

Data Technician

Name:

Course Date:

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Day 1: Task 1

Please research and complete the below boxes on common laws and regulations that must be followed when working with customers data, use the below bulleted list to support your answers.

- What is it
- Why is it important
- Provide a real-world example of how you can follow it
- How does it impact working with data
- What could happen if you breached it

Data Protection Act

The Data Protection Act is a UK law that governs how personal data is collected, stored, and used by organizations. It is important because it ensures individuals' privacy is respected and that their



	<p>data is handled lawfully, fairly, and securely. A real-world example of following it is a school securely storing student records and only sharing them with authorized staff. When working with data, it ensures strict protocols are followed for data access and retention. Breaching the Act could lead to legal penalties, loss of public trust, and potential harm to individuals if their personal data is misused</p>
GDPR	<p>GDPR is a data protection regulation for individuals within the EU, giving them more control over their personal data. It is crucial as it protects personal privacy in the digital age and applies to any organization handling EU citizens' data, regardless of location. E.g., an online retailer asking for consent before collecting customer emails follows GDPR. It impacts data handling by requiring transparency, accountability, and clear consent mechanisms. Breaching GDPR can result in severe fines, reputational damage, and loss of customer trust.</p>
Freedom of Information Act	<p>The Freedom of Information Act allows the public to access information held by public authorities in the UK, promoting transparency and accountability. It is important because it empowers citizens to understand and scrutinize government decisions and public spending. A practical example is a journalist requesting crime statistics from a police department. In data work, it means public bodies must maintain accurate records and be prepared to disclose them unless exempt. If breached, such as by unjustly withholding information, it can lead to investigations and criticism from oversight bodies.</p>
Computer Misuse Act	<p>The Computer Misuse Act is UK legislation designed to prevent unauthorized access to computer systems and protect against cybercrime. It is important because it criminalizes hacking, spreading malware, and unauthorized data access. An example of compliance is a company implementing strong access controls and monitoring systems to prevent internal misuse. In data contexts, it ensures only authorized personnel can access sensitive databases. Breaching this law, such as by accessing someone's personal data without permission, can lead to prosecution, fines, and imprisonment.</p>

Day 2: Task 1

Please research and complete the following tasks within the retail-sales_dataset.xlsx document, paste a print screen into the provided boxes below:

1. In the sheet 'retail_sales_dataset' add all available data between columns **A – H** into a 'table'
2. Using the 'filter' function, filter 'Age' to 'largest to smallest'
3. Using the 'SUM' function, show me the commission total in cell '**P10**'
4. Using the 'AVERAGE' function, show me the average commission in cell '**P11**'

Print
screen
n 1

	A	B	C	D	E	F	G	H	I	J
1	Transaction ID	Date	Customer ID	Gender	Age	Product Category	Quantity	Price per Unit	Total Sales	Commision 2023
2	1	24/11/2023	CUST001	Male	34	Beauty	3	£ 50.00	£ 150.00	£ 2.25
3	2	27/02/2023	CUST002	Female	26	Clothing	2	£ 500.00	£ 1,000.00	£ 15.00
4	3	13/01/2023	CUST003	Male	50	Electronics	1	£ 30.00	£ 30.00	£ 0.45
5	4	21/05/2023	CUST004	Male	37	Clothing	1	£ 500.00	£ 500.00	£ 7.50
6	5	06/05/2023	CUST005	Male	30	Beauty	2	£ 50.00	£ 100.00	£ 1.50
7	6	25/04/2023	CUST006	Female	45	Beauty	1	£ 30.00	£ 30.00	£ 0.45
8	7	13/03/2023	CUST007	Male	46	Clothing	2	£ 25.00	£ 50.00	£ 0.75
9	8	22/02/2023	CUST008	Male	30	Electronics	4	£ 25.00	£ 100.00	£ 1.50
10	9	13/12/2023	CUST009	Male	63	Electronics	2	£ 300.00	£ 600.00	£ 9.00
11	10	07/10/2023	CUST010	Female	52	Clothing	4	£ 50.00	£ 200.00	£ 3.00
12	11	14/02/2023	CUST011	Male	23	Clothing	2	£ 50.00	£ 100.00	£ 1.50
13	12	30/10/2023	CUST012	Male	35	Beauty	3	£ 25.00	£ 75.00	£ 1.13
14	13	05/08/2023	CUST013	Male	22	Electronics	3	£ 500.00	£ 1,500.00	£ 22.50
15	14	17/01/2023	CUST014	Male	64	Clothing	4	£ 30.00	£ 120.00	£ 1.80
16	15	16/01/2023	CUST015	Female	42	Electronics	4	£ 500.00	£ 2,000.00	£ 30.00
17	16	17/02/2023	CUST016	Male	19	Clothing	3	£ 500.00	£ 1,500.00	£ 22.50
18	17	22/04/2023	CUST017	Female	27	Clothing	4	£ 25.00	£ 100.00	£ 1.50
19	18	30/04/2023	CUST018	Female	47	Electronics	2	£ 25.00	£ 50.00	£ 0.75
20	19	16/09/2023	CUST019	Female	62	Clothing	2	£ 25.00	£ 50.00	£ 0.75
21	20	05/11/2023	CUST020	Male	22	Clothing	3	£ 300.00	£ 900.00	£ 13.50
22	21	14/01/2023	CUST021	Female	50	Beauty	1	£ 500.00	£ 500.00	£ 7.50
23	22	15/10/2023	CUST022	Male	18	Clothing	2	£ 50.00	£ 100.00	£ 1.50
24	23	12/04/2023	CUST023	Female	35	Clothing	4	£ 30.00	£ 120.00	£ 1.80
25	24	29/11/2023	CUST024	Female	49	Clothing	1	£ 300.00	£ 300.00	£ 4.50
26	25	26/12/2023	CUST025	Female	64	Beauty	1	£ 50.00	£ 50.00	£ 0.75
27	26	07/10/2023	CUST026	Female	28	Electronics	2	£ 500.00	£ 1,000.00	£ 15.00
28	27	03/08/2023	CUST027	Female	38	Beauty	2	£ 25.00	£ 50.00	£ 0.75
29	28	23/04/2023	CUST028	Female	43	Beauty	1	£ 500.00	£ 500.00	£ 7.50
30	29	18/08/2023	CUST029	Female	42	Electronics	1	£ 30.00	£ 30.00	£ 0.45
31	30	29/10/2023	CUST030	Female	39	Beauty	3	£ 300.00	£ 900.00	£ 13.50
32	31	23/05/2023	CUST031	Male	44	Electronics	4	£ 300.00	£ 1,200.00	£ 18.00
33	32	04/01/2023	CUST032	Male	30	Beauty	3	£ 30.00	£ 90.00	£ 1.35
34	33	23/03/2023	CUST033	Female	50	Electronics	2	£ 50.00	£ 100.00	£ 1.50
35	34	24/12/2023	CUST034	Female	51	Clothing	3	£ 50.00	£ 150.00	£ 2.25



