

✔ Congratulations! You passed!

Grade received 100% To pass 80% or higher

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Weekly challenge 1

Latest Submission Grade 100%

1. Which of the following options describes data analysis?

1 / 1 point

- ☐ Creating new ways of modeling and understanding the unknown by using raw data
- ☐ Using facts to guide business strategy
- ☐ The various elements that interact with one another in order to provide, manage, store, organize, analyze, and share data
- ☒ The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making

✔ Correct

Data analysis is the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making.

2. In data analytics, a model is a group of elements that interact with one another.

1 / 1 point

- ☐ True
- ☒ False

✔ Correct

In data analytics, a data ecosystem is a group of elements that interact with one another.

3. Fill in the blank: The primary goal of a data ____ is to find answers to existing questions by creating insights from data sources.

1 / 1 point

- ☒ analyst
- ☐ designer
- ☐ engineer
- ☐ scientist

✔ Correct

The primary goal of a data analyst is to find answers to existing questions by creating insights from data sources.

4. What tactics can a data analyst use to effectively blend gut instinct with facts? Select all that apply.

1 / 1 point

- ☐ Focus on intuition to choose which data to collect and how to analyze it.
- ☒ Use their knowledge of how their company works to better understand a business need.

✔ Correct

At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

- ☐ Ask how to define success for a project, but rely most heavily on their own personal perspective.
- ☒ Apply their unique past experiences to their current work, while keeping in mind the story the data is telling.

✔ Correct

At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

5. A furniture manufacturer wants to find a more environmentally friendly way to make its products. A data analyst helps solve this problem by gathering relevant data, analyzing it, and using it to draw conclusions. The analyst then shares their analysis with subject-matter experts from the manufacturing team, who validate the findings. Finally, a plan is put into action. This scenario describes data science.

1 / 1 point

- ☐ True
- ☒ False

✔ Correct

This company has put data at the heart of its business strategy in order to achieve data-driven decision-making.

6. Fill in the blank: The people very familiar with a business problem are called _____. They are an important part of data-driven decision-making.

1 / 1 point

- ☐ customers
- ☐ stakeholders
- ☐ competitors
- ☒ subject-matter experts

 **Correct**

Subject-matter experts are very familiar with the business problem and can look at the results of data analysis to validate the choices being made.

7. A data analyst finishes analyzing data for a marketing project. The results are clear, so they present findings and recommendations to the client. What should they have done before that presentation?

1 / 1 point

- ☐ Surveyed customers about results, conclusions, and recommendations
- ☒ Shared the results with subject-matter experts from the marketing team for their input
- ☐ Created a model based on the results of the analysis
- ☐ Archived the datasets in order to keep them secure

 **Correct**

Including insights from people who are familiar with the business problem is an example of data-driven decision-making.

8. You read an interesting article in a magazine and want to share it in the discussion forum. What should you do when posting? Select all that apply.

1 / 1 point

☒ Check your post for typos or grammatical errors.

 **Correct**

Posts should be relevant to data analytics and checked for typos and grammatical errors.

☐ Include your email address for people to send questions or comments.

☐ Take credit for creating the article.

☒ Make sure the article is relevant to data analytics.

 **Correct**

Posts should be relevant to data analytics and checked for typos and grammatical errors.