KSU Fall Analytics Day 2026

The purpose of this document is to provide useful information concerning the expectations, guidelines, and deadlines for student poster presenters at Spring Analytics Day 2026. Be sure to read ALL the instructions before beginning to develop your Spring Analytics Day poster.

General Information about the Event

1. Spring Analytics Day will be Friday, D**ecember 4, 2026,** from **8:30am to 12:30pm** at **KSU Center**.
2. Obtain more information about Spring Analytics Day from the website.
3. 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 Analytics Day website.
4. If you have questions about Spring Analytics Day, Professor Frankel at mfranke1@kennesaw.edu. If you have specific questions about poster presentations, please contact Professor Carder at nmoutos@kennesaw.edu

Student Poster Presentation Information

1. **Day of Event Expectations:** Student poster presenters must arrive at KSU Center on Friday, December 4th, no **later than 7:10am** to be in place before judging begins. Students must be present with their posters from 7:20-10:55am. **Poster judging begins at 7:30am**. Presentations to the public are from 8:30am to 10:45am.
   a. ***Presentations should be limited to no more than 2-3 minutes*** and directed at a general audience from varied backgrounds, applications, and industry.
   b. Students who are not with their poster during poster judging will be disqualified from the poster competition.
   c. Students who cannot stay with their posters the entire time should notify Professor Frankel and Professor Carder in advance to make arrangements.
   d. Students who cannot be present during *any* of the poster presentation time should notify Professor Frankel and Professor Carder in advance and will not be eligible to present their poster. If their co-author presents, they can still compete in the poster competition.
2. **Dress Code:** Student poster presenters are expected to wear appropriate attire: Business casual is an absolute minimum with business formal wear (suit) strongly encouraged.
3. **Registration:** All student presenters must register on the Analytics Day website as soon as possible, but no later than **Wednesday, November 18th**.
   a. ***Indicate your intent to present in your registration***. If you are not able to present, email Professor Frankel. *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.*
   b. ***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*.

c. ***Indicate in your registration if you are presenting alone, as a pair, or group of 3***. Groups of more than 3 must get permission from Professor Frankel and Dr. Ferguson by email **in advance**, as space is limited.

d. ***Business cards will be created from your Analytics Day registration***. Make sure your registration includes your name (as you want it to appear), program affiliation, and a *professional* e-mail address.

e. ***Indicate in your registration if you are presenting more than one poster***. Students are allowed to author/co-author and present more than one poster. While there is no limit on how many posters a student can author/co-author, it is recommended that students present no more than 2 solo authored posters or 3 co-authored posters themselves at the event. **Email Professor Frankel how many posters you will be presenting in advance** so we can arrange for the posters to be placed next to each other at the event. If you are co-authoring a poster, but not presenting it, notify Professor Frankel in advance.

4. **Poster submission:** A digital copy of your **final** poster must be submitted as a PPT file via THIS LINK no later than **5pm on Wednesday, November 18th**. The file submitted should have one single slide with all comments removed. Posters will be sent to judges for prejudging. ***Posters will NOT automatically be printed – you will need to send it to TRAC for printing as a separate action (see #5 for details).***

   a. Name your file following convention "Program Level (UG, MS, or PhD) _Last Name of First Author _ First 3 Words of Title. Examples:
      1) "UG_Frankel_Catchy Title.pptx"
      2) "MS_Ferguson_Catchy Title 2.pptx"
      3) "PhD_Brown_Fancy Poster Title.pptx".

   b. Posters should be printed **EXACTLY AS SUBMITTED**. The file must be a PPT file with one single slide using one of the approved Analytics Day templates with all comments removed. *Files which do not follow this will not be printed, the person submitting will be responsible for having the poster printed at their expense, and the poster may be disqualified from the poster competition.*

   c. ***If your poster cannot be shared due to privacy issues***, upload a PPT slide that has the title of your poster, author names, and a sentence saying, "Due to privacy issues, this poster cannot be shared electronically." *Your printing process will be different than everyone else's. Email Professor Frankel for details*. ***If you do not consent to sharing your poster electronically, follow the same procedure but in the PPT upload say "I do not consent to sharing this poster electronically."*** Note: your faculty advisor must confirm that the poster is completed and ready for printing, if asked.

