[](https://www.insidesherpa.com/dashboard)

* [View open jobs at KPMG →](https://www.insidesherpa.com/open-jobs/NbfckfeuMiyuCfQc7/m7W4GMqeT3bh9Nb2c/KPMG)
* Allow KPMG to contact me

[](https://www.insidesherpa.com/virtual-internships/m7W4GMqeT3bh9Nb2c)

[Homepage](https://www.insidesherpa.com/virtual-internships/theme/m7W4GMqeT3bh9Nb2c/KPMG-Data-Analytics-Virtual-Internship)   >   [Module Overview Page](https://www.insidesherpa.com/virtual-internships/m7W4GMqeT3bh9Nb2c)  >   [Data Insights and Presentation](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs)

Task 3

**Data Insights and Presentation**

Using visualisations to present insights

[[](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs#step1)](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step1)

[Watch video instructions](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step1)

[[](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs#step2)](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step2)

[Get background info and context](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step2)

[[](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs#step3)](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step3)

[Get details for your task](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step3)

[[](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs#step4)](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step4)

[View resources to help you learn](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step4)

[[](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs#step5)](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step5)

[Submit your work on this page](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step5)

[[](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs#step6)](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step6)

[Unlock the model work](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs" \l "step6)

**1**

**Get your instructions from your supervisor**

Watch this video and hear about your task.

Optional: Employment Preferences

**What kind of employment opportunities are you looking for?**

* Pre-internship
* Internships / Vacation schemes
* Full time

🌏  Update working rights  →

📃  Upload your Resume  →

This helps companies on InsideSherpa reach out to you for the right roles.

**2**

**Here is the background information on your task**

**[Please make sure you attempt Module 1 & 2 before starting this Module]**

The client is happy with the analysis plan and would like us to proceed.  After building the model we need to present our results back to the client. 

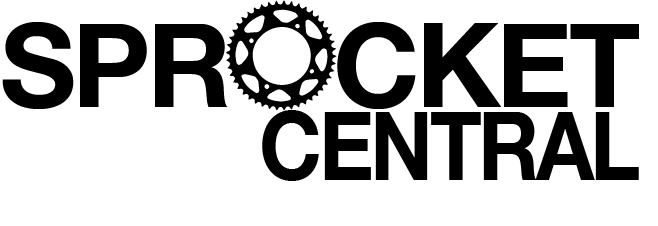
Visualisations such as interactive dashboards often help us highlight key findings and convey our ideas in a more succinct manner. A list of customers or algorithm won’t cut it with the client, we need to support our results with the use of visualisations.

**3**

**Here is your task**

Please develop a dashboard that we can present to the client at our next meeting. Display your data summary and results of the analysis in a dashboard (see tools/references for assistance).  Maximum of 3 dashboard views/tabs, creativity in layout and presentation is welcome.

As this is not a KPMG branded deliverable, please find attached a client logo for incorporation.



It is important to keep in mind the business context when presenting your findings:

* What are the trends in the underlying data?
* Which customer segment has the highest customer value?
* What do you propose should be Sprocket Central Pty Ltd ’s marketing and growth strategy?
* What additional external datasets may be useful to obtain greater insights into customer preferences and propensity to purchase the products?

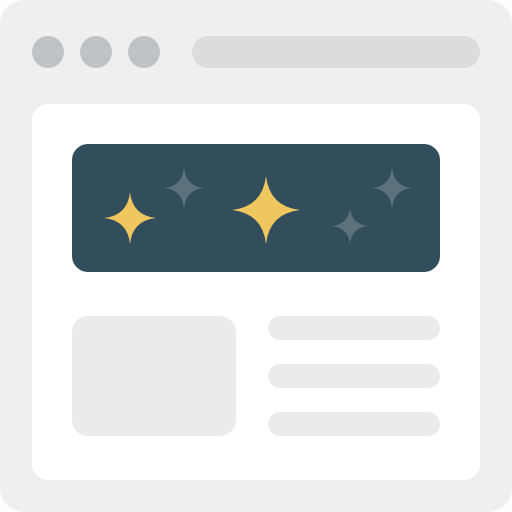
Specifically, your presentation should specify who Sprocket Central Pty Ltd’s marketing team should be targeting out of the new 1000 customer list as well as the broader market segment to reach out to.

**4**

**Resources to help you with the task**

**To do this task, you may use tools like Tableau and Power BI. These tools help group and visualise datasets.**

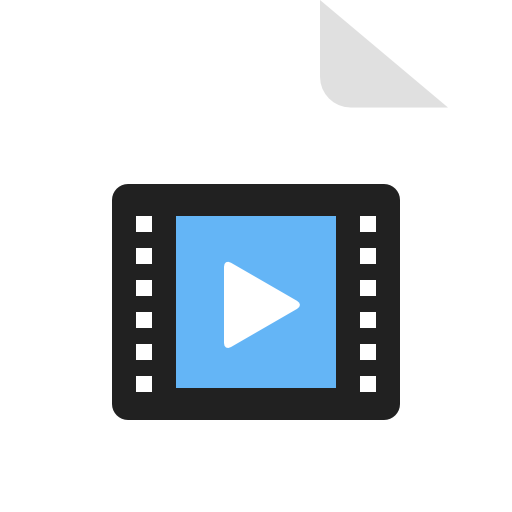
There are many tools that may support the dashboard creation for this module: 

