

# How to make effective Presentation & Report?

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- E-COMMERCE CUSTOMER CHURN

# Agenda

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## **Pre Work expected from Students before the session :**

1. Go through the feedback received for project notes-2
2. Business insights and recommendations
3. A structure for presentation

## **Agenda:**

1. How to further improve the model *(if required)*.
2. Discuss what a good structure of ppt looks like and how to make a good business presentation.
3. Discuss on Final Report

# Imp points for Project Presentation

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The objective of any presentation is to draw your audience's attention to the key points of your project. You will be taking them through the explanations.

1. Every student will be given 10 mins to present their ppt.
2. There will be a hard stop after 10 mins.
3. Use the capstone Template ppt for presentation.
4. This will be followed by 5 minutes of Q&A session.
5. The final ppt should be submitted before the session.

# PPT Submission

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Topic	Pts
1.1 Business Problem Understanding (Explanation)	4.0 pts
1.2 Business Problem Understanding (ppt)	2.0 pts
2.1 Modeling approach used & why (Explanation)	5.0 pts
2.2 Modeling approach used & why (ppt)	3.0 pts
3.1 Insights & recommendation (Explanation)	4.0 pts
3.2 Insights & recommendations (ppt)	2.0 pts
Total Points: 20.0	

## Other pointers to be kept in mind :

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- Do not **copy and paste** a long textual portion from the project report on the slides.
- Matter on the slides should be **short** and to the **point**.
- Highlight key points and reinforce them.
- Fonts must be **large enough** so that the text is readable from the last rows. (Eg, Verdana 24 points or larger)Background color matters for improved readability.
- Dark slides with light text usually work best.
- **Graphs and charts** should be placed in such a way so that audience can read them. Do not put too many tables on a single slide.
- **One** figure per slide is a good idea.
- Avoid **showing codes** unless they are the focal point of your presentation.

## Other pointers to be kept in mind :

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- While explaining your project, do not go into **data cleaning details** unless there is something innovative to talk about.
- It is a good idea to have the **raw data handy** so that you can refer to them quickly.
- **Do not explain theory** while presenting the project report.
- Take your audience through the **logical steps / flow** of your project work.
- **Link** the steps and come to a logical conclusion.
- Be prepared to answer **critical questions**.
- Understand what **Model** does and how it arrives at the result presented.

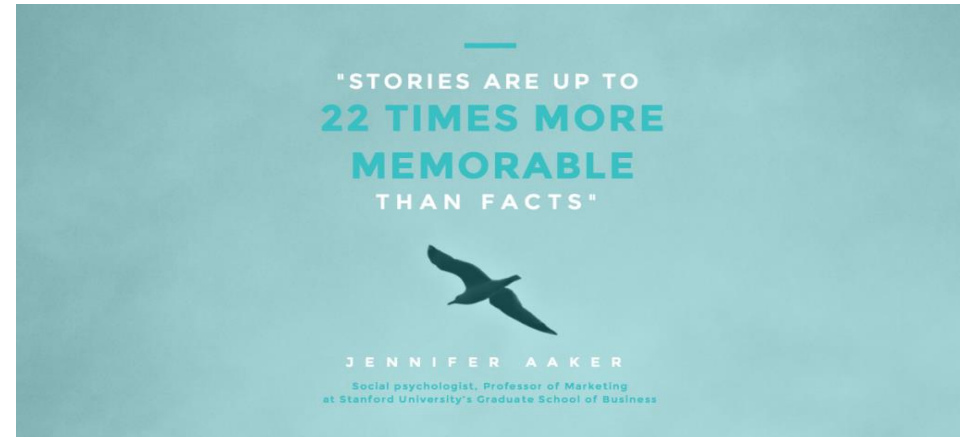
# What is Story Telling & Its importance

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People hear statistics, but they feel stories

If an insight isn't understood and isn't compelling, no one will act on it and *no change will occur*.

Data storytelling is a structured approach for communicating data insights, and it involves a combination of three key elements: *data*, *visuals*, and *narrative*.



Numbers have an important story to tell.  
They rely on you to give them a clear and  
convincing voice.

—Stephen Few | Data Visualization Expert, Perceptual Edge

# Data Storytelling General Guidelines

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- Have the objectives clear
- Have Underlying questions to be answered
- Draw up your storyline
- Consider Audience
- Respect time, simplicity & clarity
- Avoid Bias
- Consider purpose and expectations
- State your assumptions
- Don't fall into the "It looks Cool" Trap





# Business Problem Understanding

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- We can cover the below points in this Section and explain in Short:
  1. Defining problem statement
  2. Describe The Problem Statement clearly.
  3. Need of the study/project
  4. Understanding business/social opportunity
- This will help the audience to know exactly what you are solving.
- Be careful here, how well you define the Problem the easier it becomes for the stakeholders to understand and correlate with rest of your Presentation.

# Modelling Approach Used & Why

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- Explain the type of the problem & which approach you are using.
- List all the models tried by you.
- Compare Model Outputs
- Model Tuning Applied
- Try to correlate with the problem you are solving.
- Mention the model you are going ahead with and why
- Once Selected the Model, then explain the findings of that model & variable importance.

# Model Selection – Critical Step

Model Name	Accuracy	Precision	Recall	AUC
Logistic Regression				
CART				
Random Forest				
KNN				

# Insights

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- Sharing insights with stakeholders is very important.
- Share insights that the audience is interested in.
- It gives them more perspective about the data analyzed.
- This in turn helps in taking better decisions.
- Insights could be related to Data Set, EDA, Modelling, etc.
- Variable Importance, its impact on Dependent variable.
- Try to share 1-2 insights on all important variables.

# Important Features along with findings

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## **E.g. Top 3 factors that influence Customer Churn:**

### **1. Gender:**

If Gender of the primary customer = Male he has a high prob of churning

### **2. Satisfaction score given by customers**

If Satisfaction score given by customers  $> 2$ , probability of churn reduces by 70%.

### **3. Preferred Payment mode**

If Preferred Payment mode = Debit Card, probability of churn increases by 30%.

# Recommendations

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- This is the Final Step in the Project.
- All eyes are on this slide, finally what did you achieve from doing the hard work.
- Recommendation should be relating to Problem you are solving.
- Spend good time in thinking & writing the Recommendations.

# Final Report

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- A business report in pdf format
- Includes the detailed analysis of Project Notes 1 and 2
- Along with business insights and recommendations.

# Final Report

Criteria	Pts
Introduction - What did you wish to achieve while doing the project ?	3.0 pts
EDA - Uni-variate / Bi-variate / Multi-variate analysis to understand relationship b/w variables. - Both visual and non-visual understanding of the data.	5.0 pts
Data Cleaning and Pre-processing - Approach used for identifying and treating missing values and outlier treatment (and why) - Need for variable transformation (if any) - Variables removed or added and why (if any)	8.0 pts
Model building - Clear on why was a particular model(s) chosen. - Effort to improve model performance.	8.0 pts
Model validation - How was the model validated ? Just accuracy, or anything else too ?	8.0 pts
Final interpretation / recommendation - Very clear and crisp on what recommendations do you want to give to the management / client.	8.0 pts
Total Points: 40.0	



The most powerful person in the world  
is the storyteller.

—Steve Jobs



# My Blog Link for Storytelling

<https://crenanalytics.medium.com/>

# Sample Capstone Presentation (Only for reference)

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<https://prezi.com/m/b3fd7yxu8cjg/>

Thank You!!

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