



## Activity overview

Earlier in this course, you learned the importance of visualizing data with design thinking. In this activity, you will apply this knowledge and create your own visualization from a dataset.

By the time you complete this activity, you will be able to create and customize data visualizations using the Chart Editor in a spreadsheet. This will enable you to answer a business question with a shareable representation of data, which is important for presenting your findings in your career as a data analyst.



### Scenario

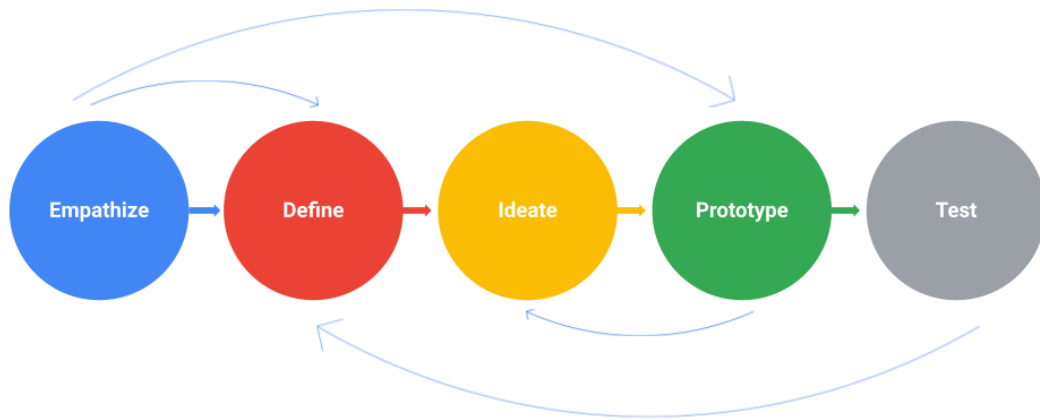

### Step-By-Step Instructions

#### Step 1: Access the dataset

#### Step 2: Review the design thinking rocess

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## Decision tree



### Step 3: Create a prototype

Making your own visualization - example dataset ☆ 📁 🌐

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Month	January	February	March	April	May	June	July	August	September	October	November	December	Total
Product A Sales	117522	85275	83564	84110	78656	79352	78654	80014	67560	567782	578041	602280	2502810
Product B Sales	153342	150887	150222	146647	151786	148740	154047	151366	152004	181796	192452	201947	1935236

