

We have been discussing the importance of visual design and will be discussing dashboard visuals. One thing that is unique about dashboards is that they need to “stand on their own”, meaning there is not a write up or presentation that goes with it. Dashboards can also be interactive, so the user can select different variables, factor levels and/or data ranges to be displayed in the visuals. We will also discuss giving presentations, which is covered in Chapter 7 of *Storytelling with Data*. The difficulty of doing this successfully is that you have to think like your audience, like someone that has limited knowledge of your data and the EDA you have done. It can be a challenge to explain a finding that you understand well to someone who does not know the same detail you do (and do it with visuals rather than words in a dashboard). This assignment has two parts: 1) create slides and give a screencast video presentation, and 2) create a one-page dashboard. You can do this using your work from the midterm project (mtp), though you will need to update your visuals based on the additional information we have covered. Or, you can analyze a new data set and base your work on that. I will post a list of publicly available data sets separately on Canvas. Finding your own data set has a number of benefits that I discuss in the “Forming a research question” video from Day 12.

Presentation: You (this is a solo project) have completed your midterm project and your manager Quian Xu is so pleased with your work she has decided to let you present it to the executive team—this is a big opportunity. Quian instructs you to make the presentation based on your memo, so it should only be 4 to 6 slides. You will not have the opportunity to present in person because the executive team is on a retreat—you will need to make a screencast video of your presentation. In addition to refining your visuals, you should pay attention to the best practices discussed in *Storytelling with Data* Chapter 7. The video is for the executive team, so you should dress and act professionally making good eye contact with the audience.

Slides: The slide deck should be made in R Slidey to avoid cutting and pasting. You can use the YAML header from class notes as a template to make your slides or load a fresh page from the RStudio menu. The slide deck should contain 4 to 6 slides with text and visuals, but with no code—just text and visuals. Be careful to make sure each slide fits on one page, so you do not have to scroll the slide during the presentation. Each visual should be presentation quality.

Video: The video can be made using Studio on Canvas. The Studio icon it is on the left panel of your course dashboard on Canvas. Though it is easy to use it takes a bit getting used to using it—here is a [link to a guide](#). The basic directions are as follows:

1. Click on the Studio icon, a new page will pop up with a record button in the upper right
2. Click the record button and select Screen Capture
3. You will need to download the Screen Capture software (once downloaded it will load automatically after step 2, use Chrome or Firefox).
4. A box formed by a dashed line will pop up, resize it to fit the area you want to capture.
5. There is a smaller pop up with screen, size, narration, and computer audio selections—I recommend you select the “Both” screen so you have options during the presentation.
6. There is a small webcam screen to the lower right with three small icons for the webcam, picture-in-picture, and screen cast options. Below the dashed line box there is a menu that allows you to start and stop the recording and select done when you finish.
7. I recommend playing around with the different settings.
8. I recommend beginning the video with an introduction using a full screen of yourself to build rapport with the audience, then switch to full screen of your slides, and conclude with a full screen of yourself.

9. Make a video, name it, write a description, and click upload. The video will be uploaded to the Studio page on your Canvas account.
10. To submit the assignment, go to the assignment page, click Submit Assignment, click on the Studio tab, then select the video.

Your presentation should not exceed 5 minutes and be 4 – 6 slides max!

Presentation Grade Rubric		
Category - Points of grade	Score	Comments
Introduction – 3 points Why important (1), data (0.5), brief findings (0.5), engage audience (0.5), slide quality (0.5)		
Recommendation 1 – 5 points Clear description (2), slide and visual quality (3)		
Recommendation 2 – 5 points Clear description (2), slide and visual quality (3)		
Conclusion – 2 points Summary (1), contact (0.5), slide quality (0.5)		
Overall presentation – 2 points Speaking pace and clarity (1) slide consistency (1)		
Total	/17	

Dashboard: You (this is a solo project) need to provide your manager, Quian, with a dashboard visual to make a presentation to upper management regarding your findings GM's promotions and advertising programs. Your manager and upper management understand the primary dimensions of promotions and ads but do not know the details, and upper management does not know anything about statistics or data analysis—**they understand business but not analysis techniques**. Your visuals must be targeted to a non-technical audience. Quian has asked you to provide a dashboard she can use as a prop during her presentation. You will not be at the presentation, so your dashboard must be self-explanatory text is limited to headers, titles, labels, and annotations (i.e. short sentences in the title areas and visuals). **The dashboard is one-page with no scrolling or tabs**. Each visual in the dashboard should be self-explanatory with title, labels, legend. and short annotations. The visuals should be developed in your Technical Appendix from the mtp and loaded into your dashboard. You will want to update your visuals based on what we have discussed during weeks 6 and 7.

Dashboard Grade Rubric		
Category	Score	Comments
Dashboard layout – (5) Effectiveness of titles (2), layout (1), consistency (1), clarity of recommendation(s) (1)		
Visuals – (8) Visual titles/labels/legend/annotations (3), color, background (2), order (1) quality of measure (2)		
Total	/13	