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	A	B	C	D	E	F	G	H	I	J
1	Transaction ID	Date	Customer ID	Gender	Age	Product Category	Quantity	Price per Unit	Total Sale	Commission 2023
2	14	17/01/2023	CUST014	Male		64 Clothing	4	£ 30.00	£ 120.00	£ 1.80
3	25	26/12/2023	CUST025	Female		64 Beauty	1	£ 50.00	£ 50.00	£ 0.75
4	80	10/12/2023	CUST080	Female		64 Clothing	2	£ 30.00	£ 60.00	£ 0.90
5	122	03/10/2023	CUST122	Male		64 Electronics	4	£ 30.00	£ 120.00	£ 1.80
6	161	22/03/2023	CUST161	Male		64 Beauty	2	£ 500.00	£ 1,000.00	£ 15.00
7	163	02/01/2023	CUST163	Female		64 Clothing	3	£ 50.00	£ 150.00	£ 2.25
8	173	08/11/2023	CUST173	Male		64 Electronics	4	£ 30.00	£ 120.00	£ 1.80
9	187	07/06/2023	CUST187	Female		64 Clothing	2	£ 50.00	£ 100.00	£ 1.50
10	191	18/10/2023	CUST191	Male		64 Beauty	1	£ 25.00	£ 25.00	£ 0.38
11	218	22/09/2023	CUST218	Male		64 Beauty	3	£ 30.00	£ 90.00	£ 1.35
12	220	03/03/2023	CUST220	Male		64 Beauty	1	£ 500.00	£ 500.00	£ 7.50
13	223	02/02/2023	CUST223	Female		64 Clothing	1	£ 25.00	£ 25.00	£ 0.38
14	282	25/08/2023	CUST282	Female		64 Electronics	4	£ 50.00	£ 200.00	£ 3.00
15	363	03/06/2023	CUST363	Male		64 Beauty	1	£ 25.00	£ 25.00	£ 0.38
16	376	16/05/2023	CUST376	Female		64 Beauty	1	£ 30.00	£ 30.00	£ 0.45
17	399	01/03/2023	CUST399	Female		64 Beauty	2	£ 30.00	£ 60.00	£ 0.90
18	408	15/04/2023	CUST408	Female		64 Beauty	1	£ 500.00	£ 500.00	£ 7.50
19	429	28/12/2023	CUST429	Male		64 Electronics	2	£ 25.00	£ 50.00	£ 0.75
20	440	26/10/2023	CUST440	Male		64 Clothing	2	£ 300.00	£ 600.00	£ 9.00
21	473	25/02/2023	CUST473	Male		64 Beauty	1	£ 50.00	£ 50.00	£ 0.75
22	532	19/06/2023	CUST532	Female		64 Clothing	4	£ 30.00	£ 120.00	£ 1.80
23	561	27/05/2023	CUST561	Female		64 Clothing	4	£ 500.00	£ 2,000.00	£ 30.00
24	566	02/12/2023	CUST566	Female		64 Clothing	1	£ 30.00	£ 30.00	£ 0.45
25	596	07/02/2023	CUST596	Female		64 Electronics	1	£ 300.00	£ 300.00	£ 4.50
26	692	07/09/2023	CUST692	Female		64 Clothing	2	£ 50.00	£ 100.00	£ 1.50
27	698	19/07/2023	CUST698	Female		64 Electronics	1	£ 300.00	£ 300.00	£ 4.50
28	735	04/10/2023	CUST735	Female		64 Clothing	4	£ 500.00	£ 2,000.00	£ 30.00
29	758	12/05/2023	CUST758	Male		64 Clothing	4	£ 25.00	£ 100.00	£ 1.50
30	830	22/06/2023	CUST830	Female		64 Clothing	3	£ 50.00	£ 150.00	£ 2.25
31	882	06/06/2023	CUST882	Female		64 Electronics	2	£ 25.00	£ 50.00	£ 0.75
32	897	26/09/2023	CUST897	Female		64 Electronics	2	£ 50.00	£ 100.00	£ 1.50
33	9	13/12/2023	CUST009	Male		63 Electronics	2	£ 300.00	£ 600.00	£ 9.00
34	57	18/11/2023	CUST057	Female		63 Beauty	1	£ 30.00	£ 30.00	£ 0.45
35	153	16/12/2023	CUST153	Male		63 Electronics	2	£ 500.00	£ 1,000.00	£ 15.00

