

KSU Spring Analytics Day 2025

The purpose of this document is to provide useful information concerning the expectations, guidelines, and deadlines for student poster presenters at Spring Analytics Day 2025. Be sure to read ALL the instructions before beginning to develop your Spring Analytics Day poster.

General Information about the Event

1. KSU Spring Analytics Day 2025 will be Friday, **April 25, 2025**, from **8:30am to 12:30pm** at **KSU Center**.
2. Poster judging begins at **7:30am**. Student poster presenters must arrive **no later than 7:10am** to be in place before judging begins. Students who are not in place and set up when the judges come by will not be eligible to win the poster competition prize.
Note: Only currently enrolled KSU students are eligible to win prizes for their posters. Non-KSU students and current KSU faculty members are not eligible for financial prizes.
3. All student presenters must register on the [Analytics Day website](#) as soon as possible, but no later than **Monday, April 14th**. If you find you will not be able to present after registering, notify Professor Frankel (mfranke1@kennesaw.edu) and Dr. Ferguson (afergu10@kennesaw.edu) by email.
4. A digital copy of your **final** poster must be submitted to Professor Frankel via [THIS LINK](#) no later than **5pm on Monday, April 14th**, to guarantee a position for presentation. *Space is limited, so posters received after that day/time may be presented only if space allows but will be disqualified from the poster competition.*
5. Obtain more information about Spring Analytics Day from the Spring Analytics Day website at: <https://datascience.kennesaw.edu/analyticsday>.
6. Everyone is invited to Spring Analytics Day as a guest! Invite your friends, classmates, professors, instructors, employers, etc. Please instruct everyone you invite to register on the website: <https://datascience.kennesaw.edu/analyticsday>
7. If you have questions about Spring Analytics Day, contact Dr. Ferguson at afergu10@kennesaw.edu. If you have specific questions about poster presentations, please contact Professor Frankel at mfranke1@kennesaw.edu.

Student Poster Presentation Information

1. Poster judging begins at **7:30am**. Presentations to the public are from 8:30am to 10:45am. Student poster presenters must arrive **no later than 7:10am**. Students must be present with their poster from 7:20-10:55am.
 - a. Students who cannot stay with their posters the entire time should notify Professor Frankel and Dr. Ferguson in advance to make arrangements.
 - b. Students who cannot be present *any* of the poster presentation time will not be eligible to present or compete in the poster competition.
 - c. Students not with their poster during poster judging will be disqualified from the poster competition.
2. All student presenters must register on the [Analytics Day website](#) as soon as possible, but no later than **Monday, April 14th**.

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- a. Indicate your intent to present on registration. If you decide not to present, email Professor Frankel and Dr. Ferguson.
 - b. Indicate if you are presenting alone or as a pair. If you want to present as a group of 3 (or more), you must get permission from Professor Frankel and Dr. Ferguson in advance, as space is limited.
 - c. Students are allowed to present more than one poster. If you are presenting more than one poster, please let Professor Frankel know how many you are planning to present in advance through email (mfranke1@kennesaw.edu). Accommodations to put your posters next to each other will be made if we are notified in advance.
 - d. **Each** student presenting a poster must register on the Analytics Day website! Name tags and names in programs are generated from the registration. Students who do not register will not be allowed to present unless space permits.
 - e. Business cards will be created from your registration. Make sure your registration includes your name (as you want it to appear), program affiliation, and *professional* e-mail address.
 - f. If you find you are not able to present, please let Professor Frankel know by email (mfranke1@kennesaw.edu). *Students who do not show up to present and do not notify us in advance may not be eligible to present at future Analytics Days.*
3. A digital copy of your **final** poster must be submitted to Professor Frankel on **Monday, April 14th, 2025, by 5pm**. Upload the POWERPOINT file of your poster to <https://forms.office.com/r/MsZse7mBT1>. Posters will be sent to judges for prejudging.
- a. *Space is limited for presentations. Posters received before April 14th at 5pm will be guaranteed a presentation position. Posters received after April 14th at 5pm may present only if space permits (but will be disqualified from the poster competition).*
 - b. *If your poster cannot be shared due to privacy issues with the data or content, you still need to email Professor Frankel before that date/time to let him know you have a completed poster for presentation but cannot be shared electronically due to privacy reasons.*
4. Student poster presenters are expected to wear appropriate attire: Business casual is an absolute minimum with business formal wear (suit) *strongly* encouraged.
5. Rules for your posters:
- a. **You MUST use one of the two KSU Spring Analytics Day poster templates provided with this packet or on the student presenter website.** If you need the template, please e-mail Dr. Ferguson. You can customize the colors or font of text and text boxes, as needed, but the format of the template should not be changed. All posters must have a white background. Templates are sized and spaced for tri-fold boards. Adjustments to the margin placement may result in the poster not folding properly on trifold boards and is therefore strongly discouraged. Changes to the overall layout of the template will result in disqualification from the poster competition (at minimum) or inability to present (in extreme cases). *Examples of changes to the layout include changing 3 columns to 4, removal of required sections (introduction/background, methods, results, discussion), or changing the orientation of the poster to horizontal from vertical.*



