

✔ **Congratulations! You passed!**

Grade received 100% To pass 80% or higher

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1. Data storytelling involves which of the following elements? Select all that apply.

1 / 1 point

☒ Using a narrative that is customized to your audience

✔ **Correct**

Data storytelling involves communicating the meaning of a dataset with visuals and using a narrative that is customized to your audience.

☐ Describing the steps of your analysis process

☒ Communicating the meaning of a dataset with visuals

✔ **Correct**

Data storytelling involves communicating the meaning of a dataset with visuals and using a narrative that is customized to your audience.

☐ Selecting only the data points that support your case

2. A data analyst presents their data story to an audience. They aim to capture and hold the audience members' interest and attention. Which data storytelling concept does this describe?

1 / 1 point

☐ Narrative

☒ Engagement

☐ Visuals

☐ Primary message

✔ **Correct**

Engagement involves capturing and holding the audience members' interest and attention.

3. Which of the following activities would a data analyst do while spotlighting? Select all that apply.

1 / 1 point

☒ Write notes on a white board that contain the data analysis insights

✔ **Correct**

Spotlighting involves scanning through data to quickly identify the most important insights. This can be done with notes on a whiteboard, by searching for broad ideas, and by identifying concepts that arise repeatedly.

☒ Search for broad, universal ideas and messages

✔ **Correct**

Spotlighting involves scanning through data to quickly identify the most important insights. This can be done with notes on a whiteboard, by searching for broad ideas, and by identifying concepts that arise repeatedly.

☒ Identify ideas or concepts that arise repeatedly

✔ **Correct**

Spotlighting involves scanning through data to quickly identify the most important insights. This can be done with notes on a whiteboard, by searching for broad ideas, and by identifying concepts that arise repeatedly.

☐ Focus on the details of the analysis and results