Print
screen
n 3

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Transaction ID	Date	Customer ID	Gender	Age	Product Category	Quantity	Price per Unit	Total Sale	Commission 2023						
2	14	17/01/2023	CUST014	Male		64 Clothing	4	£ 30.00	£ 120.00	£ 1.80						
3	25	26/12/2023	CUST025	Female		64 Beauty	1	£ 50.00	£ 50.00	£ 0.75						
4	80	10/12/2023	CUST080	Female		64 Clothing	2	£ 30.00	£ 60.00	£ 0.90						
5	122	03/10/2023	CUST122	Male		64 Electronics	4	£ 30.00	£ 120.00	£ 1.80						
6	161	22/03/2023	CUST161	Male		64 Beauty	2	£ 500.00	£ 1,000.00	£ 15.00						
7	163	02/01/2023	CUST163	Female		64 Clothing	3	£ 50.00	£ 150.00	£ 2.25						
8	173	08/11/2023	CUST173	Male		64 Electronics	4	£ 30.00	£ 120.00	£ 1.80						
9	187	07/06/2023	CUST187	Female		64 Clothing	2	£ 50.00	£ 100.00	£ 1.50						
10	191	18/10/2023	CUST191	Male		64 Beauty	1	£ 25.00	£ 25.00	£ 0.38						£ 6,847.65
11	218	22/09/2023	CUST218	Male		64 Beauty	3	£ 30.00	£ 90.00	£ 1.35						

Print
screen
n 4

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Transaction ID	Date	Customer ID	Gender	Age	Product Category	Quantity	Price per Unit	Total Sale	Commission 2023						
2	14	17/01/2023	CUST014	Male		64 Clothing	4	£ 30.00	£ 120.00	£ 1.80						
3	25	26/12/2023	CUST025	Female		64 Beauty	1	£ 50.00	£ 50.00	£ 0.75						
4	80	10/12/2023	CUST080	Female		64 Clothing	2	£ 30.00	£ 60.00	£ 0.90						
5	122	03/10/2023	CUST122	Male		64 Electronics	4	£ 30.00	£ 120.00	£ 1.80						
6	161	22/03/2023	CUST161	Male		64 Beauty	2	£ 500.00	£ 1,000.00	£ 15.00						
7	163	02/01/2023	CUST163	Female		64 Clothing	3	£ 50.00	£ 150.00	£ 2.25						
8	173	08/11/2023	CUST173	Male		64 Electronics	4	£ 30.00	£ 120.00	£ 1.80						
9	187	07/06/2023	CUST187	Female		64 Clothing	2	£ 50.00	£ 100.00	£ 1.50						
10	191	18/10/2023	CUST191	Male		64 Beauty	1	£ 25.00	£ 25.00	£ 0.38						£ 6,847.65
11	218	22/09/2023	CUST218	Male		64 Beauty	3	£ 30.00	£ 90.00	£ 1.35						£ 6.85
12	220	03/03/2023	CUST220	Male		64 Beauty	1	£ 500.00	£ 500.00	£ 7.50						

Day 2: Task 2

Please research and complete the following tasks within the retail-sales_dataset.xlsx document, paste print screens into the provided box below:



Student name	English	Mathematic	Science	Average	Highest score
Carol	75	85	85		
Ted	80	75	90		
Khan	85	75	80		
Harry	80	70	80		
Sarah	80	70	80		
John	65	80	70		
Linda	90	50	70		
Edward	55	80	60		
Mary	55	70	65		
Thomas	55	30	65		
Task					
1) Apply filter and sorting to show the best students in each subject.					
2) Calculate the average for all students and fill into Column E. (Use formula)					
3) Using the =MAX fucntion, tell me what the students highest score was in column F.					
4) Apply filter and sorting to show the best student in this classroom by average.					
5) Apply filter and sorting to show the best student in this classroom by highest score.					
6) Use conditional formatting to clearly identify the highest and lowest average scores					

	A	B	C	D
1	Student name ▼	English ▼	Mathematic ▼	Science ▼
2	Linda	90	50	70
3	Khan	85	75	80
4	Ted	80	75	90
5	Harry	80	70	80
6	Sarah	80	70	80
7	Carol	75	85	85
8	John	65	80	70
9	Edward	55	80	60
10	Mary	55	70	65
11	Thomas	55	30	65

Print
screen
n 1



	A	B	C	D
1	Student name ▼	English ▼	Mathematic ▼	Science ▼
2	Carol	75	85	85
3	John	65	80	70
4	Edward	55	80	60
5	Ted	80	75	90
6	Khan	85	75	80
7	Harry	80	70	80
8	Sarah	80	70	80
9	Mary	55	70	65
10	Linda	90	50	70
11	Thomas	55	30	65

	A	B	C	D
1	Student name ▼	English ▼	Mathematic ▼	Science ▼
2	Ted	80	75	90
3	Carol	75	85	85
4	Khan	85	75	80
5	Harry	80	70	80
6	Sarah	80	70	80
7	John	65	80	70
8	Linda	90	50	70
9	Mary	55	70	65
10	Thomas	55	30	65
11	Edward	55	80	60

	A	B	C	D	E
1	Student name ▼	English ▼	Mathematic ▼	Science ▼	Average ▼
2	Ted	80	75	90	81.6666667
3	Carol	75	85	85	81.6666667
4	Khan	85	75	80	80
5	Harry	80	70	80	76.6666667
6	Sarah	80	70	80	76.6666667
7	John	65	80	70	71.6666667
8	Linda	90	50	70	70
9	Mary	55	70	65	63.3333333
10	Thomas	55	30	65	50
11	Edward	55	80	60	65

	A	B	C	D	E	F
1	Student name ▾	English ▾	Mathematic ▾	Science ▾	Average ▾	Highest scor ▾
2	Ted	80	75	90	81.6666667	90
3	Linda	90	50	70	70	90
4	Carol	75	85	85	81.6666667	85
5	Khan	85	75	80	80	85
6	Harry	80	70	80	76.6666667	80
7	Sarah	80	70	80	76.6666667	80
8	John	65	80	70	71.6666667	80
9	Edward	55	80	60	65	80
10	Mary	55	70	65	63.3333333	70
11	Thomas	55	30	65	50	65