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- b. You **MUST** have your poster printed as one continuous poster (no cut and paste).
 - c. Your poster **MUST** be printed in color and on glossy paper.
 - d. Your poster must have the proper dimensions (**48" W x 36" H**). (The approved poster template should have the proper dimensions.)
 - e. **You MUST use appropriate high-resolution software logos, as well as the School of Data Science and Analytics logo.** (The appropriate School logo is in the template provided.) The appropriate software logos can be found on their websites and should be placed in the upper right corner of the poster:
 - SAS: <https://brand.sas.com/en/home/brand-assets/design-elements/logos.html#classic>
 - R: <https://www.r-project.org/logo/Rlogo.png>
 - Python: https://www.python.org/static/community_logos/python-logo-generic.svg
 - f. Make sure the names of your faculty advisors are on your poster.
 - g. Make sure **your** name and your partner's names (if applicable) are on the poster.
 - h. Make sure the title of your project is on your poster.
 - i. Make sure your graphics, tables, and textboxes fit on the PPT slide and are legible and high resolution.
 - View each table and figure at 100% (zoom in to look at the graphic at 100%) to see what they will look like when printed.
 - j. Use the fonts found in PowerPoint since specialty fonts may not be available on poster printers.
6. You **MUST** bring your poster attached to a trifold board on Analytics Day. Thanks to the generous support of our sponsors, boards will be provided for you but you must pick up the trifold board **before** Analytics Day with Leann Levelsmier in Clendenin 3003. *Many students recommend using two-sided tape, but you may also use glue, binder clips, or any other form of attachment. We will have binder clips available for pick up with your trifold board.*
7. Thanks to the generous support of our sponsors, the cost of poster printing for those who submit posters to Professor Frankel by April 14th will be covered. For those who submit posters late, *discounted* poster printing at KSU's Bagwell College of Education TRAC is available for \$24 (which must be paid in cash or check at the time of pickup). You must send your poster for printing AND pick up the poster from TRAC.

Directions for printing your poster at TRAC:

- a. Email the PowerPoint file (physical file, not on the cloud) to Kellie Hebblethwaite (khebblet@kennesaw.edu) no later than **Wednesday, April 16th**.
- b. In your email include the following information: (1) "Conference poster for Analytics Day," (2) your full name, (3) your student ID number, and (4) your phone number in case they need to call you with a question.

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- c. Ms. Hebblethwaite will send a reply acknowledging the initial submission, and a staff member will send you an email when the poster is ready to be picked up.
- d. You must go pick up your poster at the latest the day before Analytics Day. TRAC is in Kennesaw Hall, Room 2001. Before leaving TRAC, check your poster to make sure it is the correct poster.
- e. The cost of posters submitted to TRAC for printing on or before Wednesday, April 15th, at 5pm, will be covered by event sponsors. The cost for printing posters sent after the deadline (or posters sent for reprinting) is \$24. It must be paid by cash or check at the time of pickup.

Note: After April 16th you may have to find another location to print your poster (still on one sheet of continuous glossy paper in color) and it will likely be more expensive.

8. All analyses should be performed using statistical software such as Excel, SPSS, SAS, R, and/or Python. Calculators or educational websites (ex: StatCrunch) are **not** allowed.
9. All tables, figures, and graphics should result from analyses performed in statistical software. All tables and figures should appear in your poster at the “presentation-quality” level. Minimize abbreviations and provide a descriptive title for each table and figure. Make sure you use high resolution graphics to avoid grainy graphics. (Zoom in to 100% to see what they will look like printed.)
10. Students are allowed to present multiple posters. This can only be accommodated if Professor Frankel (mfranke1@kennesaw.edu) and Dr. Ferguson (afergu10@kennesaw.edu) are notified in advance.

