**1. What is a common working norm that other team members felt was important? Why?**

Being prepared to do their work and discuss all the issues.

Across Audience, Creative, Spatial, and Inventory analysts, everyone stressed that bringing a one‐page slide or a simple Tableau view, rather than raw tables, ensures the discussion stays focused. By having key metrics (state-level ROI, top-performing audience segments) readily available in a visual format, each function can immediately see how their area fits into the bigger picture and avoid wasting time sifting through unfiltered data.

**2. What is one data manipulation strategy you feel more confident in practicing after your meeting? Building Tableau calculated fields for derived metrics (e.g., CPA and ROI).**

Watching how the Spatial, Audience, and Creative analysts each defined “Cost Per Acquisition” and “ROI Score” in front of the group helped me cement the steps: join on userid, strip currency formatting, then write CPA = SUM(Gross Cost) / SUM(Total Conversions) and ROI Score = SUM(Total Conversions) / [CPA]. Seeing everyone reference the same calculated fields in real time gave me the confidence to build and troubleshoot those formulas on my own.

**3. What is one data manipulation strategy you need to practice more of?**

**Excel Pivot Tables** is not my strongest skill

I’m far more comfortable reshaping and aggregating data using Python (pandas), SQL (GROUP BY), or Tableau’s drag-and-drop. In contrast, I often lose time in Excel figuring out whether to drag “State” into Rows vs. Columns, or how to add a calculated field inside the Pivot.

Spatial Analysts shared folder   
<https://docs.google.com/document/d/1pOGDEHNG5kCvS3boXjnCFzy7t5Hjf4bpCqmM9zVey9M/edit?usp=drive_link>