**Weekly challenge 4**

### Question 1

A data analyst gives a presentation about predicting upcoming investment opportunities. How does establishing a hypothesis help the audience understand their predictions?

* It visualizes the data clearly and concisely
* **It provides context about the presentation’s purpose**
* It describes the data thoroughly
* It summarizes the findings succinctly

Establishing a hypothesis provides the audience with context about the analyst’s presentation. In this scenario, it establishes what the analyst wants to prove or disprove about which investment opportunities are most promising.

### Question 2

What is the final step and "so what?" moment when presenting a data visualization with the McCandless Method?

* Answer obvious questions before they’re asked
* State the insight of the graphic
* Call out data to support that insight
* **Describe why the graphic matters**

The most complex part of the McCandless Method is telling the audience why your graphic matters. When presenting to stakeholders, this is when you discuss the clear actions they can take and the impact of your findings.

### Question 3

What is the final step and "so what?" moment when presenting a data visualization with the McCandless Method?

* **Using the five-second rule**
* **Starting with broad ideas**
* Practicing breathing exercises
* Improving body language

When introducing a data visualization, an analyst can use the five-second rule to allow their audience to absorb the data visualizations presented. They can also start with broad ideas to simplify the explanation about the visualization’s purpose.

### Question 4

You are preparing to present in front of a large audience. Which of the following is a best practice for speaking to an audience?

* Take long pauses between sentences
* **Speak at a relaxed pace in short sentences**
* Speak as quickly as possible
* Take as few pauses as possible

Speaking at a relaxed pace in short sentences is a best practice for a presentation. A large audience will have an easier time following your points if you use public speaking best practices.

### Question 5

You are running a colleague test with your coworkers. One coworker points out that she doesn’t understand one of your graphs. What can you do to prepare for presenting to your stakeholders? Select all that apply.

* **Redesign the graph**
* Move the graph to a later slide
* Remove the graph
* **Elaborate on the data from the graph**

If you receive a concern from a colleague about one of your data visualizations, you can redesign it or elaborate on the data it displays. By running a Colleague Test, you can catch and fix issues with your presentation before getting in front of your audience.

### Question 6

Your stakeholders are concerned about the source of your data. They are unfamiliar with the organization that ran the analyses you referenced in your presentation. Which kind of objection are they making?

* Presentation skills
* Findings
* **Data**
* Analysis

When a stakeholder is concerned about the source of your data, they are making an objection about your data. This is when someone objects to the source or relevance of the data you use.

### Question 7

You are presenting to your stakeholders an analysis of your company’s latest quarter earnings. Your stakeholders express concern that your projections for next quarter are lower than expected. What are appropriate ways to respond to these objections? Select all that apply.

* **Communicate the assumptions you made in your approach**
* **Take steps to investigate your analysis question further**
* **Explain why you think the discrepancies exist**
* Repeat the steps you took

When responding to a concerned or objecting stakeholder, you can communicate the assumptions you made to clarify if they are accurate. You can also explain why you think the discrepancies exist and promise to investigate the matter further.

### Question 8

You are presenting to a large audience and want to keep everyone engaged during your Q&A. What can you do to ensure your audience doesn’t grow disinterested despite its size?

* Wait longer for the audience to ask questions
* **Ask your audience for insights**
* Repeat your key findings
* Keep your pitch level

One way to engage a large audience is to ask them if they know anything about the topic you’re presenting about. In a large audience, it is more likely that an audience member may have information or anecdotes to contribute. You can enrich the discussion if they would like to share their insights.