Activity Exemplar: Suggest a new product category based on search data

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: <u>Internal site search data</u> ⧉

OR

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

> 📎 **Activity Exemplar_ Internal site search data**
> XLSX File

Assessment of Exemplar

Compare the exemplar to your completed site search spreadsheet. 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.

Let's review the completed site search data spreadsheet:

Categories for each search term

The Category column identifies the category for each search term. For example, "soy wax for candle making" belongs in the *candle making* category, and "velvet yarn" belongs in the *yarn* category.

Search terms that don't belong in the *yarn*, *jewelry making*, or *candle making* category are grouped together in the *other* category. For example, "photo frame kit" belongs in the *other* category, since it doesn't relate to yarn, jewelry making, or candle making.

Category with the most searches

According to the search totals in the pivot table, the *yarn* category received the highest number of unique searches. This category is highlighted in yellow. The company will begin researching this category to determine whether these products are worth selling.

Mark as completed

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