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Weekly challenge 5

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1. An online gardening magazine wants to understand why its subscriber numbers have been increasing. A data analyst discovers that significantly more people subscribe when the magazine has its annual 50%-off sale. This is an example of what?

1 / 1 point

- ☐ Analyzing the number of customers by calculating daily foot traffic
- ☐ Analyzing social media engagement
- ☒ Analyzing customer buying behaviors
- ☐ Analyzing consumer preferences using artificial intelligence

✔ **Correct**

Data analysts help companies learn from historical data in order to make predictions. A sale's affect on subscription purchases is an example of customer buying behavior analysis.

2. A doctor's office discovers that patients are waiting 20 minutes longer for their appointments than in past years. In what ways could a data analyst help solve this problem? Select all that apply.

1 / 1 point

- ☒ Analyze how many doctors and nurses are on staff at a given time compared to the number of patients with appointments.

✔ **Correct**

Analyzing appointment length, staffing numbers, and patient numbers are likely to provide useful insights to illustrate why this is happening and help solve this problem.

- ☒ Analyze the average length of an appointment this year compared to past years.

✔ **Correct**

Analyzing appointment length, staffing numbers, and patient numbers are likely to provide useful insights to illustrate why this is happening and help solve this problem.

- ☒ Analyze the number of patients seen per day compared to past years.

✔ **Correct**

Analyzing appointment length, staffing numbers, and patient numbers are likely to provide useful insights to illustrate why this is happening and help solve this problem.

- ☐ Analyze a recent change in the average rating for the doctor's office on social media.

3. Describe the difference between a question and a problem in data analytics.

1 / 1 point

- ☐ A question can have many answers, whereas a problem only has one solution.
- ☒ A question is designed to discover information, whereas a problem is an obstacle or complication that needs to be solved.
- ☐ A question is uncertain, whereas a problem is clearly specified.
- ☐ A question is a topic to investigate, whereas a problem is a subject to investigate.

✔ **Correct**

A question is designed to discover information, whereas a problem is an obstacle or complication to be solved. These two things are the foundation of business tasks.

4. What is a question or problem that a data analyst answers for a business?

1 / 1 point

- ☐ Hypothesis
- ☐ Complaint
- ☐ Mission statement
- ☒ Business task

✔ **Correct**

A business task is a question or problem that a data analyst answers for a business.

5. What is the process of using facts to guide business strategy?

1 / 1 point

- ☐ Data ethics

- ☐ Data visualization
- ☒ Data-driven decision-making
- ☐ Data programming



Correct

Data-driven decision-making is using facts to guide business strategy.

6. Data analysts ensure their analysis is fair for what reason?

1 / 1 point

- ☒ Fairness helps them avoid biased conclusions.
- ☐ Fairness helps them pick and choose which data to include from a dataset.
- ☐ Fairness helps them communicate with stakeholders.
- ☐ Fairness helps them stay organized.



Correct

Data analysts ensure their analysis is fair in order to ensure their analysis doesn't create or reinforce bias.

7. Fill in the blank: Fairness is achieved when data analysis doesn't create or ____ bias.

1 / 1 point

- ☐ constrain
- ☐ highlight
- ☒ reinforce
- ☐ resolve



Correct

Fairness is achieved when data analysis doesn't create or reinforce bias.

8. Collaborating with a social scientist to provide insights into human bias and social contexts is an effective way to avoid bias in your data.

1 / 1 point

- ☒ True
- ☐ False



Correct

Collaborating with a social scientist to provide insights into human bias and social contexts is an effective way to avoid bias in your data. Social scientists can help data analysts better understand human bias and social contexts.