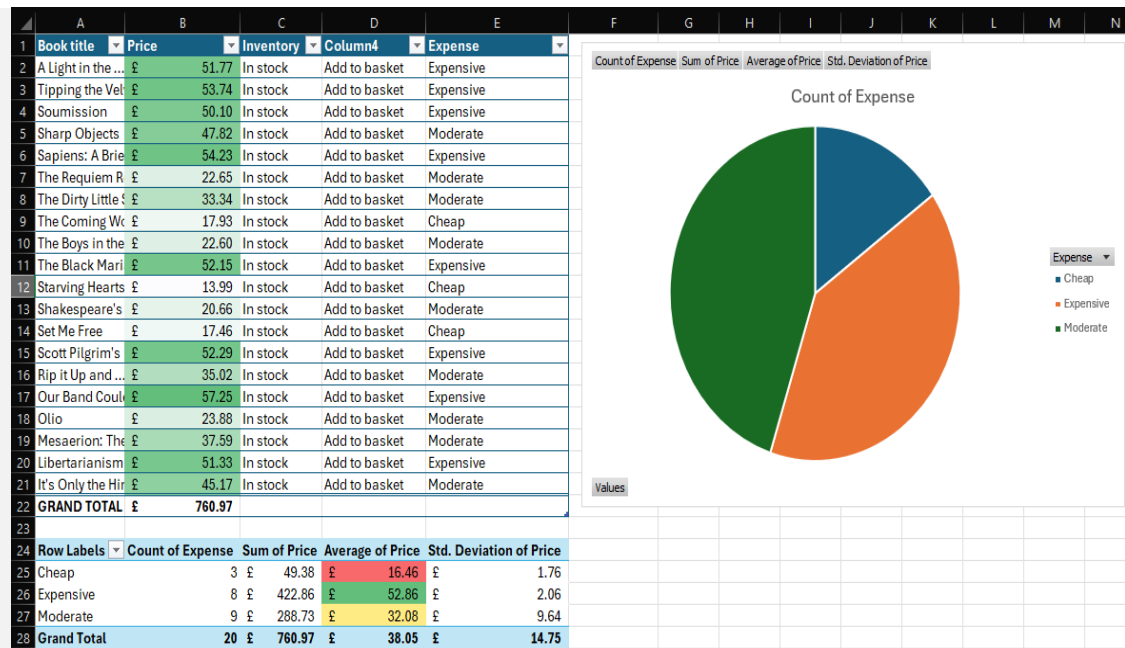
	A	B	C	D	E	F
1	Student name ▾	English ▾	Mathematics ▾	Science ▾	Average ▾	Highest scor ▾
2	Ted	80	75	90	81.6666667	90
3	Linda	90	50	70	70	90
4	Carol	75	85	85	81.6666667	85
5	Khan	85	75	80	80	85
6	Harry	80	70	80	76.6666667	80
7	Sarah	80	70	80	76.6666667	80
8	John	65	80	70	71.6666667	80
9	Edward	55	80	60	65	80
10	Mary	55	70	65	63.3333333	70
11	Thomas	55	30	65	50	65

Day 2: Task 3

Using the skills developed today, have some fun with the data set you have imported.
Paste your work below and enjoy!



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screen
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Day 3: Task 1

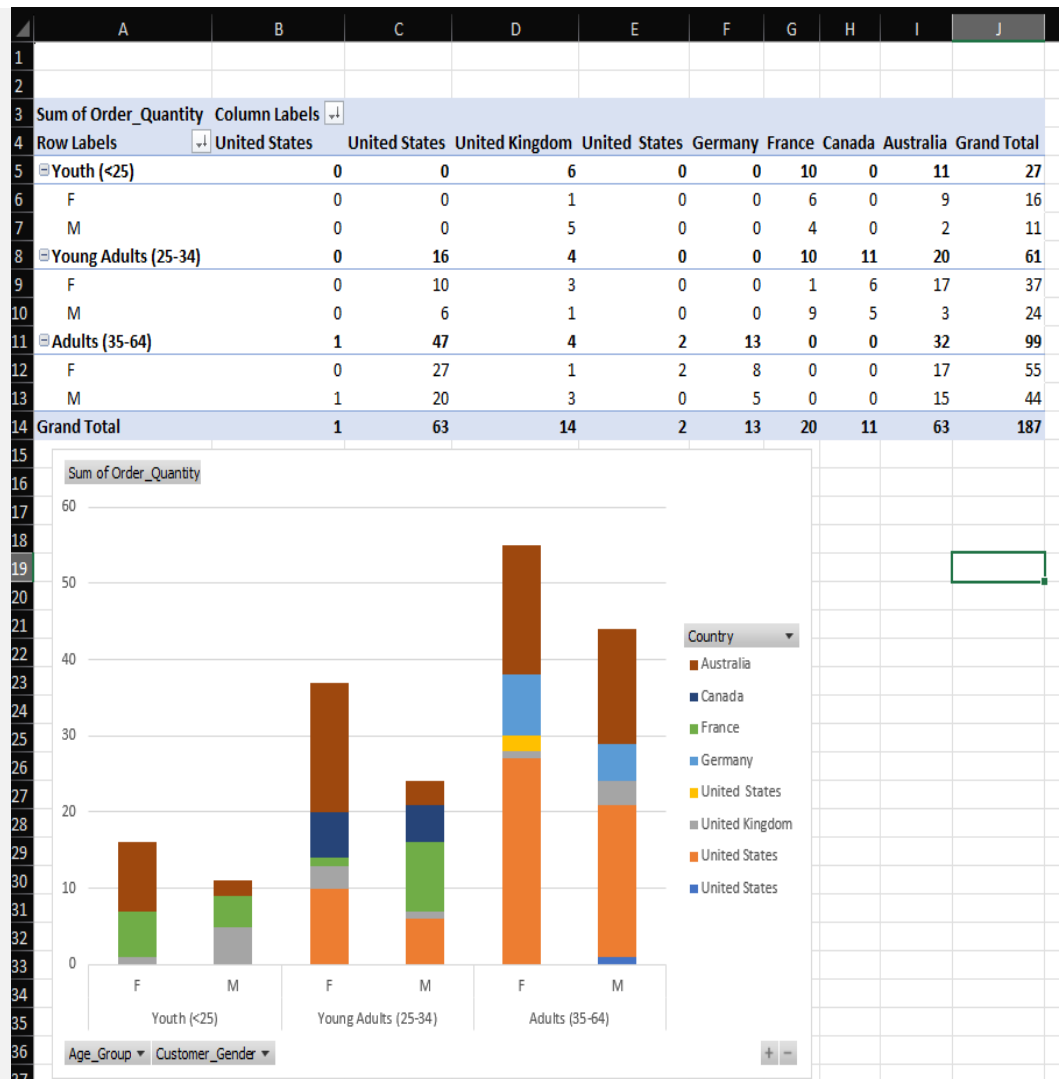
Please download the dataset 'Day_3_Task_1_Bike_Sales_Pivot_Lab.xlsx' from [here](#).

