1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the course overview.

Activity Overview

In this activity, you will create charts for the dataset you examined in the *Analyze data using pivot tables* activity. If you have not completed this activity, you will need to do so before starting this exercise.
Effective visualizations can make it easier for stakeholders to understand a dataset and why it's important. By using charts and other visualizations in reports and presentations, you can convey insights to stakeholders clearly and help them make data-driven decisions.
Note: This activity contains instructions for Google Sheets. To learn about creating pivot table visualizations in Excel, visit the Microsoft Support page. If you are using Numbers, visit the Numbers User Guide for Mac to learn how to create a pivot chart.
Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

As a digital marketing specialist for L'Acier, an online cookware retailer, you've analyzed data using pivot tables and made suggestions for ways to adjust your campaign strategy. Now you're preparing to present your findings and recommendations to digital marketing leadership.
To create this presentation, you first need to make charts to help your audience understand how the data informs your recommendations. You will make five charts that visualize highlights from your analysis of the pivot tables data:
Total sessions by hour of day

Total conversions by hour of day

Average conversion rates by day of week

Average conversion rate by hour of day

Monday-Wednesday conversion rates by hour of day

The first two charts will provide a broad overview of the sessions and conversions data. The last three will allow you to explain how the conversion rate data helped you reach your recommendations.

Step-By-Step Instructions

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: Data visualizations

OR

If you don't have a Google account, you can download the template directly from the attachment below.

Activity Template_ Data visualizations
XLSX File

Step 2: Create a chart for the sessions data
To create a chart from the sessions pivot table data:

Go to the Sessions tab at the bottom of the template and select any cell in the table.

In the Insert menu, select *Chart* to generate a chart.

Note: This action will also open the Chart editor menu. If you close the Chart editor and want to open it again, click the three dots in the upper-right corner of the chart and select Edit chart.

Step 3: Select a chart type
Google Sheets will automatically select a chart type, but the default chart may not be the best option for your data. For this exercise, you can choose from among the following categories:
Line (single or stacked): Good for demonstrating how one or more metrics changes over time
Area (single, unstacked, or stacked): Good for demonstrating how one or more metrics changes over time or breaking down total values into component parts
Column (single, grouped, or stacked): Good for comparing two or more metrics

Bar (single, grouped, or stacked): Good for comparing two or more metrics with large changes in value.

Keep in mind that these guidelines are not hard rules. The most important thing is that the type of chart you select makes the data clear for your audience. For more guidance on selecting charts, review the *How to choose a data visualization* guide or visit the Google Help Page on *Types of charts and graphs in Google Sheets*.
To explore different chart types:

Go to the Setup tab in the Chart editor.

Select the down arrow under Chart options to reveal the different chart types.

Click the different options to preview how each type of chart affects your data before choosing one.

When selecting a chart type, think about what kind of information the table provides. Then consider what type of chart conveys that information most clearly. For example, the sessions chart should help you communicate the broad patterns of total sessions over the course of a typical day. It should also allow you to compare the amounts of hourly traffic for each day of the week. Keep these goals in mind when choosing a chart type.
Step 4: Edit and format the chart
Once you've selected a chart type, you can change (or even delete) elements. For example, to modify the chart title:
First, select the chart and double-click the title box. This will open the Chart & axis titles menu in the Customize tab of the Chart editor.
From the Chart editor, you can change the title text, font, size, format, or color.

You can modify other chart elements (like the chart and axis titles, labels, text sizes, and color choices) in the same way.
You can learn more about how to add and edit a chart or graph in Sheets in the Google Help Center. You can also learn how to create a chart from start to finish in Excel in the Microsoft Office Support Center.
Step 5: Create charts for the remaining datasets
Repeat Steps 2-4 for the tables in the remaining tabs. As you create each chart, consider what each dataset will help you communicate to your audience:
Total conversions by hour of day

Demonstrates patterns of total conversions over the course of a typical day

Compares the hourly traffic for each day of the week

Average conversion rates by day of week

Demonstrates which days have average conversion rates above or below the weekly average
Average conversion rate by hour of day

Demonstrates the average conversion rate for all days of the week at each hour of the day
Monday-Wednesday conversion rates by hour of day

Compares hourly conversion rate data for the three days with the highest average conversion rates

Note: As you proceed through this exercise, you may find that certain types of visualizations work better than others for different datasets. Feel free to revise your earlier charts if you'd like to align them with later ones.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed visualizations:

Five charts that visualize the five tables in the template

Each chart type makes the meaning of the data clear to a general audience