Activity Exemplar: Present data insights to stakeholders

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.
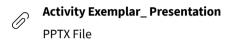
Completed Exemplar

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

Link to exemplar: <u>Presentation</u> ⬈

OR

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

📎 **Activity Exemplar_ Presentation**
PPTX File

Assessment of Exemplar

Compare the exemplar to your completed presentation. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: *The exemplar represents one possible version of the presentation. Yours will likely differ in certain ways. What's important is that your presentation explains the data clearly and interprets it in a way that's relevant to the audience.*

Let's review **Slides 5-8** one at a time:

Slide 5: Total conversions by hour of day

The speaker notes summarize the chart data and explain why it's relevant: They describe how conversions rise and fall throughout the day. They also compare this pattern to the sessions chart on the previous slide. They highlight representative data points that are relevant to the audience, but don't overwhelm the audience with detail. Finally, the notes draw a conclusion supported by the data.

Slide 6: Average conversion rates by day of week

The speaker notes explain that comparing average conversion rates for each day of the week can help narrow down when to change the ad strategy. They compare each day to the average conversion rate and identify three potential days to run more ads and three to run fewer.

Slide 7: Average & Monday-Wednesday conversion rates by hour of day

The speaker notes compare the two charts, which display the conversion rate data in more detail. They point out selected examples of when the rates are highest and lowest to demonstrate the types of blocks identified for running more (and fewer) ads.

Slide 8: Conclusion and next steps

The conclusion slide states the recommended actions that resulted from the analysis. It also explains how these suggestions will contribute to departmental and company-wide goals.

Mark as completed

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