Competencies

**4161.1.2** : **Conducts an Audience Analysis**

The learner conducts an audience analysis.

**4161.1.3** : **Communicates Data Insights**

The learner communicates data insights to technical and nontechnical audiences.

**4161.1.4** : **Creates Data Representations**

The learner creates data representations to offer insights into an organizational problem.

Introduction

The data analyst’s job does not end once the data has been analyzed. A vital skill for data analysts is to represent and report the data to stakeholders. In this task, you will demonstrate your ability to identify actionable insights from data and communicate them using effective storytelling methods.

In this task, you will give a simulated presentation to a panel of peers. You will identify actionable insights from the data and communicate these insights to a technical audience using effective storytelling methods. In your presentation, you should employ tactics to engage the audience and ensure that a meaningful message has been delivered.

*Note: Refer to the data dictionary for your chosen provided dataset to gain additional background information about the audience of your data representations.*

Requirements

Your submission must represent your original work and understanding of the course material. Most performance assessment submissions are automatically scanned through the WGU similarity checker. Students are strongly encouraged to wait for the similarity report to generate after uploading their work and then review it to ensure Academic Authenticity guidelines are met before submitting the file for evaluation. See [Understanding Similarity Reports](https://cm.wgu.edu/t5/Frequently-Asked-Questions/Understanding-Similarity-Reports/ta-p/252) for more information.    
  
**Grammarly Note:**   
Professional Communication will be automatically assessed through Grammarly for Education in most performance assessments before a student submits work for evaluation. Students are strongly encouraged to review the Grammarly for Education feedback prior to submitting work for evaluation, as the overall submission will not pass without this aspect passing. See [Use Grammarly for Education Effectively](https://cm.wgu.edu/t5/Academic-Coaching-Center/Use-Grammarly-for-Education-Effectively/ta-p/52276) for more information.    
  
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Write your paper in Microsoft Word (.doc or .docx) unless another Microsoft product, or pdf, is specified in the task directions. Tasks may not be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc.  All supporting documentation, such as screenshots and proof of experience, should be collected in a pdf file and submitted separately from the main file. For more information, please see [Computer System and Technology Requirements.](https://cm.wgu.edu/t5/WGU-Student-Policy-Handbook/Computer-System-and-Technology-Requirements/ta-p/78)  

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

A.  Analyze the expectations for technical communications in *both* technical and nontechnical audiences and explain the differences in their expectations.

B.  Provide a link to a Panopto video recording that includes a screen share of the presenter and the multimedia presentation in which you tell a story about the data to an audience of data analytics peers. Your presentation should implement elements of effective storytelling, including each of the following elements:

•   an introduction of yourself and your background

•  **two** different data representations to serve as supporting evidence for your results

•   a summary of actionable insights based on your results

Note: Your two data representations may come directly from your Tableau dashboard created in Task 1, or you may choose to use another software tool for data representation.

Note: For instructions on how to access and use Panopto, use the "Panopto How-To Videos" web link provided below. To access Panopto's website, navigate to the web link titled "Panopto Access" and then choose to log in using the "WGU" option. If prompted, log in using your WGU student portal credentials, and then it will forward you to Panopto’s website.

To submit your recording, upload it to the Panopto drop box titled "Representation and Reporting – VKN1 | D601." Once the recording has been uploaded and processed in Panopto's system, retrieve the URL of the recording from Panopto and copy and paste it into the Links option. Upload the remaining task requirements using the Attachments option.

C.  Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

D.  Demonstrate professional communication in the content and presentation of your submission.