

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

Make presentations accessible

In this reading, you will learn how to ensure accessibility in your presentations.

Focus on inclusivity

Throughout your career, you will work with people who have disabilities. There are some specific design choices you can make to design your reports, presentations, and content so that they have the intended impact with your colleagues, particularly those with vision or hearing impairments. These decisions include evaluating any text you're using in your presentation, as well as any visuals you're adding to it, like charts, graphics, and photos.

There are a number of things you can do to make your visuals more inclusive to people of all abilities.

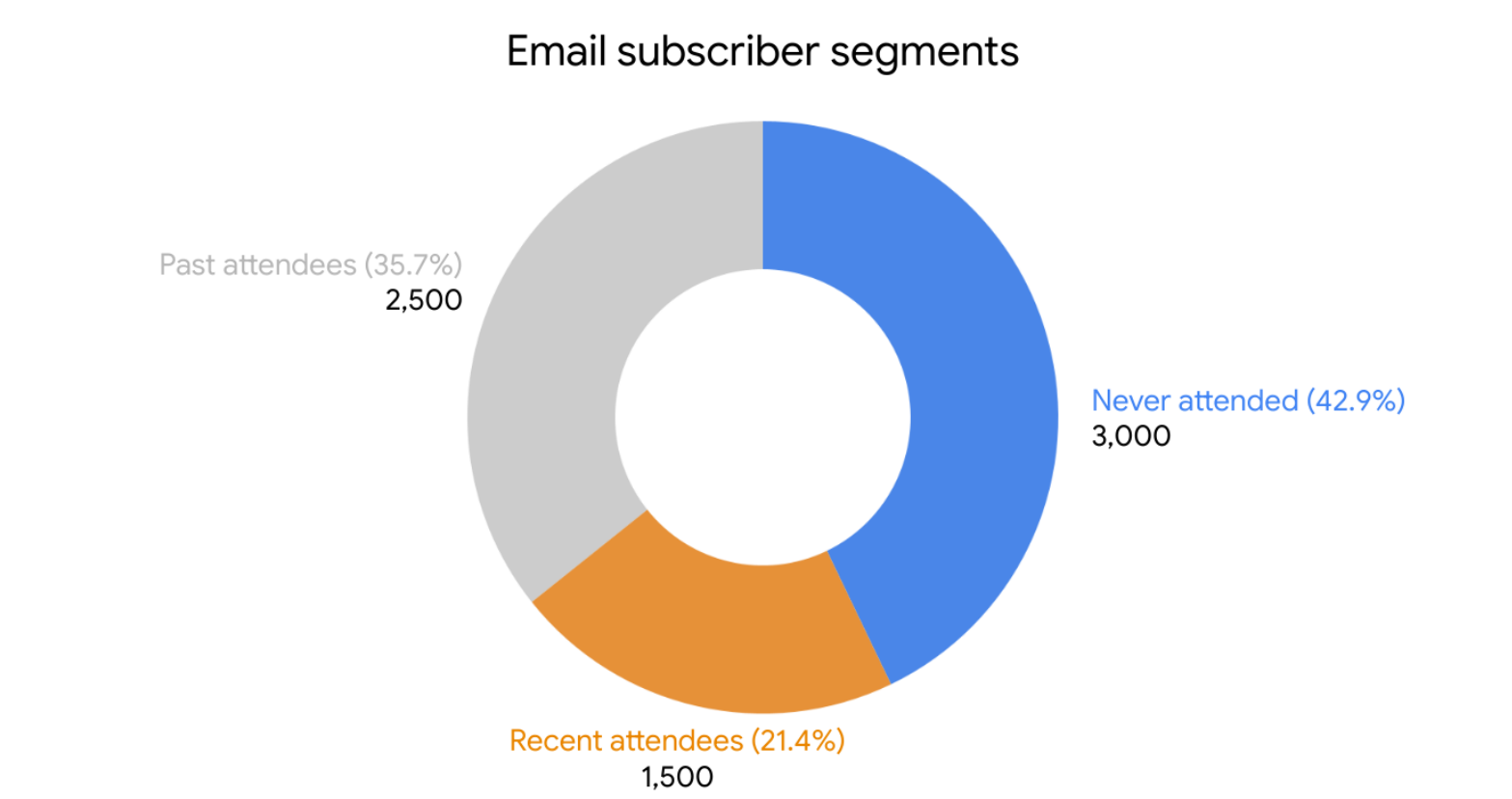
Note: You won't always know when a person has a disability, which means you need to prepare for every possibility. Even if you know everyone you are presenting to, there's a chance they may not have disclosed to you that they have a disability.

Checklist

As you're creating presentations for your colleagues with disabilities, refer to this checklist to ensure they are as accessible as possible.

