

Phase I: Qualifying Pitch Judging Criteria



Criteria	Consideration(s)
Creativity of Story, Insight, Trend	Does the analysis and visualization explore a new, unexpected aspect of the data?
Relevance of Analysis	Is the analysis useful in increasing understanding of the theme?
Actionable Insight/Next Steps	Does the insight and next steps show potential for recommendations that can actually be implemented?
Data Analysis	<ul style="list-style-type: none">• Are the appropriate data sources used?• Are the data interpreted correctly?• Are calculations used correctly and appropriately?• Are data sets combined correctly (e.g., measures appropriately scaled across sets)• Is the analysis thorough?
Clarity and Cohesiveness	Does the presentation clearly explain the findings and ideas and are all parts cohesive?
Overall Design	<ul style="list-style-type: none">• Is the overall presentation (PPT deck and visualization) well organized, easy to follow and understand?• Do the graph/charts/tables, colors, images, animation, etc. enhance or detract from the overall message?• Is the use of space appropriate?

Phase III: Final Presentation Judging Criteria



Criteria	Consideration(s)
Creativity of Story, Insight, Trend	Does the analysis and visualization explore a new, unexpected aspect of the data?
Relevance of Analysis	Is the analysis useful in increasing understanding of the theme?
Actionable Insight and Recommendations	Can the recommendations be implemented?
Clarity and Cohesiveness	Does the presentation clearly explain the findings and ideas and are all parts cohesive?
Speaker(s)	<ul style="list-style-type: none">• Are they engaging and persuasive?• Do they present the information clearly and cohesively?• Do they speak clearly and intelligibly?• Are they professional in their stage presence?
Presentation Materials	<ul style="list-style-type: none">• Does the presentation use visualizations and aids that are legible and easy to follow?• Are they aesthetically pleasing?• Do the visualizations and aids add value to the presentation?