Try again once you are ready
Grade received 35%
To pass 80% or higher
Try again

1. To pass this practice quiz, you must receive 80%, or 4 out of 5 points, by answering the questions below. You can learn more about the graded and practice items in the course overview. 1 / 1 point

Activity Overview

In this activity, you will sort and filter data in a spreadsheet and answer a series of quiz questions.
Sorting and filtering data can help you discover campaign- or business-related insights that you can share with stakeholders. In a later activity, *Analyze data using pivot tables*, you will gain additional insights from this data by creating pivot tables.
If you need a refresher on how to sort and filter data in a spreadsheet, watch this video: *Prepare data in spreadsheets (part 1): sorting and filtering*.
*Note: This activity contains instructions for Google Sheets. To review instructions for sorting data in Excel, visit the Microsoft Support page about sorting data in Windows or the web or sorting data in macOS. To review instructions for filtering data in Excel, visit the Microsoft Support page about filtering data in Windows, the web, and Mac OS.*

Scenario

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

L'Acier is an online cookware retailer that sells affordable, restaurant-quality kitchen tools and equipment for home cooks. The company has an international customer base, so they run paid advertising and social media campaigns 24 hours a day, seven days a week. L'Acier's digital marketing leadership is pleased with the amount of website traffic these campaigns are generating. However, the average number of new accounts created each week is lower than expected.
One of the company's marketing goals for this quarter is to maximize the number of accounts created. The company is focusing heavily on growth because they've found that potential customers who create accounts make purchases more frequently and have a much higher customer lifetime value, which is the average revenue generated by customers over a certain period of time. To support this goal, your team plans to run additional ads offering a one-time discount to customers who create a new account.
You've been asked to examine performance data for the past month and determine the best times to run these ads. The dataset includes the following metrics:

- Users: The number of unique individuals who visited the website
- Sessions: The number of sessions (site visits) per user
- Bounce Rate: The percentage of users who leave the site after visiting a single page
- Pages / Session: The average number of pages users visit per session
- Avg. Session: The average number of sessions per user
- Duration: The average length of session visits
- Conversion Rate: The percentage of all site visitors who create an account
- Conversions: The number of site visitors who create an account

Your task is to sort and filter the campaign data to answer questions about how the ads have been performing over the past month.

Step-By-Step Instructions

Step 1: Access supporting materials

The following supporting materials will help you complete this activity. Keep them open as you proceed to the questions below.

To use the supporting materials for this course item, click the link below and select “Use Template.”

Link to supporting materials: Paid ads campaign data

OR

If you don’t have a Google account, you can download the supporting materials directly from the attachment below.

Paid ads campaign data
XLSX File

Step 2: Practice sorting data

For this example, you’ll practice sorting data by sorting the Users column from the largest number to the smallest.

To sort data in Google Sheets:

1. Open the campaign data spreadsheet in Google Sheets.
2. Highlight the cells in the entire sheet.
3. Click *Data* and then *Sort range* and then *Advanced range sorting options*.
4. Click *Data has header row*.
5. Select *Users* in the dropdown menu.
6. Click the Z to A option.
7. Click *Sort*. The *Users* column will be sorted from largest to smallest. The first row of data will show 9,436 users.
8. To unsort the column, click *Edit* and then *Undo*. Or, use the keyboard shortcut Control+Z (Command+Z for Mac).

Step 3: Practice filtering data

For this example, you’ll practice filtering data to only include conversions greater than 1,000.

To filter data in Google Sheets:

1. Open the campaign data spreadsheet in Google Sheets.
2. Click on any cell in the spreadsheet.
3. Click *Data* and then *Create a filter*.
4. Click on the filter icon in the *Conversions* column header.
5. Click the arrow next to *Filter by condition*.
6. In the dropdown box, select *Greater than*.
7. Enter “1000” in the *Value or formula* field.
8. Click *OK.* The sheet will now display only rows with over 1,000 conversions.
9. To remove the filter, click *Data* and then *Remove filter*.

Step 4: Answer questions about the campaign data

Consult the paid ads campaign data spreadsheet to answer the questions below.

*Note: After you answer each question, clear the sorting and filtering criteria from the spreadsheet so that you’re starting with the original data for the next question.*

Are you ready?

- (●) Yes

Correct
Great! Compare your answers to the feedback provided below.

2. L’Acier wants to run their one-time discount ads during the time period with the most conversions. You can find this information by sorting the data in the Conversions column. Which day and time had the most conversions? 0 / 1 point

- (●) Thursday at 10:00
- ( ) Wednesday at 10:00
- ( ) Wednesday at 13:00
- ( ) Tuesday at 2:00

⊗ Incorrect
There were 1,076 conversions on Thursday at 10:00. This day and time did not have the most conversions.

3. L’Acier wants to understand how many days and times had over 1,000 conversions. You can find this information by filtering the data for greater than 1,000 conversions and counting the rows. How many rows had over 1,000 conversions? 0 / 1 point

- (●) 18
- ( ) 6
- ( ) 20
- ( ) 7

⊗ Incorrect
Filtering for conversions greater than 1,000 demonstrates that fewer than 18 days and times had more than 1,000 conversions.

4. L’Acier wants to know the three days and times during the weekend that had the highest conversion rate. You can find this information by filtering by Saturday and Sunday and then sorting by conversion rate. Which days and times on Saturday and Sunday had the highest conversion rate? Select three. 0.75 / 1 point

- [x] Sunday at 22:00

✓ Correct
There was a 13.43% conversion rate on Sunday at 22:00. This was one of the three days and times with the highest conversion rate.

- [x] Sunday at 23:00

✓ Correct
There was a 14.08% conversion rate on Sunday at 23:00. This was one of the three days and times with the highest conversion rate.

- [x] Saturday at 00:00

✓ Correct
There was a 13.97% conversion rate on Saturday at 00:00. This was one of the three days and times with the highest conversion rate.

- [x] Sunday at 19:00

⊗ This should not be selected
There was a 12.46% conversion rate on Sunday at 19:00. This was not one of the three days and times with the highest conversion rate.

5. L'Acier wants to know which day and time had the most users during midday—from 10:00 to 14:00. You can find this information by filtering the hour of day by 10:00 to 13:00 (do not include 14:00) and then sorting by users. Which day and time had the highest number of users between 10:00 and 14:00? 0 / 1 point

- (●) Friday at 11:00
- ( ) Thursday at 10:00
- ( ) Wednesday at 10:00
- ( ) Wednesday at 11:00

⊗ Incorrect
There were 7,967 users on Friday at 11:00. This day and time did not have the highest number of users between 10:00 and 14:00.