

# Create a Proposal for the Next Quarter

## REVIEW

## HISTORY

### Meets Specifications

Hi Audrey, thank you for submitting your project for review. You have put together a fantastic submission! You have clearly demonstrated your ability to analyse data, well done. I have included a few suggestions in comments. I hope you'll find them useful for the future. Congratulations on successfully completing your final project! Have a great day

### Part 1: Objectives Results

Student visually (in an appropriate table or graph for the data type) demonstrates the total number of sales for each year, and displayed the percent change from 2017 to 2018.

Student indicated whether the example goal was met or was not met.

Student used proper chart labels, headings, and any legends.

Student restated the goal, so it was evident why they were presenting the information on each slide

Student did this for both the Ad Spend goal and the Sales goal.

Great job here! You've clearly (and correctly) stated whether the objectives were met or not, demonstrated how you've come to your conclusions, and provided proper visuals to re-enforce your answers.

Small suggestion: it is great that you included the formula you used within your table in this slide, it demonstrates to the reviewer how you've come to your answers. Just bear in mind that if you were presenting this data to a stakeholder within a company, this perhaps would not be necessary.

## Part 2: Evaluate the Audience

- For the required question The student should demonstrate the data points for every age range (18-25, 26-35, 36-45, 46-50,51-55,55+).
- The information should be easy to understand and they should provide a visual to reinforce it.
- Students may use multiple charts, or combined charts, to demonstrate the result.
- Students should include a description of the outcome.

Charts should have proper labels, titles, and legends so it is clear to understand.

Fantastic job here! Sales info by age group is clearly demonstrated using appropriate charts. Extra kudos for including both the \$ and % information here ;) Suggestion: another way you could have gone about this is by demonstrating the info for each year separately. This would give you a point of comparison and show you if the performance of certain age groups has changed from one year to another.

- Student indicated what question they are trying to answer.
- Student used proper chart labels, headings, and any legends.
- Student provided supporting text to any visuals provided to explain the information and why it was being presented.

The information should be easy to understand and they should provide a visual to reinforce it.

Very good job in your slide 4 as well. Clearly stated question and answer. Proper chart used to demonstrate the answer. Well done

## Part 3: Evaluate the Marketing

- The information should be easy to understand and they should provide a visual to reinforce it.
- Students may use multiple charts, or combined charts, to demonstrate the result.
- Students should include a description of the outcome.
- Charts should have proper labels, titles, and legends so it is clear to understand.

This part meets specifications, well done. You've correctly and clearly stated the answers to required questions and provided appropriate charts to demonstrate them.

Suggestion: it would be a good idea to show ROI for 2017 and 2018 separately. This would give you an idea on which year performed better in terms of return on investment.

Of note, you mentioned that age range 55+ had the lowest CPA when your chart (correctly) show that the average CPA for the group was actually the highest. I can see you probably meant the sum of CPA here. It would be good if you stated it to avoid confusion. I hope this makes sense.

- Student indicated what question they are trying to answer.
- Student used proper chart labels, headings, and any legends.
- Student provided supporting text to any visuals provided to explain the information and why it was being presented.
- The information should be easy to understand and they should provide a visual to reinforce it.

Great job in your slide 6!

Suggestion: in your slide 7 it would be better if you used a more straightforward chart to demonstrate your answer. A simpler bar chart would work here. The chart you presented does provide the required information however it may not be easily readable and understandable by your audience.

## Part 4: Evaluate the Sales

- The information should be easy to understand and they should provide a visual to reinforce it.
- Students may use multiple charts, or combined charts, to demonstrate the result.
- Students should include a description of the outcome.

- Charts should have proper labels, titles, and legends so it is clear to understand.

Good and straightforward answer here, well done.

- Student indicated what question they are trying to answer.
- Student used proper chart labels, headings, and any legends.
- Student provided supporting text to any visuals provided to explain the information and why it was being presented.
- The information should be easy to understand and they should provide a visual to reinforce it.

Great!

## Part 5: Evaluate the Product Categories

- The information should be easy to understand and they should provide a visual to reinforce it.
- Students may use multiple charts, or combined charts, to demonstrate the result.
- Students should include a description of the outcome.
- Charts should have proper labels, titles, and legends so it is clear to understand.

Good job evaluating product categories in your slide 10.

- Student indicated what question they are trying to answer.
- Student used proper chart labels, headings, and any legends.
- Student provided supporting text to any visuals provided to explain the information and why it was being presented.
- The information should be easy to understand and they should provide a visual to reinforce it.

Your slides 10 and 11 meet specifications, well done.

Suggestion: it would be a better idea to demonstrate the sales and CPA separately for each year, to enable your audience to see the comparison between

the two. This is usually beneficial when analyzing sales data.

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