[[](https://www.tableau.com/)](https://www.tableau.com/" \t "_blank)

**[Link to the Tableau Software website](https://www.tableau.com/" \t "_blank)**

[This is a data analysis and visualisation program that will help for this module. There is a free trial for students.](https://www.tableau.com/" \t "_blank)

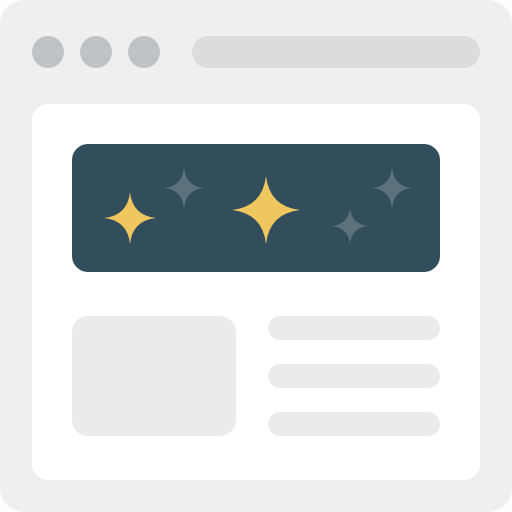
**[Click to view website →](https://www.tableau.com/" \t "_blank)**

[[](https://www.youtube.com/watch?v=Nr31rv9tsJ8)](https://www.youtube.com/watch?v=Nr31rv9tsJ8" \t "_blank)

**[A basic tutorial on how to use Tableau](https://www.youtube.com/watch?v=Nr31rv9tsJ8" \t "_blank)**

[Use this tutorial to get a start with the data analytics software.](https://www.youtube.com/watch?v=Nr31rv9tsJ8" \t "_blank)

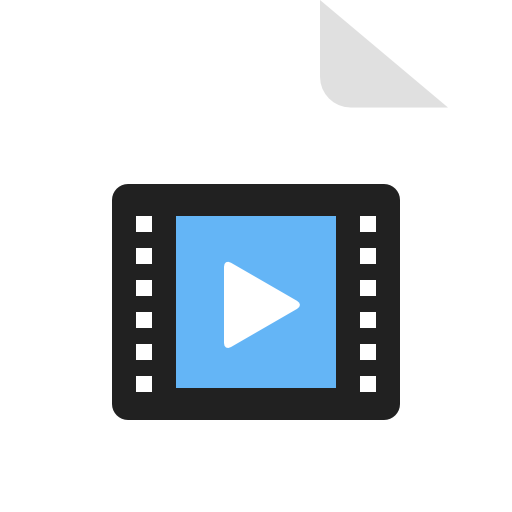
**[Click to view video →](https://www.youtube.com/watch?v=Nr31rv9tsJ8" \t "_blank)**

[[](https://powerbi.microsoft.com/en-us/)](https://powerbi.microsoft.com/en-us/" \t "_blank)

**[Link to the Power BI software from Microsoft](https://powerbi.microsoft.com/en-us/" \t "_blank)**

[This is a data analysis and visualisation program that will help for this module. There is a free trial for students.](https://powerbi.microsoft.com/en-us/" \t "_blank)

**[Click to view website →](https://powerbi.microsoft.com/en-us/" \t "_blank)**

[[](https://www.youtube.com/watch?v=e2wDqspleNk)](https://www.youtube.com/watch?v=e2wDqspleNk" \t "_blank)

**[A basic tutorial on how to use Power BI](https://www.youtube.com/watch?v=e2wDqspleNk" \t "_blank)**

[Use this tutorial to get a start with the data analytics software.](https://www.youtube.com/watch?v=e2wDqspleNk" \t "_blank)

**[Click to view video →](https://www.youtube.com/watch?v=e2wDqspleNk" \t "_blank)**

[[](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx)](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)

**[Required File: The dataset from Sprocket Central](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)**

[Use this as the basis of your customer targeting recommendations and dashboard.](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)

[KPMG\_Virtual\_internship\_dataset\_insidesherpa.xlsx](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)

**[Click to download file →](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)**

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**5**

**Submit your work**

You may only credit this task to your CV if you make a genuine attempt at the work. You may resubmit work, iterate upon and reattempt work as many times as you want.

**Practice or learning attempt:**

 toggle this switch to flag this was a practice attempt to KPMG

Top of Form

Drop files here or click to upload.(You can resubmit your work as many times as you wish)

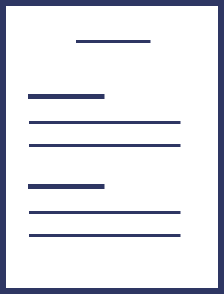
Bottom of Form

**Your completed task attempts:**

**6**

**Unlock the model work**

Download an example of work done at KPMG in this topic. Submit an attempt at work first before this unlocks.



[← Previous Task](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/PH6AYWBqqJvSzDBbd)

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