The lab instructions can be found [here](#). Do not worry if you do not complete the lab, just working with data and playing with the pivot table will be good experience.

Please paste your final pivot table below and complete the reflection questions:



Print
screen 1



In which
markets
does
Germany
have
customers
?

Adults (35-64)

Sum of Profit	Column Labels			
Row Labels	Youth (<25)	Young Adults (25-34)	Adults (35-64)	Grand Total
United States	\$0.00	\$0.00	\$1,043.00	\$1,043.00
United States	\$0.00	\$13,636.00	\$43,605.00	\$57,241.00
United Kingdom	\$2,788.00	\$2,090.00	\$4,194.00	\$9,072.00
United States	\$0.00	\$0.00	\$2,086.00	\$2,086.00
Germany	\$0.00	\$0.00	\$13,636.00	\$13,636.00
France	\$10,507.00	\$10,474.00	\$0.00	\$20,981.00
Canada	\$0.00	\$9,123.00	\$0.00	\$9,123.00
Australia	\$2,755.00	\$18,639.00	\$28,932.00	\$50,326.00
Grand Total	\$16,050.00	\$53,962.00	\$93,496.00	\$163,508.00

What
country
has sales in
all
markets?

United Kingdom & Australia



What are the most profitable markets by country, age group, and gender?

	A	B	C	D	E
1					
2					
3	Sum of Profit	Column Labels			
4	Row Labels	Youth (<25)	Young Adults (25-34)	Adults (35-64)	Grand Total
5	United States	\$0.00	\$0.00	\$1,043.00	\$1,043.00
6	United States	\$0.00	\$13,636.00	\$43,605.00	\$57,241.00
7	United Kingdom	\$2,788.00	\$2,090.00	\$4,194.00	\$9,072.00
8	United States	\$0.00	\$0.00	\$2,086.00	\$2,086.00
9	Germany	\$0.00	\$0.00	13636	\$13,636.00
10	France	\$10,507.00	\$10,474.00	\$0.00	\$20,981.00
11	Canada	\$0.00	\$9,123.00	\$0.00	\$9,123.00
12	Australia	\$2,755.00	\$18,639.00	\$28,932.00	\$50,326.00
13	Grand Total	\$16,050.00	\$53,962.00	\$93,496.00	\$163,508.00

Most Profitable Country = United States

	A	B	C	D	E
1					
2					
3	Sum of Profit	Column Labels			
4	Row Labels	Youth (<25)	Young Adults (25-34)	Adults (35-64)	Grand Total
5	United States	\$0.00	\$0.00	\$1,043.00	\$1,043.00
6	United States	\$0.00	\$13,636.00	\$43,605.00	\$57,241.00
7	United Kingdom	\$2,788.00	\$2,090.00	\$4,194.00	\$9,072.00
8	United States	\$0.00	\$0.00	\$2,086.00	\$2,086.00
9	Germany	\$0.00	\$0.00	13636	\$13,636.00
10	France	\$10,507.00	\$10,474.00	\$0.00	\$20,981.00
11	Canada	\$0.00	\$9,123.00	\$0.00	\$9,123.00
12	Australia	\$2,755.00	\$18,639.00	\$28,932.00	\$50,326.00
13	Grand Total	\$16,050.00	\$53,962.00	\$93,496.00	\$163,508.00

Most Profitable Age Group = Adults (35 – 64)

	A	B
1		
2		
3	Row Labels	Sum of Profit
4	Youth (<25)	\$16,050.00
5	Young Adults (25-34)	\$53,962.00
6	Adults (35-64)	\$93,496.00
7	Grand Total	\$163,508.00

Most Profitable Gender = Female



	A B				
	1				
	2				
	3	Row Labels	Sum of Profit		
	4	F	\$97,543.00		
	5	M	\$65,965.00		
	6	Grand Total	\$163,508.00		

Any other findings?	A B C D E				
	1				
	2				
	3	Sum of Order_Quantity	Column Labels		
	4	Row Labels	Youth (<25)	Young Adults (25-34)	Adults (35-64)
	5	United States	0	0	1
	6	United States	0	16	47
	7	United Kingdom	6	4	4
	8	United States	0	0	2
	9	Germany	0	0	13
	10	France	10	10	0
	11	Canada	0	11	0
	12	Australia	11	20	32
	13	Grand Total	27	61	99

Day 3: Task 2

The dataset below tracks the sales performance of different products in various counties in England. Please paste the dataset into a blank Excel workbook. Your task is to:

- **Create a Pivot Table** to summarise the data by county and product.
- **Use the SWITCH function** to categorise products based on their sales volume.

