

Tippie College of Business

Advanced Tax Analytics Project #2

Communication Components

Oct 24, 2023

Analytics Project #2 - Presentation

All group points

Intro w/ context and key takeaways

Camera placement allows for visible physical gestures, features and a neutral, non-distracting background for each participant

Effective volume and voice modulation/tone to reflect interest and engagement

Don't just introduce - use transitions

Not: “Now I'm gonna hand it off to Brett.”

Better: “Now that Miranda has discussed the benefits of our proposal, I will talk about the commitment it will take from us to implement this plan.”

Analytics Project #2 - Visuals

Brief, to-the-point messaging – only most important info, small amount of text

Easily visible color differentiation on heat map

- Avoid red-green (5-8% colorblind), subtle changes in shades

Key takeaways emphasized visually, organizationally

- Title should include **key takeaway message** (*not just “ETRs by Country”*)
- Visually: arrows or boxes on map, use of **color** or **bold / italics** in text
- Organizationally: intro or conclusion slide for takeaways (either one is fine, both not needed for a 3-min presentation)

Resources

Visit the Frank Center for help



IOWA