Project Presentation FAQ

Overview

In your project you should assume the role of a decision maker that will use the results of the analysis. You should think of this presentation as a readout to your manager about the results of the analysis and the impact it could have on your company/business/industry, etc. Your manager has taken data science classes but is not a technical expert, and is mostly focused on the impact the work will have, not as much on the details of the analysis. You do not need to explain basic ML terminology (e.g. what an ROC curve is).

Who should present?

Ideally, all team members would present something – it makes sense for each member to present the part that they worked most on (data preparation, modeling, business context, use case, etc.) However, if any team member is not able to present for any reason, that will be fine (but do let me know in advance).

How long should the presentation take?

The time allotted for each project is 12 minutes, including presentation and questions. So – **each team should plan a presentation of between 8 and 10 minutes**, to allow time for a question or two.

How many slides should we have?

Presentation styles differ per team, successful presentations could have as little as 3 slides or as many as 20. But a good benchmark is about one slide per minute. **Please practice your presentation live.** I will give you a warning at 8 minutes and cut you off at 10.

When are the slides due?

Slides will be due on midnight the day before your presentation. I will circulate a Google Drive that you can upload the slides to and we will run the presentations off of. Please upload them in advance and check that everything works. Any extra utilities needed (e.g. slido, etc) will need to be checked in advance to make sure they will work in the classroom.

What should you cover in your presentation?

Here is a 'rough' outline with the content I would like to see. You can deviate from this, you only have 8-10 minutes after all!

1. What business problem are you solving?
    a. Why is it important?

    b. Who are you? What role do you have and how will this project improve your ability to make decisions?
2. What are the specifics of the action/decision and what are you going to predict to support this? How will you use the prediction (somewhat high level) to make those decisions?
3. Overview of the data and EDA
    a. No need for the gritty details, but some information about size and content.
    b. Any issues with missing data or outliers, or other data issues that might impact the conclusions from the analysis.
    c. Some interesting things (1 or 2!) you learned through your exploratory data analysis.
4. Overview of your modeling and the relative performance (typically a table …)
    a. Which models did you try?
    b. How did you pick the data for testing?
    c. What metric is the most relevant given your objective.
    d. If you have some more elaborate modeling setup
5. Any thoughts about how this model might get used or deployed? What data will be available "in the wild" to use the predictive model? Any issues with bias of data that was collected compared to data you might see in the future.
6. Future directions…what data would you want to collect (realistically) to make this model perform better or be more relevant.

Any other advice?

1) Make the content engaging! This is an excellent opportunity to practice presenting DS content and making sure that a reasonably well-versed audience is not falling asleep …
2) Avoid tiny font and cramming everything into the slides – that is what the report is for. Focus on the important stuff.
3) Every slide, ***every graphic should have a purpose***. Don't put things in the presentation (or report!) just because you did them – the presentation is a cherry picking of your work in order to tell a story.
4) Just because you spent a lot of time on data prep and EDA – you don't need to talk about all of it in the presentation. Can put some of those details in the report.
5) Don't read slides! Summarize with bullets and speak to the main points … keep the content of the slide precise! (ok to put details in the notes)
6) Use graphs/tables and images (see point 1) and animation if suitable.