Dataset:

County	Product	Sales Volume
Yorkshire	Laptops	500
Yorkshire	Smartphones	200
Cornwall	Laptops	700
Cornwall	Printers	400
Lancashire	Smartphones	150



Lancashire	Laptops	600
Essex	Printers	800
Essex	Smartphones	300
Durham	Laptops	250
Durham	Printers	300
Greater Manchester	Smartphones	600
Greater Manchester	Laptops	400

Step 1: Create a Pivot Table

- Select the dataset (columns A to C).
- Insert a Pivot Table to summarise the data by **County** in the rows and **Products** in the columns. Use **Sales Volume** as the value to be summarised.

Step 2: Use the SWITCH Function

In a new column next to your data, use the SWITCH function to categorise products based on **Sales Volume** as follows:

- For sales greater than 600: "**High**"
- For sales between 300 and 600: "**Medium**"
- For sales less than 300: "**Low**"

SWITCH Function Example:

=SWITCH(TRUE, C2 > 600, "High", C2 >= 300, "Medium", "Low")

- Apply this formula to each row, and check if the products are categorised correctly.

Submission:

- A completed Pivot Table summarising sales by county and product.
- A new column in the dataset categorising products by sales volume using the SWITCH function.
 - Please paste your completed work below



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	A	B	C	D	E
1	County	Product	Sales Volume	Volume Priority	
2	Yorkshire	Laptops	500	Medium	
3	Yorkshire	Smartphones	200	Low	
4	Cornwall	Laptops	700	High	
5	Cornwall	Printers	400	Medium	
6	Lancashire	Smartphones	150	Low	
7	Lancashire	Laptops	600	Medium	
8	Essex	Printers	800	High	
9	Essex	Smartphones	300	Medium	
10	Durham	Laptops	250	Low	
11	Durham	Printers	300	Medium	
12	Greater Manchester	Smartphones	600	Medium	
13	Greater Manchester	Laptops	400	Medium	
14					
15					
16					
17					
18	Sum of Sales Volume	Product			
19	County	Laptops	Printers	Smartphones	Grand Total
20	Cornwall	700	400	0	1100
21	Durham	250	300	0	550
22	Essex	0	800	300	1100
23	Greater Manchester	400	0	600	1000
24	Lancashire	600	0	150	750
25	Yorkshire	500	0	200	700
26	Grand Total	2450	1500	1250	5200

Day 3: Task 3

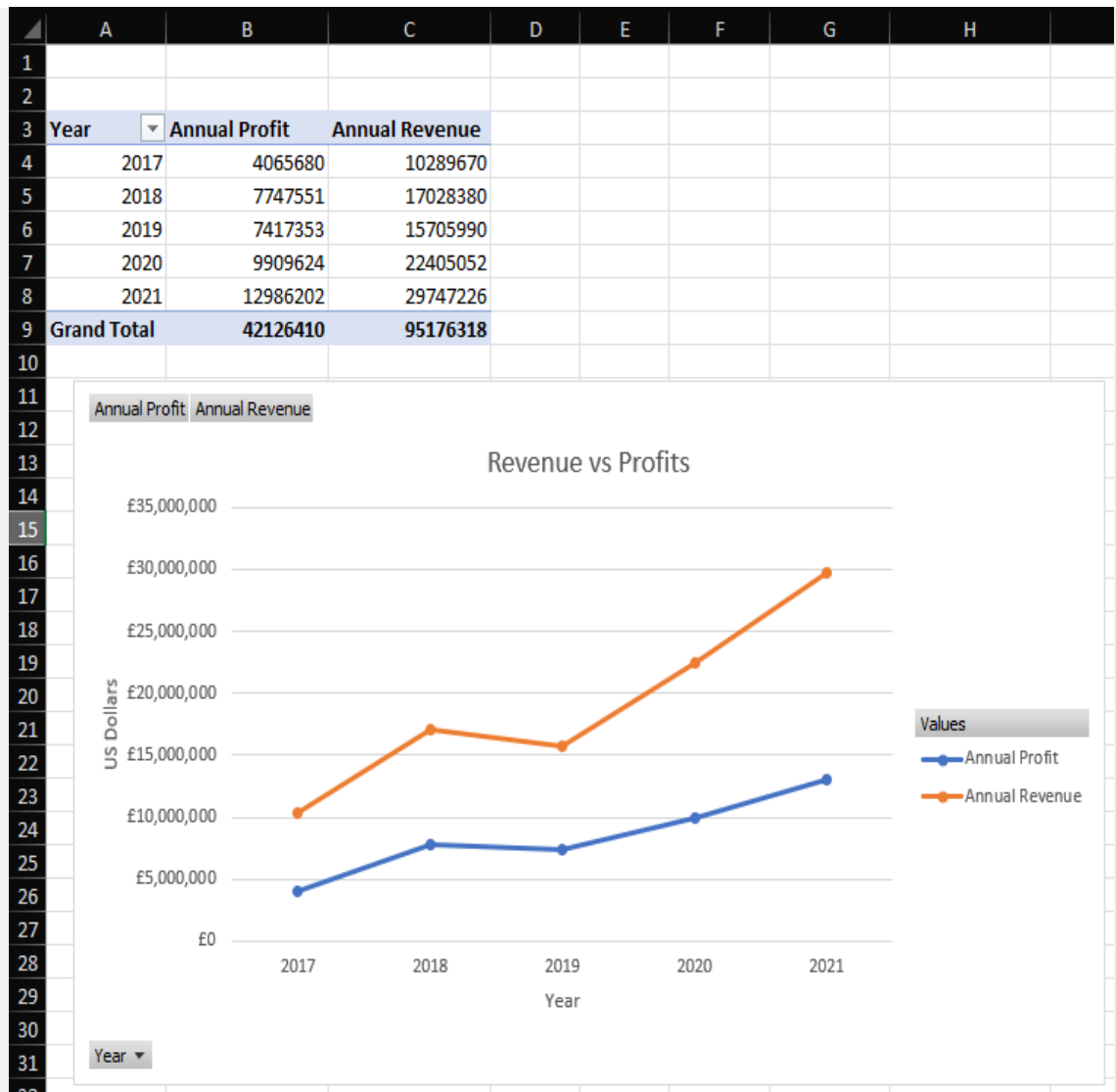
Please download the dataset 'Day_3_Task_3_Bike_Sales_Visualisations_Lab.xlsx' from [here](#).

