Competencies

**4161.1.1** : **Demonstrates How Interpersonal Skills Are Applied in Communication**

The learner demonstrates how interpersonal skills are applied to effectively communicate.

**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.

**4161.1.5** : **Designs Interactive Dashboards**

The learner designs interactive dashboards to support executive decision-making.

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 write a reflection paper to demonstrate your understanding of the techniques and value of data representation and reporting.

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.    
  
**Microsoft Files Note:**  
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.  Write a reflection paper to demonstrate your understanding of data representation and reporting by doing the following:

*Note: Include a .twbx file or a link to your data dashboard from Task 1 and a link to your presentation from Task 2 with your reflection paper; otherwise, your submission will be returned.*

1.  Explain how the purpose and function of your dashboard align with the needs outlined in the data dictionary associated with your chosen dataset.

2.  Explain **two** different data representations from your dashboard, including how executive leaders can use them to support decision-making.

3.  Explain **two** interactive controls in your dashboard, including how *each* enables the user to modify the presentation of the data.

4.  Describe how you built your dashboard to be accessible for individuals with colorblindness.

5.  Explain how **two** data representations in your presentation support the story you wanted to tell.

6.  Explain how you used audience analysis to adapt the message in your presentation.

7.  Describe how you designed your presentation for universal access by *all* audiences.

8.  Explain **two**elements of effective storytelling that you implemented in your presentation, including how *each* element was intended to engage the audience.

•   What are you persuading the audience to think about and act on?

•   What is the clearest example from the dataset?

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

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