

## ✔ Congratulations! You passed!

Grade received **100%** To pass 80% or higher

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### \*Course challenge\*

Latest Submission Grade **100%**

#### 1. Scenario 1, questions 1-5

1 / 1 point

You've been working at a data analytics consulting company for the past six months. Your team helps restaurants use their data to better understand customer preferences and identify opportunities to become more profitable.

To do this, your team analyzes customer feedback to improve restaurant performance. You use data to help restaurants make better staffing decisions and drive customer loyalty. Your analysis can even track the number of times a customer requests a new dish or ingredient in order to revise restaurant menus.

Currently, you're working with a vegetarian sandwich restaurant called Garden. The owner wants to make food deliveries more efficient and profitable. To accomplish this goal, your team will use delivery data to better understand when orders leave Garden, when they get to the customer, and overall customer satisfaction with the orders.

Before project kickoff, you attend a discovery session with the vice president of customer experience at Garden. He shares information to help your team better understand the business and project objectives. As a follow-up, he sends you an email with datasets.

Click below to read the email:



**C3 Scenario 1\_Client Email .pdf**  
PDF File

[Open file](#)

And click below to access the datasets:



**Course 3 Final Challenge Data Sets - Customer survey data (1)**  
CSV File

[Download file](#)

**Course 3 Final Challenge Data Sets - Delivery times\_distance (1)**  
CSV File

[Download file](#)

**Reviewing the data enables you to describe how you will use it to achieve your client's goals. First, you notice that all of the data is first-party data. What does this mean?**

- ☐ It's data that was collected from outside sources.
- ☒ It's data that was collected by Garden employees using the company's own resources.
- ☐ It's subjective data that measures qualities and characteristics.
- ☐ It's a type of data that's categorized without a set order.



Correct

First-party data is data collected by an individual or group using their own resources.

## 2. Scenario 1 continued

1 / 1 point

Next, you review the customer satisfaction survey data. To use the template for the customer satisfaction survey data, click the link below and select "Use Template."

Link to template: [Customer Satisfaction Survey data](#)

OR

If you don't have a Google account, download the CSV file directly from the attachment below.



CustomerSurveyData - Customer survey data

CSV File

[Download file](#) ↓



The question in column E asks, "Was your order accurate? Please respond yes or no." What kind of data is this?

☐ Second-party data

☐ Ordinal data

☒ Boolean data

☐ Clean data



Correct

This is Boolean data, which has only two possible values, such as yes or no.

## 3. Scenario 1 continued

1 / 1 point

Now, you review the data on delivery times and the distance of customers from the restaurant.

To use the template for the dataset, click the link below and select "Use Template."

Link to template: [Delivery Times/Distance](#)

OR

If you don't have a Google account, download the CSV file directly from the attachment below.



DeliveryTimes\_DistanceData - Delivery times\_distance

CSV File

[Download file](#) ↓



Fill in the blank: The data in column E is an example of \_\_\_\_ data. Select all that apply.

☒ discrete

☒ Correct

This is an example of discrete data, which is counted and has a limited number of values. It is also quantitative data, which is specific and measures numerical facts.

☐ continuous

☐ qualitative

☒ quantitative

☒ Correct

This is an example of discrete data, which is counted and has a limited number of values. It is also quantitative data, which is specific and measures numerical facts.

#### 4. Scenario 1 continued

1 / 1 point

The next thing you review is the file containing pictures of sandwich deliveries over a period of 30 days. **This is unstructured data, which means what?**

- ☐ It's objective and measures facts.
- ☐ It's collected by a group directly from its audience and then sold.
- ☒ It's not organized in an easily identifiable manner.
- ☐ It's organized in a certain format.

☒ Correct

Unstructured data is not organized in an easily identifiable manner.

#### 5. Scenario 1 continued

1 / 1 point

Now that you're familiar with the data, you want to build trust with the team at Garden. You decide to impress them by taking the initiative to reach out to your social media followers. You explain that Garden is a new client, and you show them the pictures of Garden's sandwich deliveries from the client file. Then, you ask them if they have any photos of sandwich deliveries that you can evaluate.

