

# Data Analysis



## FBLA High School Competitive Events Guidelines

2022–2023

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# Presentation Events

## Overview

These events consist of a presentation or interview with judges. The requirements for each event vary. Check specific event guidelines for requirements.

### Eligibility

States may submit four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

### NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

### Finals

Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

American Enterprise Project  
Broadcast Journalism  
Business Ethics  
Business Financial Plan  
Business Plan  
Coding & Programming  
Community Service Project  
Computer Game & Simulation  
Programming  
Data Analysis  
Digital Animation – *MODIFIED*  
Digital Video Production  
E-business  
Electronic Career Portfolio  
Future Business Leader  
Graphic Design  
Introduction to Business  
Presentation  
Introduction to Public  
Speaking – *MODIFIED*  
Introduction to Social Media  
Strategy  
Job Interview  
Local Chapter Annual  
Business Report  
Mobile Application  
Development  
Partnership with Business  
Project  
Public Service Announcement  
Public Speaking – *MODIFIED*  
Publication Design  
Sales Presentation  
Social Media Strategies  
Website Design

## Data Analysis

**Event Type:** I or T

**Equipment Setup Time:** 5 minutes (timer starts when 5 minutes are up)

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- Competitors must research the topic prior to conference and be prepared to present their findings and solutions.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- Competitors are permitted to bring prepared notes of any type for the presentation.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.

### 2023 NLC Topic

WidgetCo is a new international business selling widgets to customers in China, France, Canada, and the United States. In determining the suitability to conduct business in these countries, WidgetCo executives need an effective data analysis of the datasets that are available. You are working on WidgetCo's data analysis team. Your team will provide recommendations to the WidgetCo executives about opportunities and challenges that they may encounter now or in the future. Using the datasets given, in addition to your own supplemental research, analyze the data and provide analyses and recommendations about the opportunities and challenges facing the business.

Use the [datasets found here](#) to conduct your analysis for each country (China, France, Canada, and the United States):

- Population, total

- Poverty headcount ratio at \$1.90 a day (2011 PPP) (% of population)
- Life expectancy at birth, total (years)
- Population growth (annual %)
- Net migration
- Human Capital Index (HCI) (scale 0-1)
- GDP (current US\$)
- GDP per capita (current US\$)
- GDP growth (annual %)
- Unemployment, total (% of total labor force) (modeled ILO estimate)
- Inflation, consumer prices (annual %)
- Personal remittances, received (% of GDP)

Open-source datasets provided by the [World Bank at World Bank Group](#) - International Development, Poverty, & Sustainability.

### Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

## Data Analysis (CONT.)

### Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

### Technology Guidelines

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

### Penalty Points Deducted by Judges

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for each instance of not following guidelines.

# HIGH SCHOOL - DATA ANALYSIS

## Performance Rating Sheet ☐ Preliminary Round ☐ Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Demonstrates understanding of the event topic during presentation	No understanding of event topic OR incorrect topic used		Understanding of topic inconsistent with event guidelines		Demonstrates understanding of the topic during the presentation		Demonstrates use of industry terminology of the topic during the presentation			
	0	○	1-3	○	4-7	○	8-10	○		
Provides analysis of data	No attempt made to analyze the data		Limited, surface-level analysis provided		Provides analysis of the data		Provides deep, industry-standard analysis of data and addresses broader global impact			
	0	○	1-5	○	6-10	○	11-15	○		
Provides visualizations of data	No visualizations provided		One visualization provided that provides a superficial overview of data		Two visualizations provided that make an attempt to explain the trends found in the data		At least three professional visualizations provided that explain the overall trends found in the data in the context of the topic			
	0	○	1-5	○	6-10	○	11-15	○		
Identifies recommendation to accomplish the purpose	No recommendation identified		Recommendation provided, but plan not developed		Logical recommendation and plan developed		Feasible recommendation and plan developed, and necessary resources identified			
	0	○	1-3	○	4-7	○	8-10	○		
Uses suitable and accurate statements related to topic's information in presentation	More than three statements are inaccurate		One or two statements are inaccurate		All statements are accurate		All statements are accurate with supporting evidence			
	0	○	1-7	○	8-14	○	15-20	○		
Provides proper documentation to comply with state and federal copyright laws	No documentation provided				Substantiates compliance to copyright regulations using visual representation					
	0		○		10		○			

