Advanced Tax Analytics
Project #2

Communication Components
Oct 28, 2021
Discussion Topics

Tax Analytics Project #2
  • Group Presentation
  • Data visualization

Resources available
Analytics Project #2 - Presentation

All group points

• Volume and tone = general impression
• Camera placement and neutral background

Intro w/ context and key takeaways

Contextual vs. procedural transitions

Do NOT say “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 and 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) and subtle changes in shades

Key takeaways are emphasized visually and organizationally
  • Visually: takeaways on map slide, arrows or boxes on map, use of color or bold \textit{or} italics in text
  • Organizationally: intro or conclusion slide for takeaways (either one is fine, both not needed for a 3 min presentation)
Resources

Make an appointment at the Frank Center (lots of availability after this week)

For specific questions: carl-follmer@uiowa.edu
Whistleblower Email Assignment Guidance
Whistleblower Email

Embrace the scenario for maximum value

Not a long document – short email
  • Don’t worry about claims, headers, etc.

Main considerations
  • Tone
  • Precise phrasing
  • Ability to express concern while minimizing the possibility of retaliation (read: what info you choose to include)