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3 Rows above


3 Rows below


13 Columns left


13 Columns right


Cells and shift down


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 **Chart**

 Image


 Drawing

 Form

 Function

 Insert link Ctrl+K

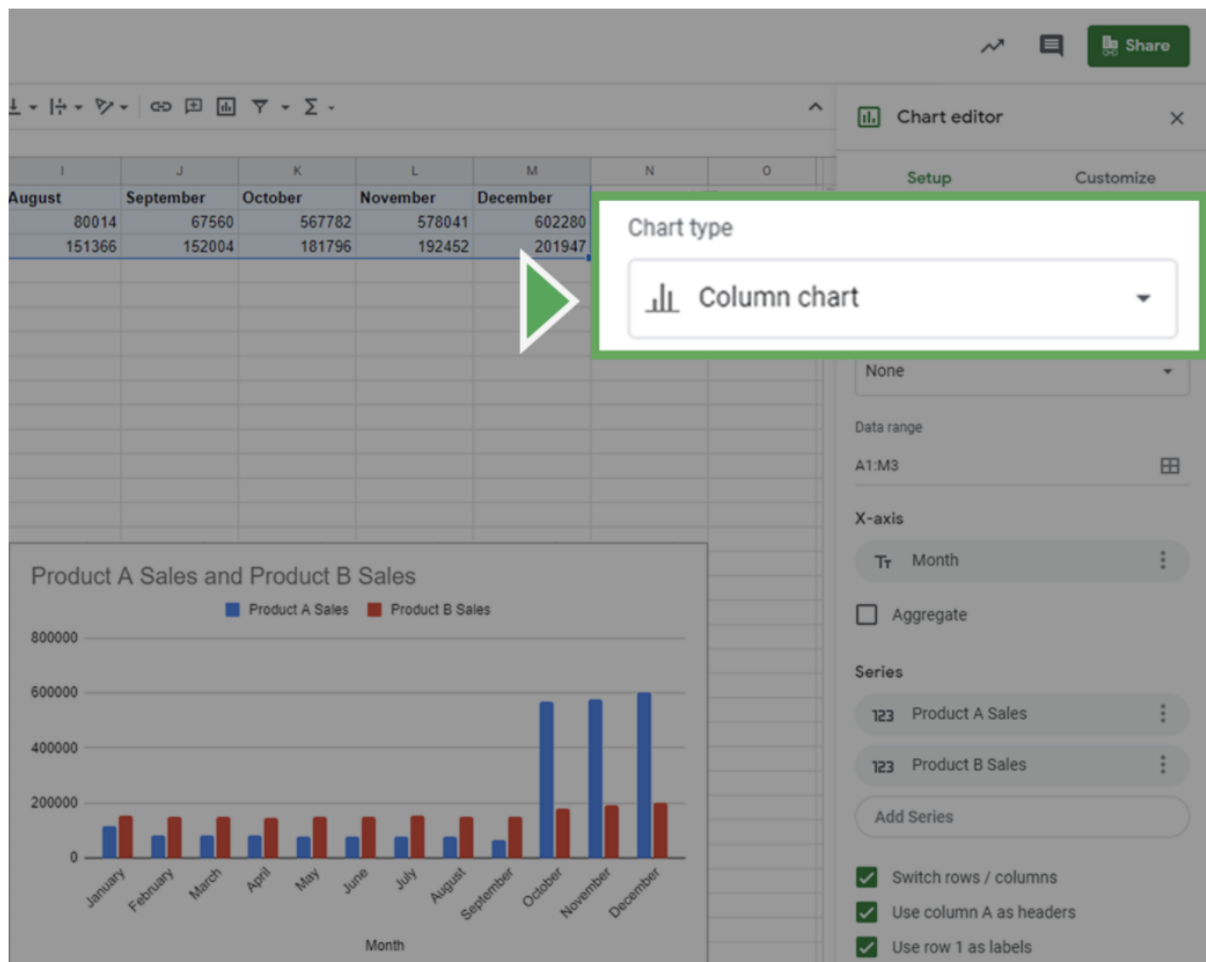
☒ **Checkbox**

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**Note** Shift+F2

**New sheet** Shift+F11

	E	F	G	H
April	May	June	July	
83564	84110	78656	79352	78654
150222	146647	151786	148740	154047



#### Step 4: Customize your chart

Now, customize your visualization by editing the titles, labels, and style.

Click on the **Customize** tab in the **Chart Editor**. Click on the **Chart & axis titles** dropdown to add an informative title or label your axes. Click the **Legend** dropdown to create a legend for your chart.

Once you decide on the style and labels, focus on the design elements of the chart. This is your chance to adjust elements such as color and font. For instance, you can change the color scheme of the chart in the **Chart Style** dropdown.

When creating data visualizations, **accessibility** is important. Set up your visualization in a way that is accessible and understandable by including highly contrasting colors.

Once you're done customizing your chart, review your choices to ensure that your visualization is easy to understand.

- Do you think your audience will fully understand what they are observing within five seconds?
- Will they understand the key takeaway you're trying to communicate after another five seconds?
- Did you use the most clear and communicative visualization style for your data?

If the answer to any of these questions is no, try different visualization styles and design choices. Experiment with colors, shapes, and chart types to find what makes it easier or harder to understand the message you are trying to convey.

**Pro Tip: Save the activity dataset**

Be sure to save a copy of the dataset you used to complete this activity. You can use it for further practice or to help you work through your thought processes for similar tasks in a future data analyst role.