steps contains "wish list" for better or more insights

Style & Delivery:

- Verbal articulation
    - Enunciate words clearly and distinctly
    - Pause for reader to "take it in"
    - Modulate voice for conversational engagement
    - Pace. Good breathing and pausing, with active delivery speed.

- Body Language
    - Business Casual Attire
    - On camera presence
        - Head centered 2/3rd top of frame
        - Small (limited) head movements
        - No bobbing or weaving
        - Background free of distractions
    - Use of hand
        - Gestures for engagement
        - Use of Mouse (extension of hands)
            - Specific pointing
            - Highlight device (or windows circle emphasis)
            - Resists jittery movements
    - Attending
        - Making "eye contact" – look at and into the camera, as possible.
        - Conversational and pleasant narrative. Audience participation?
        - Careful not to lean back and "talk down", avoid be "professorial"