Creating Your Poster

1. Scientific research posters are often created in Microsoft PowerPoint. Microsoft PowerPoint is available to all KSU students. Contact UITS with questions.
2. You **MUST** use one of the approved Spring Analytics Day poster templates and therefore design your poster entirely in Microsoft PowerPoint. **DO NOT** make changes to the size, orientation, or overall layout of the template. The size, orientation, and spacing are appropriate for your poster as is (i.e., **48" W x 36" H**). While you can adjust some margins, fonts, font sizes, colors, etc., remember that moving columns may result in text folding on the crease of the trifold board. While you can customize colors or font style/size on the template, changes to the format of the template or omitting required poster elements can result in disqualification from the poster competition.
 - a. ***Make sure you edit any text boxes with text in the template.*** For example, when it says, “Enter Title Here,” you should edit “Enter Title Here” to have the title of your poster. Similarly, “Enter Your Name Here” should be replaced with your name and (if applicable) your partner’s name. “Dr. Xxx, Dr. Xxx, Dr. Xxx” should be replaced with the names of your faculty advisors.
 - b. ***Make sure to add appropriate high-resolution software logos*** to the upper right corner of the poster for all software packages used for your project.



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- c. *ALL posters should have a faculty advisor listed.* Check with your faculty advisor in advance to see how they want their name to appear on the poster.
3. IMPORTANT: DO NOT confuse your poster with a slide show. ALL your content should be displayed on ONE giant PowerPoint slide (see the examples if you are unsure about this).
4. After choosing a template, rename your file with the last names of your team members with the point of contact person listed first. (If you are working individually, then you are the corresponding member by default). For example, my file would be named: Ferguson.pptx.
5. Next, you will add content (i.e., text, tables, and graphs) by using the existing text boxes or inserting either text boxes or objects (e.g., tables and/or graphs, pictures, etc.) in your file. There are already sections and text boxes in the templates, HOWEVER, feel free to resize the text boxes or delete/add these as needed. In other words, customize the poster space for your project and analysis results (WITHOUT altering the overall size of the poster template). For example, you may need more room in the Results section and less in the Conclusions or Code sections. Feel free to resize these to fit your presentation needs. If you are unsure about how to do this, watch this video (Be aware: Our templates are not this fancy, but this will show you how to insert content in your poster. Watch closely beginning around 3:00 minutes into the video).
<http://www.youtube.com/watch?v=TyZSOTdZGUc&feature=related>
6. Make sure your poster is legible! Make sure all text and graphics are clear and legible!
7. Check spelling and grammar on the poster.
8. Use the correct School of Data Science and Analytics logo and appropriate, high resolution software logo(s). Include logos for all software packages used.
9. Be sure to include the following components/sections in your poster.
 - a. Informative/Catchy Title
 - b. Byline (**your name** and your partner's name, if applicable)
 - c. Expected graduation semester and year (optional)
 - c. Names of faculty mentor(s)
 - d. Introduction/Background (**required**)

This is *always* the first section and should be put in the upper left corner of a poster. Start with your statement of purpose (repeat this even though it was just in the abstract). Next, stretch out and explain the importance of your work in 1 to 3 sentences. If available, comment on existing work that has been done in this area (how have others approached this situation?).

- Lead the reader into your study
- Include past research (literature review)
- Highlight how your study makes a unique contribution to literature
- Present research hypotheses

- e. Methods (**required**)

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This follows the introduction section and typically goes in the bottom left of your poster. You should describe your data (how many, demographic information) along with what you did for your analyses.

Often methods sections discuss how the data was collected. You can do this if it is appropriate, but for most of you, someone else collected the data. If that is the case, then you can: 1) describe how someone else collected the data and/or why/when it was collected and/or 2) describe how you accessed the data (i.e., where can the data be found?). It is very important to describe the sample using appropriate descriptive statistics.

Also, it is important to describe the statistical methods and analysis tools you used in your project. Explain why these were chosen. It is OK to mention alternate methods that may have been appropriate. If you do, then justify your choice in methods that you used.

