

### **Project presentation (20% of final grade)**

In the presentation session, each team is given approximately 45 minutes with the case company audience. This contains of your presentation and a Q&A session with the case company based on your presentation and final report.

Prepare a 20-30 minute presentation with PowerPoint slides (submit your slides via Mycourses **before** the presentation session starts).

In the presentation you should:

- Briefly explain the analysis you conducted
- Outline the results of your analysis
- Based on your results, provide a clear recommendation to the case company
- Outline potential implementation issues considering your recommendation

The focus should be on the last two bullet points.

Be prepared to answer more detailed questions from the audience (it may be a good idea to have more slides as back-up, if you are asked to provide details on some of your analysis).