

Unit 3 Critical Thinking Questions

1. **What does it mean to say that data in an Excel table is “dynamically linked” to a chart? What are the advantages of this feature?**

It means that updates automatically when you change the data source. This is nice, because then because of having to manually change everything linked to it (which can take a while), it does it automatically for you.

2. **What is the major difference between a chart and a graph? For each, provide a metric-related scenario where one would be a superior way to illustrate the data.**

Chart – present information in the form of graphs. Best when you want to show one set of information.

Graph – show the relationship between the sets of data. Best when you are showing different sets of information, and want to graph the relationship between them.

3. **Explain why a waterfall chart would be especially useful for using the customer lifetime value and customer acquisition costs metrics to determine the general efficiency of a marketing campaign.**

This type of graph can show you how an initial value is being impacted by intermediate values, whether they are positive or negative, and results in a final value. It gives context as to what is being reported.

4. **When it comes to designing a good slideshow, what are the advantages of being proficient in Excel?**

If you're good at making chart/graph information in Excel, you'll be able to implement that into PowerPoint. By doing this, you'll be able to show all sorts of information within your PowerPoint (such as statistics to something).

5. **Which is a more important sign of growth: organic traffic or paid traffic? Or are they equally important? Why?**

Both are pretty much equal. However, if you have more organic traffic than paid, that shows you are showing up on the internet more. Usually paid traffic comes from ads on most common websites. Organic means they are coming from all over the internet, not just those couple common websites.