✅ **Congratulations! You passed!**

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

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Course challenge

Latest Submission Grade 100%

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1. **Scenario 1, questions 1-5**   `1 / 1 point`

   You've just started a job as a data analyst at a small software company that provides data analytics and business intelligence solutions. Your supervisor asks you to kick off a project with a new client, Athena's Story, a feminist bookstore. They have four existing locations, and the fifth shop has just opened in your community.

   Athena's Story wants to produce a campaign to generate excitement for an upcoming celebration and introduce the bookstore to the community. They share some data with your team to help make the event as successful as possible.

   Your task is to review the assignment and the available data, then present your approach to your supervisor. Click the link below to access the email from your supervisor:

   📄 **Course 2 Scenario 1 Email from Supervisor.pdf**
   PDF File

   Then, review the email, and the Customer Survey and Historical Sales datasets.

   To use the templates for the datasets, click the links below and select "Use Template."

   Links to templates: Customer Survey and Historical Sales

   OR

   If you don't have a Google account, you can download the CSV files directly from the attachments below.

   📎 **CustomerSurvey - CustomerSurvey**
   CSV File

   📎 **HistoricalSales - HistoricalSales**
   CSV File

   After reading the email, you notice that the acronym WHM appears in multiple places. You look it up online, and the most common result is web host manager. That doesn't seem right to you, as it doesn't fit the context of a feminist bookstore. **Still, you should assume it's correct and continue with the project.**

   ○ True

   ◉ False

   > ⊘ **Correct**
   > Asking questions is a very important part of data analysis. The best course of action is to send your boss a polite, concise email, asking for the meaning of WHM.

2. **Scenario 1 continued**   `1 / 1 point`

   Now that you know WHM stands for Women's History Month, you review the Customer Survey dataset which contains both qualitative and quantitative data.

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

   Link to template: Customer Survey

   OR

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

   📎 **CustomerSurvey - CustomerSurvey**
   CSV File

   The data in column F (Survey Q6: What types of books would you like to see more of at Athena's Story?) is

quantitative.

○ True

● False

> ✓ **Correct**
> The data in column F (Survey Q6: What types of books would you like to see more of at Athena's Story?) is qualitative.

3. **Scenario 1 continued**   1 / 1 point

Next, you review the customer feedback in column F of the Customer Survey dataset.

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

Link to template: [Customer Survey](#)

OR

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

> 📎 **CustomerSurvey - CustomerSurvey**
> CSV File

The attribute of column F is, "Survey Q6: What types of books would you like to see more of at Athena's Story?" In order to verify that children's literature and feminist zines are among the most popular genres, you create a visualization. This will help you clearly identify which genres are most likely to sell well during the Women's History Month campaign.

Your visualization looks like this:

Count of Survey Q6: What types of books would you like to see more of at Athena's Story?
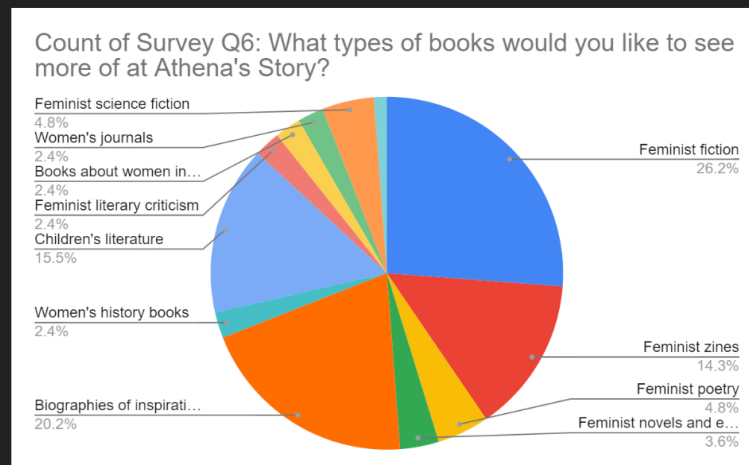
Fill in the blank: The visualization you create demonstrates the percentages of each book genre that make up the total number of survey responses. It's called a _____ chart.

○ area

○ doughnut

○ bubble

● pie

> ✓ **Correct**
> The visualization is called a pie chart.

4. Now that you've confirmed that children's literature and feminist zines are among the most requested book   1 / 1 point
genres, you review the Historical Sales dataset.

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

Link to template: [Historical Sales](#)

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

> 📎 **HistoricalSales - HistoricalSales**
> CSV File

You're pleased to see that the dataset contains data that's specific to children's literature and feminist zines. This will provide you with the information you need to make data-inspired decisions. In addition, the children's literature and feminist zines metrics will help you organize and analyze the data about each genre in order to determine if they're likely to be profitable.

Next, you calculate the total sales over 52 weeks for feminist zines. You type =CALCULATE(E2-E53) but get an error. What is the correct syntax?

◉ =SUM(E2:E53)

◯ =CALC(E2:E53)

◯ =MAX(E2:E53)

◯ =COUNT(E2:E53)

> ✓ **Correct**
> Review the section on spreadsheet functions for a refresher.

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5. **Scenario 1 continued**   1 / 1 point

After familiarizing yourself with the project and available data, you present your approach to your supervisor. You provide a scope of work, which includes important details, a schedule, and information on how you plan to prepare and validate the data. You also share some of your initial results and the pie chart you created.