**This is an example of going above and beyond expectations and a great way to build trust.**

- ☐ True
- ☒ False

☒ Correct

Building trust involves not sharing private or sensitive client information.

## 6. Scenario 2, questions 6-10

1 / 1 point

You've completed this program and are interviewing for a junior data scientist position at a company called Sewati Financial Services.

Click below to review the job description:



**C3 Course Challenge Junior Data Scientist Job Description .pdf**

PDF File

[Open file](#)

So far, you've successfully completed the first interview with a recruiter. They arrange your second interview with the team at Sewati Financial Services.

Click below to read the email from the human resources director:



**Course 3 Scenario 2\_Second Interview Email.pdf**

PDF File

[Open file](#)

You arrive 15 minutes early for your interview. Soon, you are escorted into a conference room, where you meet Kai Harvey, the senior manager of strategy. After welcoming you, he begins the behavioral interview.

**Consider and respond to the following question. Select all that apply.**

**Our data analytics team often surveys clients to get their feedback. If you were on the team, how would you ensure the results do not favor a particular person, group of people, or thing?**

☐ Instruct participants to share their name and contact information.

☒ Give participants enough time to answer each survey question.

✓ **Correct**

The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can help ensure survey results are unbiased.

☒ Make sure the wording of the survey question does not encourage a specific response from participants.

✓ **Correct**

The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can help ensure survey results are unbiased.

☒ Ensure the survey sample represents the population as a whole.

✓ **Correct**

There are several factors that influence bias in survey results. To minimize bias, consider the way questions are written, the amount of time given to answer each question, and inclusivity of participants.

## 7. Scenario 2 continued

1 / 1 point

Consider and respond to the following question. Select all that apply.

**Our data analytics team often uses external data. Where can you access useful external data?**

☒ An open-data website

☒ **Correct**

Data analysts access external data from open-data websites and public databases.

☒ A public database

☒ **Correct**

Data analysts access external data from open-data websites and public databases.

☐ Sewati Financial Services website

☐ Sewati Financial Services database in the cloud

#### 8. Scenario 2 continued

1 / 1 point

Consider and respond to the following question. Select all that apply.

**Our analysts often work with the same spreadsheet, but for different purposes. How would you use sorting to help in this situation?**

☒ Sort data to make it easier to understand, analyze and visualize

☒ **Correct**

Sorting data enables data analysts on the same team to use the same dataset for different purposes.

☐ Sort data to highlight the header row.

☒ Sort the data to arrange data in a meaningful order

☒ **Correct**

Sorting data enables data analysts on the same team to use the same dataset for different purposes.

☐ Sort data to show only the data that meets a specific criteria while hiding the rest

#### 9. Scenario 2 continued

1 / 1 point

Next, your interviewer wants to better understand your knowledge of basic SQL commands. He asks: **How would you write a query that retrieves only data about people with the last name Hassan from the Clients table in our database?**

☐

```
SELECT *  
FROM Clients  
WHERE last_name = 'Hassan'
```



```
SELECT *  
WHERE last_name = 'Hassan'
```



```
SELECT Clients  
WHERE last_name = 'Hassan'
```



```
SELECT *  
WHERE Clients = 'Hassan'
```



**Correct**

To write a query that retrieves only data about people with the last name Hassan from the Clients table, type `SELECT * FROM Clients WHERE last_name='Hassan'`.

#### 10. Scenario 2 continued

1 / 1 point

For your final question, your interviewer explains that Sewati Financial Services cares about data privacy. The company needs its clients' trust, and this is an important responsibility for the data analytics team.

He asks: What does data privacy involve? Select all that apply.



A person's legal right to their data



**Correct**

Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.



Encryption and sharing permissions



Putting privacy measures in place to protect people's data



**Correct**

Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.



Preserving a data subject's information and activity any time a data transaction occurs



**Correct**



Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.