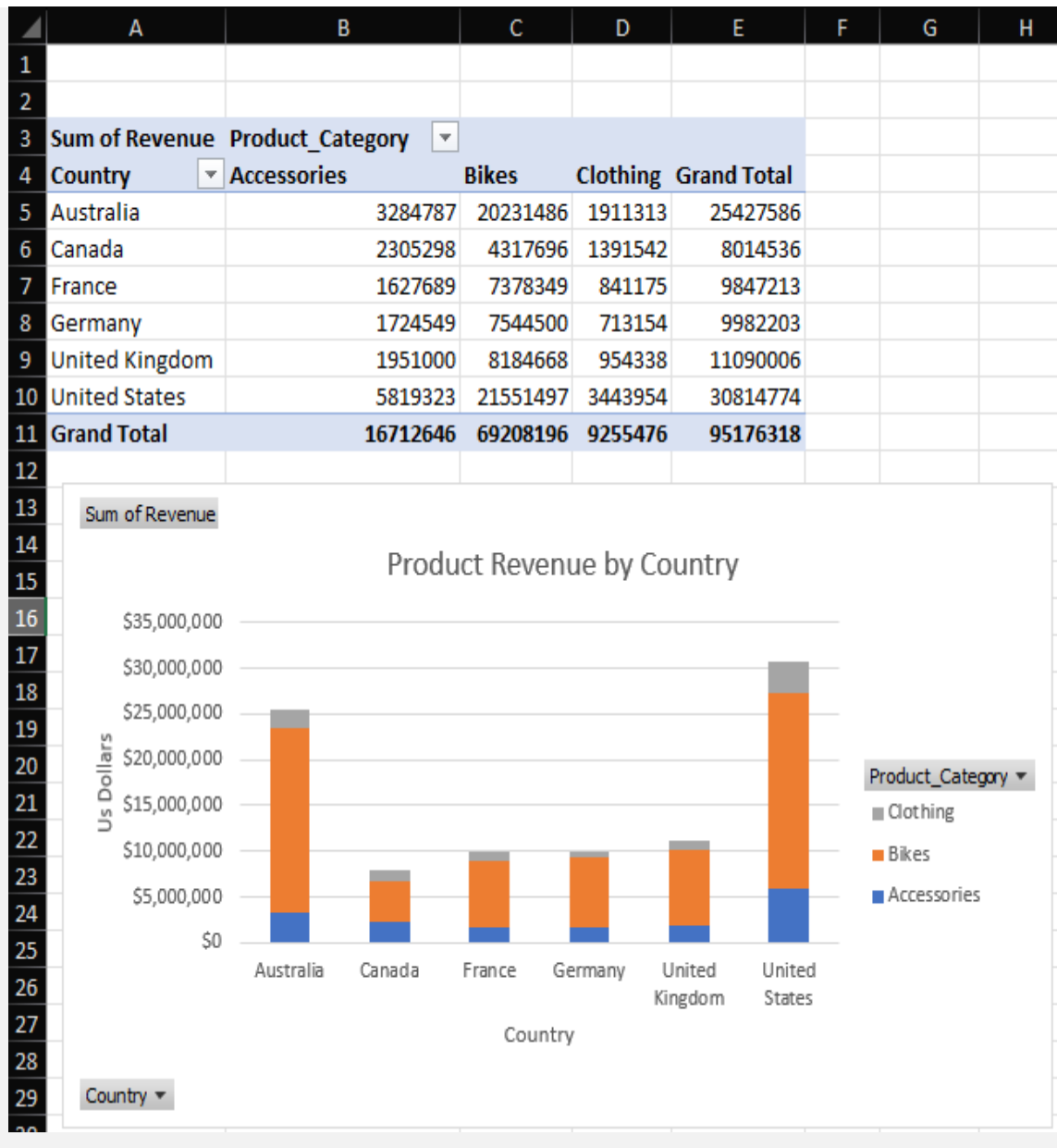
The lab instructions can be found [here](#). Do not worry if you do not complete the lab, just working with data and playing with the charts will be good experience.