   d. If you have any special requests (e.g., need power source, presenting multiple posters, etc.) please email Professor Frankel in advance and we will try to accommodate. Presenters will be assigned a location to present. Students presenting multiple posters will automatically have those posters placed next to (or near) each other.

   e. **Space is limited at Analytics Day**. *All posters received by the deadline will be guaranteed a place to present. Posters received after that day/time may be presented only if space allows but*

will be disqualified from the poster competition and the student(s) will be responsible for printing their own poster and paying the printing cost.

5. **Poster Printing:** The cost of poster printing at KSU's Bagwell College of Education TRAC will be covered by our event sponsors for those who submit posters to Professor Frankel by Monday, April 20th. For those who submit posters late, discounted poster printing at TRAC is available (see details in "e" below). **You must send your poster for printing AND pick up the poster from TRAC.** Directions for printing your poster at TRAC are:
   a. Email the PowerPoint file (physical file, not on the cloud) to trac@kennesaw.edu no later than ***Wednesday, November 18th at 11:59pm.***
   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.
   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 on 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 Monday, April 20th, at 5pm, will be covered by event sponsors. The cost for printing posters sent after the deadline (or posters sent for reprinting) is $36. It must be paid at the time of pickup by cash or check at the time of pickup (exact cash is required as no change is available).
6. **Trifold board pickup**: You must pick up the trifold boards and binder clips ***before*** Analytics Day. You can pick these up Monday-Thursday 10am-5pm in Clendenin 3060 on the Kennesaw campus (the Stat Lab) or Monday-Friday 10am-5pm in Atrium(J) 3411 on the Marietta campus (in the School of Data Science and Analytics Offices). Note: supply pick up starts Monday, November 30th, and ends Thursday, December 3rd.
7. **To emphasize, you MUST send your poster for printing at TRAC, pick up your poster at TRAC, pick up trifold boards and binder clips before Analytics Day, and bring your poster attached to a trifold board on Analytics Day (unless arrangements are made in advance to pick up poster at Analytics Day).**
8. *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. While non-KSU students may present if space allows, priority will always be given to currently enrolled KSU students.*

Rules for Your Posters

1. You MUST use one of the two KSU Spring Analytics Day poster templates provided on the student presenter website. You can make customizations as described in the "Creating Your Poster" section of this document, however the size, orientation, and overall layout should not change. All posters MUST contain the following: title, author name(s), name(s) of faculty advisor(s), appropriate KSU and software logos, introduction/background, methods, results,

discussion/conclusions. You can add optional sections, if appropriate. Posters must be one single PPT slide. Posters not following these rules will result disqualification from the poster competition (at minimum) or inability to present (in extreme cases). *Posters which are not 48x36, whose orientation has been changed (vertical instead of horizontal), and/or are missing required sections may be not be allowed to present.*

2. All analyses should be performed using statistical software such as Excel, SPSS, SAS, R, and/or Python. All tables, figures, and graphics should result from analyses performed in statistical software. Calculators or educational websites (ex: StatCrunch) are **not** allowed.
3. All posters will be printed in color, on glossy paper, as one continuous poster (no cut and paste) with the proper dimensions (48" W x 36" H). (The approved poster template should have the proper dimensions set by default.)
4. 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. Here are links for SAS, R, and Python.
5. Use fonts found in PowerPoint as specialty fonts may not be available on poster printers.
6. Include the names of your faculty advisors are on your poster.
7. Include ***your*** name and your partner's names (if applicable) are on the poster.
8. Make sure the title of your project is on your poster.
9. Make sure your graphics, tables, and textboxes fit on the PPT slide and are legible and high resolution to avoid grainy graphics. 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. Minimize abbreviations (and make sure previously defined) and provide a descriptive title for each table and figure.

