

Activity Exemplar: Analyze data using pivot tables

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

Completed Exemplar

To review the exemplars for this course item, click the links below and select “Use Template.”



Links to exemplars:

- [Pivot tables](#)
- [Data insights email](#)

OR

If you don’t have a Google account, you can download the exemplars directly from the attachments below.



Activity Exemplar_ Pivot tables

XLSX File



Activity Exemplar_ Data insights email

DOCX File



Assessment of Exemplar

Compare the exemplar to your completed activity. 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: While your pivot tables should be very similar to the tables in the exemplar, your suggestions for improving conversions likely differ somewhat. It’s okay if the number and timing of the blocks you selected do not match the exemplar completely. What’s important is that you identified blocks of time that fit the criteria outlined in the activity instructions.

Let’s review each exemplar:

Pivot tables

The exemplar contains three pivot tables. Each table uses “Hour of Day” for rows and “Day of Week” for columns. The values are set to sessions, conversions, and conversion rate.

The conditional formatting uses a white to green color scale for the tables and a white to yellow color scale for the **Grand total** column and row. Lower values are lighter and higher values are darker, making it easier to identify patterns in the data.

Data insights email

The notes use the guiding questions to identify both general and specific insights about each pivot table.

The recommendations use the pivot tables and the insights recorded in the notes to identify blocks of time to run more ads (primarily Mondays, Tuesdays, and Wednesdays in the afternoons and evenings). These blocks have above-average conversion rates and a moderate volume of sessions.

They also identify times to run fewer ads that have a high session volume, a low conversion rate or few conversions (each day in the early morning and midday on Mondays, Wednesdays, and Fridays).

Mark as completed