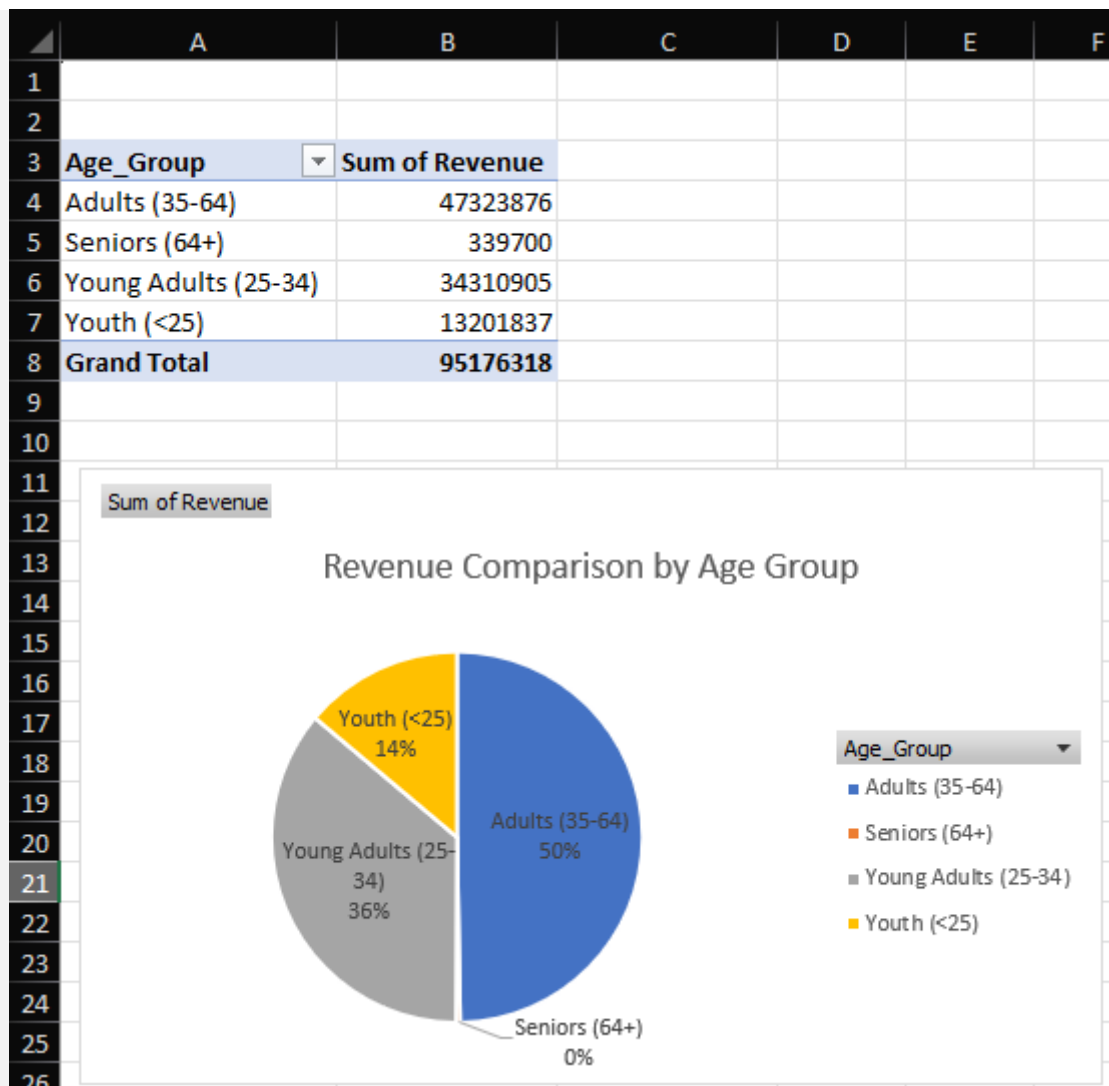
Please paste your results below:



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Day 4: Task 1

You have been asked to deliver your analysis findings to the board of directors, within your analysis you have identified that customers are leaving your company at the 12-month point, this is typically when they receive their renewal price.

Conduct research and complete the below questions:

How would you prepare for the delivery?

Understand Your Audience

- The **board of directors** cares about:



	<ul style="list-style-type: none"> ○ Strategic business risk and growth ○ Customer retention and revenue impact ○ ROI and competitive advantage <p>Preparation Steps</p> <ul style="list-style-type: none"> • Clarify your core message: “We are losing customers at the 12-month mark due to renewal pricing—this has a measurable impact on revenue.” • Prepare a 5-slide deck (max) with supporting data in the appendix. • Focus on "What, Why, and What Now?" • Prepare for potential questions: “What are competitors doing?”, “How big is the risk?”, “What have you tested so far?”
What tools would you use for the delivery?	<ul style="list-style-type: none"> • Power BI - Dynamic, interactive visuals to show churn over time, by segment • PowerPoint/Google slides - Main presentation – clean, focused slides with key visuals • Excel/Google sheets - Backup calculations or tables (appendix) • Microsoft Teams - For remote delivery
What is prospecting and why would you complete this before your delivery?	<p>Prospecting means understanding your audience before your presentation.</p> <p>It Includes:</p> <ul style="list-style-type: none"> • Know the stakeholders - Tailor the message for finance, marketing, CEO, etc. • Identify their goals and concerns - Align your recommendation with what matters to them • Anticipate objections - Be prepared with data to answer challenges or doubts • Set the tone and priorities - You’ll know whether to push cost-saving, retention, or growth



Tell me best practices for public speaking and providing updates to senior leaders	<ul style="list-style-type: none"> • Start with the insight • Be brief and strategic • Support with visuals • Use confident tone & pace • Leave room for questions • Have an executive summary
What will you show the board in your delivery?	<ol style="list-style-type: none"> 1. Title Slide 2. Key Finding 3. Root Cause 4. Business Impact 5. Recommended Actions
How will you articulate the changes that are needed?	<p>Articulated using the Situation → Impact → Solution method</p> <p>E.g. "At the 12-month point, we're seeing a 32% churn rate, which directly aligns with when customers receive a renewal price—often with a significant increase. This results in an estimated annual revenue loss of £1.2M. We recommend testing personalized renewal offers, and a pre-renewal engagement strategy to improve retention."</p>
Provide a list of online resources and videos that will support your preparation for public speaking	<ul style="list-style-type: none"> • TED Talks: Chris Anderson – “TED's Secret to Great Public Speaking” • https://speaking.io/ • LinkedIn Learning – Public Speaking Foundations
Evaluate tools that provide visualisation.	<p>Power BI & Tableau provide interactive dashboards</p> <p>For pre-analysis exploration and board members who want deeper insights.</p>
Tell me what they are.	<p>PowerPoint creates slides for message delivery</p> <p>For the main presentation – simple, focused, executive-ready visuals – ensuring message control and readability in high-stakes presentations.</p>

Tell me what you
would choose when
delivering your
presentation and
why

Course Notes

It is recommended to take notes from the course, use the space below to do so, or use the revision guide shared with the class:





We have included a range of additional links to further resources and information that you may find useful, these can be found within your revision guide.

END OF WORKBOOK

Please check through your work thoroughly before submitting and update the table of contents if required.

Please send your completed work booklet to your trainer.

