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## Overview

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Now that you have learned about how to handle objections to your data, you can pause for a moment and think about what you are learning. In this self-reflection, you will consider your thoughts about how to respond to objections when giving a presentation and answer brief questions about your approach.

This self-reflection will help you develop insights into your own learning and prepare you to apply your knowledge of handling objections to real-world scenarios. As you answer questions—and come up with questions of your own—you will consider concepts, practices, and principles to help refine your understanding and reinforce your learning. You've done the hard work, so make sure to get the most out of it: This reflection will help your knowledge stick!

## Respond to a business task

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While delivering a presentation to an audience, your primary goal is to respond to a business task. A business task is a question or problem you use data to solve—and a presentation demonstrates how to solve it. Business tasks can have a variety of contexts and scopes, so the details of your presentation will depend on a lot of factors.

Sometimes, you may receive questions or objections about your presentation. This is normal, as your audience wants to understand your presentation as completely as possible. Responding to these questions and objections in a clear, concise, and polite manner is crucial to delivering an effective presentation.

## Examples of objections

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Consider the following situations where a data analyst delivers a presentation and receives an objection:

- . An analyst is presenting on the sales revenue of their company's new product: an autonomous vacuum cleaning robot. The analyst shows the steps they took for each part of the analysis. They are confident that they have explained each step very thoroughly, but a stakeholder is confused when the presentation is over. They share a concern that the analysis may be incomplete.
- . An analyst is presenting on the effectiveness of a new drug treatment for heartburn. They use data from an external private company that describes how common heartburn is in the United States. After the presentation, they receive an objection from their stakeholder about the data collected. The stakeholder is concerned that the source of the data may not be reputable, and is unsure about the credentials of the data's source company.
- . An analyst is presenting on the traffic patterns of a particular highway in their city. After extensive research and analysis, they conclude that Friday is the busiest day for commuters on that highway. One of the stakeholders, who commutes along that highway, disagrees and believes that Monday is the busiest day for traffic.

## Reflection

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Consider an objection from one of the three previous scenarios:

If you were the data analyst involved, how would you respond to your stakeholders?

What would be the impact of not addressing these objections?