

- 1) The first step in the four-step Marketing Analytics Planning process is collecting data.

Ans) False

- 2) All the following concepts apply to the David McCandless framework except:

Ans) RISK

- 3) Growing revenues, increasing volume, and increasing profits are results and not objectives used in analytics planning.

Ans) True

- 4) All of the following are marketing objectives except _____.

Ans) Drive Sales

- 5) “How often do you purchase toilet paper?” is an example of a market research question.

Ans) True

- 6) Which of the following is NOT indicative of unstructured data?

Ans) Has a pre-defined data model

- 7) Web scraping was a practiced technique in the past used primarily because data wasn't as accessible as it is today.

Ans) True

- 8) The causal method of marketing data analysis is the often considered to be the “gold standard” for data analysis.

Ans) True

- 9) Pie charts, tree maps, and word clouds are effective visualization tools for showing change in data.

Ans) False

- 10) The Door Study exemplifies when the brain is “overwhelmed,” it does not process all the information it receives.

Ans) False

- 11) David McCandless developed a framework that captures the different elements a data visualization needs to be successful.

Ans) True

- 12) The business objectives of growing revenues, increasing volume, and increasing profits are excellent objectives for your analysis.

Ans) False

- 13) When utilizing Sophie Chow’s web scraping decision tree, more often than not the decision will lead to “yes.”

Ans) False

- 14) One way to visually show relativity in data is through a tree map.

Ans) True

- 15) Dona Wong proposed that Good Visual Form tends to have 3 essential elements?

Ans) Clear Meaning, Sophisticated use of Contrast, and Refined Execution

16) David McCandless designed a visual framework which is referred to as:

Ans) Successful Visualization

17) McCandless' framework is different from Wong's, as McCandless's Successful Visualization framework emphasizes a visual story and Wong emphasizes a Visual Form.

Ans) True

18) An example of a good chart headline would be written as: "Comm w/Data".

Ans) False

19) Adding insights into subtitles gives analysts an opportunity to maintain control over data collection and, consequently, the presentation.

Ans) True

20) Introducing Sophisticated Contrast as an analyst requires the understanding of:

Ans) Size, Color, Shape, and Contrived Contrast

21) A purposeful application of contrast delivers:

Ans) Effectively communicates meaning to their audience

22) In order to ensure that data visualizations are effective and efficient in communicating insights, careful attention to details is a must.

Ans) True

23) Isolating a few key metrics and including insights are steps to consider when creating an effective dashboard.

Ans) True

24) Kaushik's Action Dashboard is an effective tool, but only if these 5 corresponding rules are applied

Ans) Benchmark & Segment, Isolating Critical Metrics, Include Insights Not Only Metrics, 1 Single Page, and Churn

25) Which of the following is a basic question to be asked during the planning phase?

Ans) Why

26) True or false: there is nothing that can be done to make qualitative data presentable graphically.

Ans) False

27) Evaluation can involve identifying whether a product fulfills consumers' needs.

Ans) True

28) Over the last 30 years the amount of available consumer data has...

Ans) Increased

29) Which of the following is NOT a suitable program to handle data?

Ans) Word

30) Most of the considerations for presenting data in this module would need to be adjusted if the intended recipient were:

Ans) Visually impaired

31) The story that you tell ultimately must stem from _____.

Ans) The Data

32) The first step in the four-step Marketing Analytics Planning process is

Ans) identifying ur goal

33) The objective of stimulating demand, should be the primary focus of any analytics project.

Ans) FALSE

34) At a minimum, there are three questions analysts should investigate through the use of data: a “what” question, a “how” question, and a “why” question.

Ans) TRUE

35) A Twitter feed is an example of unstructured data.

Ans) TRUE

36) Web scraping was a practiced technique in the past used primarily because data wasn’t as accessible as it is today.

Ans) true

37) The causal method of marketing data analysis is the often considered to be the “gold standard” for data analysis.

Ans) TRUE

38) In the Door Study, the “subject” usually realized the two researchers switched places, because his prefrontal cortex was already engaged from studying the map.

Ans) FALSE

39) Clear Meaning, Sophisticated use of Contrast, and Refined Execution are characteristics of Good Visual Form conceived by whom?

Ans) Donna wong

40) The elements of a Successful Visualization, according to McCandless, include:

Ans) Information, Story, Goal, and Visual Form

41) With limited headline space, analysts should abbreviate headlines and increase information in subtitles.

Ans) FALSE

42) As an analyst, choosing only contrived contrast and shape contrast will ensure effective communication to an audience.

Ans) FALSE

43) McCandless's and Wong's frameworks are thought to be basic starting points when designing an effective and successful data viz.

Ans) TRUE

44) Careful attention to details was characterized as Visual Polish in Coursera

Ans) TRUE

45) R is used primarily for biologists, and never for statistics or regressions.

Ans) false

46) A mediocre figure tells a story, while a great visual gives only numbers.

Ans) FALSE

47) Which of the following would NOT be useful in a digital marketing analysis effort involving the sales of electronic devices:

Ans) All of the above could be useful

48) Which of the following is true of qualitative data?

Ans) NONE OF THE ABOVE

49) If Bellabeat published advertisements on the Web and on television, then saw an increase in sales...

Ans) They may benefit most from discontinuing one method of advertising and seeing what happens to their sales

50) Fill in the blanks: omitting data is _____, while altering data is _____

Ans) Sometimes justified; never justified

51) Micro conversion data is collected by many devices in our homes and offices an

Ans) true

52) Which of the following is not an active measure that marketers utilize to gain insight into reactive stimuli to better understand consumers?

Ans) verbal expression

53) Marketers avoid using machine learning to capture mass amounts of data to review information that may not have been captured in previous studies.

Ans) false

54) This form of technology allow computers to mimic human intelligence is intelligence known as ____.

Ans) AI

55) Bad actors use propaganda to influence political elections.

Ans) true

56) The estimated amount of lost revenue due to ad fraud in 2022 is projected to be \$44.0 billion. What was the amount in 2017?

Ans) \$10.5 million

57) The ad exchange experience is minimally impacted when bad actors present product information to consumers during the exchange process.

Ans) false

58) The growth and evolution of technology has resulted in a decline in consumer privacy.

Ans) true

59) Machine learning allows marketers to study and learn from a mass amount of data that would have previously been unseen in prior studies.

Ans) true

60) The broadest term or technique used to enable computers to mimic human intelligence is ____?

Ans) AI

61) In 2017 ad fraud accounted for \$14.2 billion in lost revenue. The estimated amount for 2022 is_?

Ans) 44.0 billion

62) The ad exchange experience is minimally impacted when bad actors present product information to consumers during the exchange process.

Ans) false

63) Consumer privacy has not declined due to the increased evolution of technology.

Ans) false