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. You can customize the colors or font of text and text boxes, as needed. DO NOT make changes to the size, orientation, column widths, or overall layout of the template. The size, orientation, and column spacing are appropriate for your poster as is (i.e., 48" W x 36" H) and spaced for trifold boards, so adjustments may result in the poster not fitting on trifold boards or not folding properly on trifold boards ***and is therefore strongly discouraged***. (Posters whose size is changed will not be allowed to be presented.) All posters must have a white background. 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 templat***e. 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.
   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 required naming convention "Program Level (UG, MS, or PhD) _ Last Name of First Author _ First 3 Words of Title. Example: "UG_Frankel_Catchy Title.pptx" "MS_Ferguson_Catchy Title 2.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 this video).
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. Make sure acronyms are defined at first use.
8. Delete any comments on the poster before printing! (All comments – even resolved ones – show up on the printed poster and must be completed deleted from the final copy.)
9. Use the correct School of Data Science and Analytics logo and appropriate, high resolution software logo(s). Include logos for all software packages used.
10. Be sure to include the following components/sections in your poster.
    a. Informative/Catchy Title **(required)**
    b. Author name(s) **(required)** and expected graduation (semester and year, optional)
    c. Names of faculty mentor(s) **(required)**
    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**)
        - 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 analysis. It is very important to describe the sample using appropriate descriptive statistics.

- 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 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 that you used.
- Note: 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:
   - Provide your results in 1 to 3 tables.
   - Also provide your results in 2 to 4 graphs.
   - Introduce and explain each table and graph in the text section of your results section.
   - Use appropriate statistical notation everywhere. Avoid all other abbreviations!
   - Clearly label all tables and graphs with an informative title (No abbreviations!).
   - 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, or discuss the implications/applications to a broader population.
   - Summarize your results in 1 to 3 sentences.
   - Provide 1 sentence stating why your results are important.
   - Present the limitations of your analysis in 1 to 2 sentences.
   - Present recommendations for further research in 1 to 2 sentences.

h. Code (**optional**): While not usually a major component of applied research presentations, you could include code, especially if you used advanced programming techniques or programming is the primary focus of your poster. Be prepared to discuss code intelligently with your audience. **Make sure the code is readable and shows something advanced and/or novel.** It is always better to include a portion of the code on your poster than the entire code for readability and can be removed entirely if not the primary focus of your work.

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. This may not be applicable for all projects.

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Poster *Preparation* Tips

1. Have a catchy title.
2. Organize it logically.
3. Be concise. Avoid dense text and/or an overabundance of text.
4. Make sure your poster can "stand alone" meaning it can 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 at their first use.
7. Make sure you use a consistent, easy to read font and legible font size.
8. Use consistent spacing and make sure the columns line up.
9. Use high resolution graphics with high contrast.
10. Delete all comments on the poster before submitting/printing.

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. 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.
7. ***Note: Presentations should be limited to no more than 2-3 minutes*** and directed at a general audience from varied backgrounds, applications, and industry. Judges will likely see 20-30 different presentations, so prepare an "elevator speech" of your work. Basically, be able to explain your entire project so that your grandmother could understand in an elevator ride that is 2 minutes. The judges may ask follow up questions, but you should convey all the big important things in your prepared and practiced 2 minute presentation.
8. *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 (and bring) 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 otherwise cards will not be provided.
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 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 trifold board.** Trifold boards will be provided for you in advance of Analytics Day and are required for the presentation. Details about location to pick up trifold 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:
    a. Novelty of the Problem and Abstract/Introduction
    b. Methods and Execution of Analysis
    c. Summary of Results and Conclusion
    d. Professionalism of Poster
    e. Overall Presentation (2-3 minutes)

Poster Presentation Prizes

There will be monetary awards for the top 3 posters by program level unless there are too few presenters/posters. If there are fewer than 6 posters for a level, those posters will be judged with a different level. If there are between 7 and 20 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.*