

# Week 12

## Project 2 Milestone 2

Elements of Data Visualization

Apr 6, 2026

## General Advice

Research your audience carefully.

What is their background? What is their key area of expertise? What are they known for inside their company? What is their leadership style? What problems are they trying to solve?

You should try to get a sense of their POV so you can emphasize the right points throughout your pitch.

## Leadership Teams

[Airbnb](#)

[City of Bloomington](#)

[Netflix](#)

[Spotify](#)

[Target](#)

[Walmart](#)

Slide 1

Advice

Executives meet a lot of people.  
They also see a lot of pitches.

**Project Title**

Group Members

Group Name

Target Audience

Month Year

On the first slide, try to tell them something unique about your team to help you stand out.

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Slide 2

## Executive Summary

Clearly state the core challenge  
List the specific goals of the RFP  
High-level takeaway

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## Advice

This slide should summarize the business problem, the analysis objectives, and the recommendation thesis.

Clearly articulate each point so that executives can offer feedback, especially if they disagree with something. It's better for them to object now than down the road.

Try to use analogies and examples to communicate the goals and key takeaway.

Slide 3

## Key Finding #1

Active Title

Visualization

Insight

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Advice

Include a compelling visualization from your notebook.

State clearly what the data suggests.

Don't make the mistake of showing your code.

Don't make the mistake of including multiple visualizations on one slide.

Don't make the mistake of including multiple findings or insights on one slide.

Slide 4

## Key Finding #2

Active Title  
Visualization  
Insight

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### Advice

Include a compelling visualization from your notebook.

State clearly what the data suggests.

Don't make the mistake of showing your code.

Don't make the mistake of including multiple visualizations on one slide.

Don't make the mistake of including multiple findings or insights on one slide.

Slide 5

## Key Finding #3

Active Title  
Visualization  
Insight

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Advice

Include a compelling visualization from your notebook.

State clearly what the data suggests.

Don't make the mistake of showing your code.

Don't make the mistake of including multiple visualizations on one slide.

Don't make the mistake of including multiple findings or insights on one slide.

Slide 6

## Strategic Recommendations

Actionable next steps  
Timeline

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Advice

Clearly articulate your recommendations and state your evidence to support them.

Use a SWOT analysis to ground the actionable next steps. How can the company leverage its strengths and opportunities to implement your recommendations? What makes them unique and well positioned to win? Why should they act now?

Slide 7

## Primary Risks

State what could go wrong  
Propose strategies to mitigate risks

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## Advice

Clearly articulate the project's specific risks.

Use a SWOT analysis to explain how each key risk maps to the company's weaknesses and threats. Are the risks amplified by the company's weaknesses? What opportunities do they have to derisk?

Slide 8

## Closing Slide

High-level takeaway

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## Advice

You should end on a slide that you want them to pay attention to and remember.

Instead of a generic Q&A slide, return to your recommendation thesis.

Remind them what makes your team unique and why you care about this project.

Slide 9

## Appendix A

### Advice

You should try to anticipate some serious questions from your audience and prepare appendix slides with your structured answers.

Aim to have no more than 5 slides in the appendix.

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Slide 9

## Appendix B

### Advice

Include your SWOT analysis for completeness. Make sure you use proper attribution for your source materials.

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# SWOT Resources

- [MarketLine Advantage](#) for company research reports
- [Statistica](#) and [SEC](#) for company filings (10K, 20K)
- [Company research hub](#)
- Business Librarian: [Loretta Wallace](#)
- Examples: [Starbucks](#), [Tesla](#), [NVIDIA](#)