### Delivery Skills

Statements are well-organized and clearly stated with use of industry language	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence; statements were well organized			
	0	○	1-2	○	3-4	○	5	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1-2	○	3-4	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	1-3	○	4-7	○	8-10	○		
Performance Subtotal (100 max)										

### Penalty Points (Mark all that apply)

Dress Code not followed	-5	○	Deduct 5 points for each instance of guidelines not being followed	-	○	Total Penalty	-	
						Performance Grand Total		

Name(s):

School:

State:

Judge's Signature:

Date:

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# General Performance Event Guidelines

## Performance Guidelines

- Fifteen competitors/teams or an equal number from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary performances for an event, two competitors/teams from each section will advance to the final round.
- In the case of team events, all team members are expected to actively participate in the performance.
- Each competitor must compete in all parts of an event for award eligibility.
- Competitors cannot be replaced or substituted for prejudged events except for the chapter events— American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start the morning before the opening session of NLC.
- All competitors must comply with the FBLA dress code.
- Prejudged materials and résumés will not be returned.

- No animals (except authorized service animals) will be allowed for use in any competitive events.

## Technology Guidelines

- Competitors present directly from a laptop/ device in the preliminary round. Screens and projectors are not allowed for use during preliminary round competition, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following into the performance as long as it fits on the small table in front of the judges table or is held by the competitors:
  - Laptop
  - Tablet
  - Mobile phone
  - External monitor that is approximately the size of a laptop monitor
- The following will be provided for the final round of technology presentation events: screen, power, table, and projector. It is up to final round competitors to determine if they wish to use the provided technology.
- Participants using laptops or other devices that do not have an HDMI port will need to provide their own adapters.

**NOTE:** Technology Guidelines continued on the next page.

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# General Performance Event Guidelines

## *Technology Guidelines (cont.)*

- Internet access will be provided for:
  - Coding & Programming
  - Computer Game & Simulation Programming
  - Data Analysis
  - Digital Animation
  - Digital Video Production
  - E-business
  - Electronic Career Portfolio
  - Introduction to Social Media Strategy
  - Mobile Application Development
  - Public Service Announcement
  - Social Media Strategies
  - Website Design
- Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting laptops/devices on which to present.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.

## **Performance Competencies**

- Demonstrate excellent verbal communication skill.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

## **Penalty Points Deducted by Judges**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for each instance of not following guidelines.

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# General Performance Event Guidelines

## Audience

- Preliminary performances are not open to conference attendees.
- Final performances may be open to conference attendees, space permitting (except for interview and prep/case events). Finalists may not view other competitors' performances in their event.
- Recording performances is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- All attendees are asked to remain quiet while in competitive event areas.



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# General Competitive Events Guidelines

The general event guidelines below are applicable to all FBLA High School national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

**All members and advisers are responsible for reading and following competitive event guidelines.**

## Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Each state may submit four entries in all events.
- Each competitor can only compete in one individual/team event and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start in the morning before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Picture identification (drivers' license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

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# General Competitive Events Guidelines

## Repeat Competitors

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event. This eliminates the exceptions for team events that were previously in place, as this change will now affect all events.
- **Modified Events:** A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.
- **Chapter Events:** Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous National Leadership Conference (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).
- **Pilot Event:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

## Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed to determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie.
- **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Reports/Projects and Performances:** The report/project scores will be used to break a tie.
- **Performances:** Judges must break ties and all judges' decisions are final.

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# General Competitive Events Guidelines

## National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged components (reports and projects) must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged projects and reports must be submitted electronically.
- All production tests must be submitted by 11:59 p.m. Eastern Time on the third Tuesday in May.
- All production tests must be uploaded online on the required platform.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

## National Awards

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

## Americans With Disabilities Act (ADA)

- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who [submit an accommodation form](#).
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

## Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.