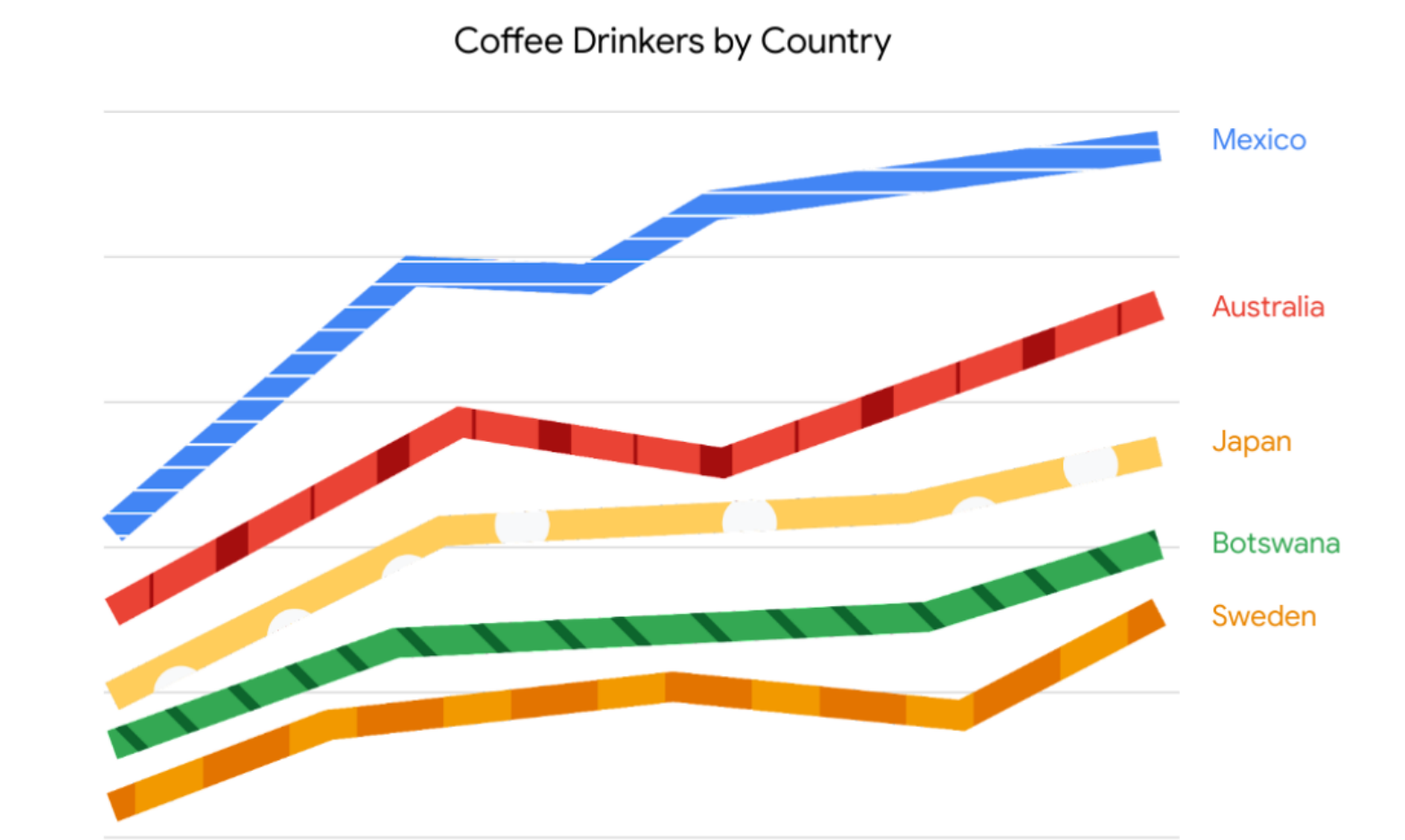
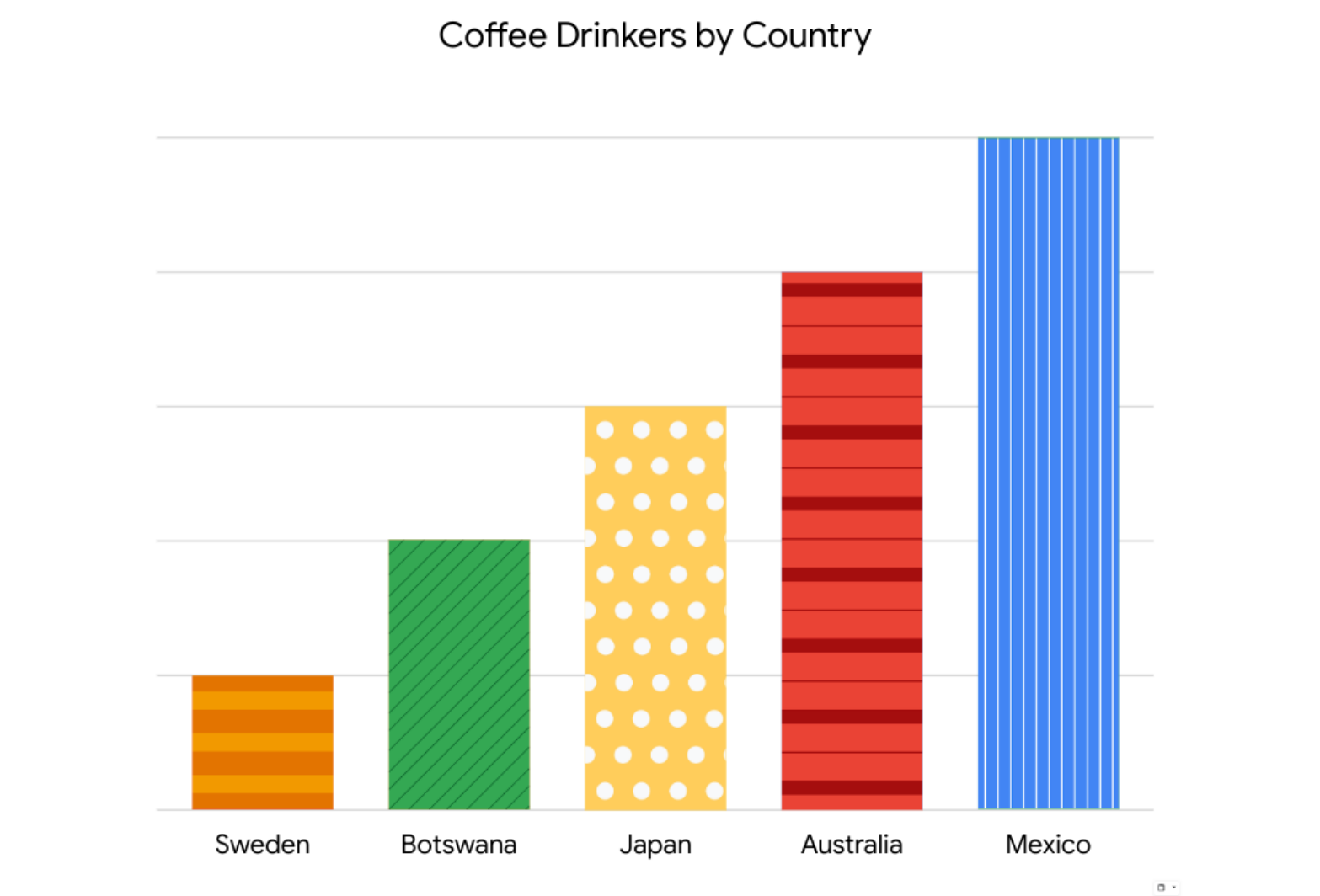
Visuals

