**Cross-Functional Meeting**

1. Data-Driven Listening and Sharing our team came prepared with a geographic insights (maps, state-level KPIs, spatial trends) and ready to explain how they connect to audience, creative, and inventory decisions.
2. Listen openly when other analysts present their findings our team asked clarifying questions (“How do your top audience buckets align with the regions I’ve identified as high-ROI?”) so everyone sees how the data interlocks.
3. Respectful, Agenda-Focused Collaboration
4. Keep discussions solution-oriented, so time is well used and all functions stay aligned.

**How do your individual ( project role related ) responsibilities trickle up into the larger picture?** My work on state, and region-level performance metrics (CPA, CVR, conversions per dollar) that directly inform where Audience Analysts focus their segmentation and where Creative Analysts tailor messaging.

For example, flagging that “Colorado and Virginia are high-ROI zones” steers the audience team to double down on lookalikes in those states and nudges the creative team to test region-specific ad copy or imagery.