

Anticipate what stakeholders need to know

Prepare metrics and insights to share

Prepare data visualizations

▶ **Video:** Create data visualizations in spreadsheets
5 min

📖 **Reading:** Data visualization in spreadsheets: charts
20 min

▶ **Video:** Other tools for data analytics and visualization
4 min

✔ **Practice Quiz:** Activity: Create data visualizations for a presentation
1 question

📖 **Reading:** Activity Exemplar: Create data visualizations for a presentation
10 min

📖 **Practice Quiz:** Test your knowledge: Charts in spreadsheets
5 questions

📖 **Reading:** Make presentations accessible
10 min

Present insights to stakeholders

Review: Share metrics and insights with stakeholders

Course review: Assess for success: marketing analytics and measurement

Activity Exemplar: Create data visualizations for a presentation

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: [Data visualizations](#) ↗

OR

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



Activity Exemplar_ Data visualizations
XLSX File



Assessment of Exemplar



Compare the exemplar to your completed data visualizations. 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: Each tab in the exemplar contains 2–3 chart options. There’s no one right way to visualize data, so yours may differ. What’s important is that your charts present the data points clearly and makes it easier for your audience to understand.

Let’s review the advantages and drawbacks of the charts in each tab (you may need to scroll down to find some of the charts):

Sessions

- Stacked column chart (vertical):** This chart visualizes how hourly sessions for each day contribute to the total volume over a 24-hour period. It allows comparison between both the hours of a day and the days of the week. An area or line chart is often a good choice when displaying changes in value over time. However, depending on your audience, a bar chart may be a more accessible choice.
- Stacked bar chart (horizontal):** Similar to the stacked column chart, but the horizontal orientation allows more room to display the differences in volume between the very low (e.g., 2:00) and the very high (e.g., 10:00). However, depending on your audience, a vertical chart may seem a more natural way to present the hours of the day.
- Stacked area chart:** Like the stacked column chart, this visualization breaks down hourly sessions for each day and displays the volume over a 24-hour period. This chart makes it easy to understand the flow of traffic over the course of a typical day, but may be less familiar to a general audience than a bar chart.

Charts to avoid: Because the dataset includes so many variables, a grouped/clustered column chart would become crowded and could be difficult to understand.

Conversions

- Stacked column chart (vertical):** Like the sessions column chart, this chart visualizes how hourly conversions for each day contribute to the total volume over a 24-hour period. It allows comparison between both the hours of a day and the days of the week.
- Stacked bar chart (horizontal):** Similar to the stacked column chart, but the horizontal orientation allows more room to display the differences in volume between the very low (e.g., 2:00) and the very high (e.g., 10:00).
- Stacked area chart:** Like the stacked column chart, this visualization breaks down hourly sessions for each day and displays the volume over a 24-hour period.

Charts to avoid: Because the dataset includes so many variables, a grouped/clustered column chart would become crowded and could be difficult to understand.

Average conversion rates/day of week

- Column chart (vertical):** Column charts are good for comparing a limited number of values. This format clearly demonstrates the differences in the average conversion rates for the seven days of the week. The values are similar, so a vertical bar chart is sufficient.
- Bar chart (horizontal):** Similar to the column chart, the bar chart allows comparison among the days of the week. The space allowed by a horizontal chart is not necessary for this dataset. However, if your sessions chart was horizontal, you may want to keep the same orientation.

Charts to avoid: A line or area chart may make it harder to distinguish between the different values.

Average conversion rates/hour of day

- Single area chart:** Since this dataset demonstrates changes in a single value over time, an area chart is a good choice.
- Line chart:** A line chart is also a good option for visualizing changes in a single value over time. However, an area chart may be easier for your audience to see, allowing them to understand the importance of the data more quickly.

Charts to avoid: A column or bar chart may make it harder to understand the changes over time.

Monday/Wednesday/Friday conversion rates/hour of day

- Line chart:** Since this dataset demonstrates changes in a limited number of values over time, a line chart is a good choice. To make it easier to compare the lines, the exemplar line chart has been made taller than the default chart.
- Unstacked area chart:** Like the line chart, this chart demonstrates changes in value over time. However, the filled area below the lines may make it difficult to identify all the lines at every point in the chart.

Charts to avoid: A grouped/clustered column or bar charts may become too crowded, making it harder to identify the values and understand how they relate to one another.

Mark as completed

