

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will create a presentation using insights from the [Analyze data using pivot tables](#) activity and data visualizations from the [Create data visualizations for a presentation](#) activity. If you have not completed these activities, you will need to do so before starting this exercise.

Presentations can help you convey your data insights to stakeholders in an engaging, relevant way. By telling an effective story, you can contribute to data-driven campaign decisions.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

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

L'Acier is an online cookware retailer that wants to increase the number of new accounts created by customers. 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 lifetime value (LTV). To support this goal, the digital marketing 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.

So far, you've analyzed data using pivot tables and made suggestions for how to adjust your campaign strategy. You've also made data visualizations to present your findings and recommendations to digital marketing leadership. Since your audience is made up of senior stakeholders, they have limited time. They don't need a comprehensive analysis, but a high-level summary that addresses their interests and concerns. Specifically, your audience will want to know:

What changes do you recommend, and why?

How will your recommendations benefit your department or company (by improving performance, raising efficiency, or supporting growth)?

You've already created a slide presentation from your data visualizations, but still need to interpret the data for your audience and write a conclusion. The presentation includes eight slides:

Slide 1: A title slide

Slide 2: The background and questions you wanted to answer

Slide 3: A list of key performance indicators (KPIs) visualized in your presentation

Slide 4: A stacked bar chart with the number of sessions (site visits) at each hour of the day

Slide 5: A stacked bar chart with the number of conversions at each hour of the day

Slide 6: A bar chart with the average conversion rate by day of week

Slide 7: An area chart with the average weekly conversion rates at each hour of the day alongside a line chart with Monday–Wednesday conversion rates at each hour of the day

Slide 8: Conclusion and next steps

Step-By-Step Instructions

Step 1: Access the template




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

Link to template: [Presentation](#)

OR

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

 [Activity Template](#)
[PPTX File](#)

Step 2: Review the slide presentation

Examine the slide presentation, paying attention to the content and the order of the visualizations. As you review the presentation, you may want to consult your notes from the [Analyze data using pivot tables](#) activity. Keep them open as you complete this exercise. They can remind you of contextual details, as well as your own thoughts and conclusions about the data.

Note: Be sure to review the speaker notes below Slide 4 (Weekly sessions by time of day), which have already been completed. You can refer to them as a model as you complete this exercise.

Step 3 (optional): Add your visualizations to the presentation

The template for this activity includes versions of the charts from the [exemplar for the Create data visualizations for a presentation activity](#). If you'd like, you may replace the provided charts with your visualizations from that activity.

To add your charts to the presentation, open your completed data visualizations spreadsheet. Then copy and paste each chart into the corresponding slide of the presentation. (Your visualizations should be in the same order as the charts in the presentation.) Use the size and position of the existing charts as a guide for placing your own.

Step 4: Summarize the total conversions data (Slide 5)

Write a short paragraph (at least 2–3 sentences) summarizing the data next to Summary in the speaker notes. Your summary should use clear, straightforward language and highlight key points that matter to your audience. Remember that your audience does not need to know every detail of your analysis.

Consider the following guiding questions as you plan your summary:

What data points does the slide visualize?

Why is it helpful in determining how to increase conversions?

What general patterns or trends can you identify (e.g., periods of high or low volume)?

How is this data similar or different to the weekly sessions data in Slide 4?

What insights or conclusions can you reach by comparing the two charts?

Step 5: Summarize the average conversion rates by day of week data (Slide 6)

Write a short paragraph (at least 2–3 sentences) summarizing the data next to Summary in the speaker notes.

Consider the following guiding questions as you plan your summary:

What data points does the slide visualize?

How does it relate to the previous slide?

What general patterns or trends can you identify (e.g., days above or below the average)?

How did these trends help you determine when to run more (or fewer) ads?

Step 6: Summarize the average and Monday–Wednesday conversion rates data (Slide 7)

Write a short paragraph (at least 2–3 sentences) summarizing the data next to Summary in the speaker notes.

Consider the following guiding questions as you plan your summary:

What data points does the slide visualize?

How do they relate to the previous slide?

What insights can you gain from comparing the two charts on this slide?

How did these insights help you determine when to run more (or fewer) ads?

Step 7: Write a conclusion and next steps (Slide 8)

In the text box on Slide 8, briefly summarize your insights and recommendations. You may want to consult your completed pivot tables activity for a refresher.

Consider the following guiding questions as you plan your conclusion:

During what general days and times do you recommend running more ads? Fewer ads?

How many total hours do you recommend running more ads? Fewer ads?

How do you expect your recommendations to support departmental and company-wide goals?

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed presentation:

Slides 5–7 have summaries that describe the data and why it's important to the audience.

Slide 8 has a conclusion that ties the presentation together and describes next steps.