TASK 2 :

Visualize Insights

You’ve finished exploring the data, sliced by channel, campaign, and customer type. Now it’s time to **communicate your insights** clearly and persuasively.

Different stakeholders are asking follow-up questions based on their priorities:

For example:

* ***Marketing****wants to know what message to scale.*
* ***Customer Growth****cares about new vs. existing customer trends.*

**How to match your message to the client’s goals:**

The client’s top priority is **growing new customer sales**. As you prepare to share your insights, make sure your recommendation is focused, relevant, and supported by data.

That means:

* **Prioritize the right metrics.** Look at sales from *new* customers, not just total performance. Focus on where growth is coming from.
* **Tie your insights to the business question.** Don’t just say which campaign performed best—explain why it makes sense to **double down** on that campaign and channel combo based on what the data shows.
* **Back up your claims with evidence.** Be specific. Point to sales figures, conversion patterns, or consistent performance across channels to support your recommendation.

You’re not writing a full report—just a clear, data-informed message that helps the client take action.