- Choose high contrast color combinations for your visuals. If your background is white, use a dark color for text and images. If your background is dark, use white or lighter colors for text and images.
- Use large text and easy-to-read fonts on your slides.
- If you're using videos in your presentation, make sure there are captions on them, and offer a downloadable transcript.
- For visuals like charts and graphs, clearly identify the important data using labels rather than a legend.



This slide, pulled from a presentation earlier in this certificate program, includes high contrast colors and large text for easy visibility.

- Don't rely solely on colors to tell your data story. For instance, some people will need to see graphs that feature varying patterns so they can decipher the information.



Note: Fictional data used in above graphs

Designing the slides

- If you're presenting to a group, take your time so that everyone can understand the main points of each slide.
- Include alternative text on any images or visuals you include in your presentation.
- Don't crowd your slides — too much info can be distracting, overwhelming, and prevent listeners from focusing on your presentation.

Email marketing goal

- To support the overall goal of selling more tickets, we want to raise open rates and click-to-open rates for campaign emails.
- We want to know:
 - What types of emails have performed the best with different subscriber segments in the past?
 - What types of email content should we prioritize for each segment in our new campaign?

This slide, pulled from a presentation earlier in this certificate program, includes lots of negative space and isn't too overwhelming for audience members.

Presenting

- Read all of the text on each slide clearly and slowly. Call attention to visuals and most important details so nothing is missed by your audience.
- If you're giving this presentation virtually, ensure every attendee can hear you, and that you utilize the caption feature on your video call platform.
- Share the presentation with the audience so they are free to zoom in during the presentation, and revisit the presentation afterwards, in case they missed something.
- Leave time for questions at the end.

Key takeaways

Ensuring your work is accessible and inclusive is integral to creating quality presentations and fostering a healthy working environment. You never want anyone to lack understanding or clarity because of their disabilities, and you also don't want a lack of accessibility to lead to goals not being met. Make sure to follow this checklist every time you create a presentation and everyone is more likely to feel included.

Resources for more information

- [Make your document more accessible with Google's help](#)
- [Article on accessibility for color blindness from Medium](#)
- [Additional info from the Web Accessibility Initiative on accessible presentations](#)

Mark as completed