In addition, you identify the problem type, or domain, for the data analysis project. You decide that the historical sales data can be used to provide insights into the types of books that will sell best during Women's History Month this coming year. This will also enable you to determine if Athena's Story should begin selling more children's literature and feminist zines.

Using historical data to make informed decisions about how things may be in the future is an example of discovering connections.

◯ True

◉ False

> ✓ **Correct**
> Using historical data to make informed decisions about how things may be in the future is an example of making predictions.

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6. **Scenario 2, questions 6-10**   1 / 1 point

You've completed this program and are now interviewing for your first junior data analyst position. You're hoping to be hired by an event planning company, Patel Events Plus. Access the job description below:

> 📄 **Junior Data Analyst Job Description.pdf**
> PDF File

So far, you've successfully completed the first round of interviews with the human resources manager and director of data and strategy. Now, the vice president of data and strategy wants to learn more about your approach to managing projects and clients. Access the email you receive from the human resources director below:

> 📄 **Human Resources Director Email.pdf**
> PDF File

You arrive Thursday at 1:45 PM for your 2 PM interview. Soon, you're taken into the office of Mila Aronowicz, vice president of data and strategy. After welcoming you, she begins the behavioral interview.

First, she hands you a copy of Patel Events Plus's organizational chart. Access the chart below:

> 📄 **Patel Event Plus Org Chart.pdf**
> PDF File

As you've learned in this course, stakeholders are people who invest time, interest, and resources into the projects you'll be working on as a data analyst. Let's say you're working on a project involving data and strategy. **Based on what you find in the organizational chart, if you need information from the secondary stakeholders, who can you ask? Select all that apply.**

☐ Chief executive officer

☐ Vice president, data and strategy

☑ Project manager, analytics

> ✓ **Correct**
> If you need information from the secondary stakeholders, you can ask the project manager and the data analytics coordinator.

☑ Data analytics coordinator

> ✓ **Correct**

Correct
If you need information from the secondary stakeholders, you can ask the project manager and the data analytics coordinator.

7. **Scenario 2 continued**   1 / 1 point

Next, the vice president wants to understand your knowledge about asking effective questions. Consider and respond to the following question. Select all that apply.

Let's say we just completed a big event for a client and wanted to find out if they were satisfied with their experience. Provide some examples of measurable questions that you could include in the customer feedback survey.

☑ Was this your first time using Patel Events Plus to plan your event? Yes or no?

> ⊘ **Correct**
> In the SMART methodology, measurable questions can be quantified and assessed. This might include questions with yes-or-no responses, a 1-to-5 scale, or those with ranked responses.

☑ How would you rate your overall experience — poor, average, above average, or excellent?

> ⊘ **Correct**
> In the SMART methodology, measurable questions can be quantified and assessed. This might include questions with yes-or-no responses, a 1-to-5 scale, or those with ranked responses.

☐ Why did our event options and features create a successful event?

☑ Did you experience any problems with your event? Yes or no?

> ⊘ **Correct**
> In the SMART methodology, measurable questions can be quantified and assessed. This might include questions with yes-or-no responses, a 1-to-5 scale, or those with ranked responses.

8. **Scenario 2 continued**   1 / 1 point

Now, the vice president presents a situation having to do with resolving challenges and meeting stakeholder expectations. Consider and respond to the following question.

You're working on a rush project, and you discover your dataset is not clean. Even though it has numerous nulls, redundant data, and other issues, the primary stakeholder insists that you move ahead and use it anyway. The project timeline is so tight that there simply isn't enough time for cleaning. How would you handle that situation?

○ Clean the data as quickly as you can. It's not perfect, but it's better than it was before, and this way you can meet the deadline.

○ The stakeholder is in charge. It's best to do as they say and use the unclean dataset.

○ Contact the stakeholder's boss to let them know about the issue and ask for help managing the stakeholder's expectations.

◉ Communicate the situation to your supervisor and ask for advice on how to handle the situation with the stakeholder.

> ⊘ **Correct**
> This situation presents an opportunity to communicate, collaborate, and foster positive working relationships.

9. **Scenario 2 continued**   1 / 1 point

Your next interview question deals with sharing information with stakeholders. Consider and respond to the following question. Select all that apply.

Let's say you've created a report to present stakeholders with information about an upcoming event. Describe the benefits of using a report.

☐ Reports enable stakeholders to interact with the data.

☑ Reports provide a snapshot of high-level, historical data.

> ⊘ **Correct**
> Reports provide a snapshot of high-level, historical data and reflect data that's already been cleaned and sorted.

☑ Reports reflect data that's already been cleaned and sorted.

> ⊘ **Correct**
> Reports provide a snapshot of high-level, historical data and reflect data that's already been cleaned and sorted.

☐ Reports offer live monitoring of incoming data.

Your final behavioral interview question involves using metrics to answer business questions. Your interviewer hands you a copy of the Patel Events dataset.

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

Link to template: Patel Events Data

OR

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

📎 **Patel Events Plus dataset**
CSV File

Then, she asks: Recently, Patel Events Plus purchased a new venue for our events. **If we asked you to compare the purchase price (cost) and net profit, what would you be calculating?**

⦿ Return on investment

◯ Metric goal

◯ Sales numbers

◯ Occupancy rate

✓ **Correct**
Return on investment is made up of two metrics: the net profit over a period of time and the cost of the investment. By comparing these two metrics, you can determine the profitability of the investment.