It is OK (and often encouraged) to show a subset of the data so the audience can understand the format of the information you analyzed.

f. Results (**required**)

This is a very important section. It describes what you learned from your research and the major findings. Provide explicit evidence for each objective of your analysis (if you have multiple objectives). Be sure to:

- 1) Provide your results in 1 to 3 tables.
- 2) Also provide your results in 2 to 4 graphs.
- 3) Introduce and explain each table and graph in the text section of your results section.
- 4) Use appropriate statistical notation everywhere. Avoid all other abbreviations!
- 5) Clearly label all tables and graphs with an informative title (No abbreviations!).
- 6) Clearly label all axes and graph components (e.g., different lines, different colored bars, etc.) (No abbreviations!).

Remember that tables and graphs are more visually appealing than words, but you should interpret tables and figures that are results.

g. Discussion/Conclusions (**required**)

This is where you highlight the take-home message of your study. You can provide an explanation for the results, connect your results to past research on the topic, or discuss the implications/applications to a broader population.

- 1) Summarize your results in 1 to 3 sentences.



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- 2) Provide 1 sentence stating why your results are important.
- 3) Present the limitations of your analysis in 1 to 2 sentences.
- 4) Present recommendations for further research in 1 to 2 sentences.
- h. Code (recommended)

While not usually a major component of applied research presentations, your actual code is appropriate here, especially if you used advanced programming techniques. Please include it and be prepared to discuss it intelligently with your audience. **Make sure the code is readable ... it is better to include a portion of the code on your poster than the entire code.**

- i. References/Acknowledgements (optional)

This section is where you cite references used in your poster or acknowledge financial support or contributors of the work who are not authors.

Poster Preparation Tips

1. Have a catchy title.
2. Organize it logically.
3. Be concise. Avoid dense text and an overabundance of text.
4. Your poster should be understood on its own without needing an explanation from the author(s).
5. Check for grammar, spelling, and punctuation errors.
6. Define all abbreviations.
7. Make sure you use a consistent, easy to read font. Use consistent spacing and make sure the columns line up.
8. Use high resolution graphics with high contrast.

Poster Presentation Tips

1. Always start by greeting the person(s) and introducing yourself.
2. Ask the person, "Can I tell you a little bit about my project?" If so, then:
3. Next, in your own words (DO NOT read from your poster), tell the audience what the purpose of your project was AND why it is important.
4. Proceed by explaining your methods and results. Use your tables and graphs wisely here. Explain to your audience why the information in your tables and graphs is important to your project. Remember: your audience may not be statistically sophisticated: You may need to explain how your graphics work (e.g., how a histogram captures the shape of the distribution of a random variable, etc.).
5. Next, tell the audience your conclusions.
6. Ask your audience for questions and/or their thoughts.

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Dress professionally. Wear comfortable shoes. Stay with your poster during the presentation time. If multiple authors are presenting, make sure that every presenter is prepared to present every element of the poster.

Required Additional Extras for Poster Presentation

1. We will print personal business cards for you to pass out at the event. Make sure you specify your name (as you want it to appear) and professional e-mail address on your Spring Analytics Day formal registration. If you did not do this at the time of registration, **email Dr. Ferguson (afergu10@kennesaw.edu) with the information.**
2. All students are required to bring at least 20 copies of their resume.
3. All students are required to bring at least 20 printed copies of their Spring Analytics Day poster to hand out with their business cards and resumes. (Note: you will need to click "Scale to fit paper" in the print window to make sure your poster prints on an 8x11 sheet of paper.)
4. **Bring your poster attached to a tri-fold board.** Tri-fold boards will be provided for you in advance of Analytics Day and are required for the presentation. Details about location to pick up tri-fold boards will be announced via email closer to date.

Poster Presentation Assessment

1. Student posters will be rated by external judges.
2. Ratings will be assessed on a 10-point scale and may include the following domains of your poster presentation: a) Addressing the Problem, b) Delivery of the Concept, c) Overall Presentation, d) Analytic Creativity and use of software, e) Professionalism, f) Appropriate Level of Analysis based on degree program.

Poster Presentation Prizes

There will be monetary awards for the top three posters by program level unless there are too few presenters. In the case that there are fewer than 11 posters for a program level, only the first-place poster will be awarded a prize. The structure and amount of the awards are dependent on funding and subject to change without notice. *Students must be currently enrolled in a degree program at KSU to be eligible to receive monetary awards. KSU faculty members and non-degree seeking students may present and place, but they are not eligible to win monetary awards. In special cases, students from other universities may present their posters and compete in the competition, but they are not eligible to receive a monetary award. Students who do not follow the rules outlined above will be disqualified from the poster competition.*