Congratulations! You passed!
Grade received 87.50%
To pass 75% or higher
 Go to next item

1. When creating a presentation, what data should you include? 1 / 1 point

○ The most minimal amount of data collected from the campaign

○ The raw data that you collected before conducting analysis

○ The full range of metrics that may or may not lead to insights

⦿ The most relevant metrics that led to your insights

✓ Correct
When creating a presentation, it is important to include only the most relevant metrics that led to your insights.

2. Which of the following are best practices when creating slides for a presentation? Select all that apply. 0.75 / 1 point

☑ Progress from general to specific topics

✓ Correct
When creating a slide presentation, it is important to progress from general to specific topics, introduce visualizations with insightful titles, and end with a call to action.

☑ Introduce visualizations with insightful titles

✓ Correct
When creating a slide presentation, it is important to progress from general to specific topics, introduce visualizations with insightful titles, and end with a call to action.

☑ Allow minimal time for questions

✕ This should not be selected
When creating a slide presentation, it is important to progress from general to specific topics, introduce visualizations with insightful titles, and end with a call to action. It is also important to allow time for questions so the audience can reach the same conclusions that have been reached by the presenter.

☑ End with a call to action

✓ Correct
When creating a slide presentation, it is important to progress from general to specific topics, introduce visualizations with insightful titles, and end with a call to action.

3. Which of the following are benefits to communicating insights at the beginning of a presentation? Select all that apply.

0.75 / 1 point

☑ Keep audience attention when presenting data and metrics that support insights

⊘ Correct
Communicating insights at the beginning of a presentation can help gain the audience's attention right away, then keep their attention when showing them data and metrics that support the insights. Another advantage of communicating insights at the beginning is that if people have to leave before the end of a presentation, they have already learned the insights.

☑ Learn additional insights from audience members

⊗ This should not be selected
Communicating insights at the beginning of a presentation can help gain the audience's attention right away, then keep their attention when showing them data and metrics that support the insights. Another advantage of communicating insights at the beginning is that if people have to leave before the end of a presentation, they have already learned the insights.

☑ Gain audience attention right away

⊘ Correct
Communicating insights at the beginning of a presentation can help gain the audience's attention right away, then keep their attention when showing them data and metrics that support the insights. Another advantage of communicating insights at the beginning is that if people have to leave before the end of a presentation, they have already learned the insights.

☑ Provide necessary information to people who leave before the end of the presentation

⊘ Correct
Communicating insights at the beginning of a presentation can help gain the audience's attention right away, then keep their attention when showing them data and metrics that support the insights. Another advantage of communicating insights at the beginning is that if people have to leave before the end of a presentation, they have already learned the insights.

4. Which of the following describes the proportion of ink (or pixels in digital content) that is used to present actual data compared to the total amount of ink (or pixels) used in the entire visualization?

1 / 1 point

○ Visual comparison ratio
○ Proportion-amount ratio
◉ Data-ink ratio
○ Presentation ratio

⊘ Correct
The term data-ink ratio is used to describe the proportion of ink (or pixels in digital content) that is used to present actual data compared to the total amount of ink (or pixels) used in the entire visualization. Try to maximize this ratio and minimize distractions in visualizations. For example, remove lines or boxes around charts and legends, or remove shadow effects for text.