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GRADE  
90%

## Course challenge

LATEST SUBMISSION GRADE

90%

1. Data analysts refer to records and fields only when talking about databases.

1 / 1 point

☐ True

☒ False

✓ **Correct**

Records and fields can be used for any kind of data table.

2. A data analyst stores and organizes data in such a way that there are multiple variables for each subject at each time point to be observed. They are using wide data.

1 / 1 point

☐ True

☒ False

✓ **Correct**

To store and organize data in such a way that there are multiple variables for each subject at each time point to be observed, a data analyst uses long data.

3. A data analyst is analyzing sales data for the newest version of a product. They use third-party data about an older version of the product. Why is this third-party data inappropriate for this analysis? Select all that apply.

0.5 / 1 point

☒ The data is not accurate



**This should not be selected**

Review the section on good data for a refresher.

☒ The data is biased



**This should not be selected**

Review the section on good data for a refresher.

☒ The data is not original

✓ **Correct**

Third-party data about an older version of the product is inappropriate for this analysis because it is neither original nor current.

☒ The data is not current

✓ **Correct**

Third-party data about an older version of the product is inappropriate for this analysis because it is neither original nor current.

4. Fill in the blank: Well-founded standards of right and wrong that dictate how data is collected, shared, and used are called \_\_\_\_\_.

1 / 1 point

☒ data ethics

☐ data politics

☐ data regulations

☐ data customs

✓ **Correct**

Data ethics reflects well-founded standards of right and wrong. These standards govern how data is collected, shared, and used.

5. Data analysts often use metadata to evaluate the credibility and quality of which type of data?

1 / 1 point

- ☐ Only third-party data
- ☐ Only second-party data
- ☒ Both second-party and third-party data
- ☐ First-party and second-party data



**Correct**

Data analysts use metadata to evaluate the credibility and quality of both second-party and third-party data.

6. Why do data analysts use databases? Select all that apply.

1 / 1 point

- ☒ To organize data



**Correct**

Data analysts use databases to store, organize, and access data.

- ☒ To access specific data



**Correct**

Data analysts use databases to store, organize, and access data.

- ☐ To visualize data

- ☒ To store data



**Correct**

Data analysts use databases to store, organize, and access data.

7. Data analysts should be careful when using filters because filtering out spreadsheet data removes it permanently.

1 / 1 point

- ☐ True
- ☒ False



**Correct**

Filtering out spreadsheet data temporarily hides it. It does not remove it permanently.

8. Naming conventions are consistent guidelines that typically describe what aspects of a file? Select all that apply.

1 / 1 point

- ☒ The version of the file



**Correct**

Naming conventions are consistent guidelines that describe the content, date, or version of a file.

- ☒ The content in the file



**Correct**

Naming conventions are consistent guidelines that describe the content, date, or version of a file.

- ☐ The word count of the file

- ☒ The date the file was created



**Correct**

Naming conventions are consistent guidelines that describe the content, date, or version of a file.

9. To keep project-related files together and organize them into subfolders, data analysts use what process?

1 / 1 point

- ☐ Developing file backups
- ☒ Foldering files
- ☐ Assigning file naming conventions
- ☐ Archiving project files



**Correct**

Data analysts use foldering to keep project-related files together and organize them into subfolders.

10. Protecting data from unauthorized access or corruption by adopting safety measures is an example of what practice?

1 / 1 point

- ☒ Data security
- ☐ Data integrity
- ☐ Data validation
- ☐ Data governance

✓ Correct

Protecting data from unauthorized access or corruption by adopting safety measures is an example of data security.

11. Scenario 1, questions 11-15

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



And click below to access the datasets:

Course 3 Final Challenge Data Sets - Customer survey data (1).csv

Course 3 Final Challenge Data Sets - Delivery times\_distance (1).csv

**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 was collected by Garden employees using their own resources. What type of data does this describe?**

- ☐ Nominal data
- ☐ Third-party data
- ☐ Qualitative data
- ☒ First-party data

✓ Correct

This describes first-party data, which is collected by an individual or group using their own resources.

12. Scenario 1 continued

1 / 1 point

Next, you review the customer satisfaction survey data:

Course 3 Final Challenge Data Sets - Customer survey data (1).csv

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

- ☐ Clean data
- ☐ Second-party data
- ☒ Boolean data
- ☐ Ordinal data

✓ Correct

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

13. Scenario 1 continued

1 / 1 point

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

Course 3 Final Challenge Data Sets - Delivery times\_distance (1).csv

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

fill in the blank. The data in columns \_\_\_\_ is an example of discrete data. Select all that apply.

☐ B

☒ D



Correct

The data in columns C, D, and E is an example of discrete data. Discrete data is counted and has a limited number of values, such as time, distance, and duration.

☒ E



Correct

The data in columns C, D, and E is an example of discrete data. Discrete data is counted and has a limited number of values, such as time, distance, and duration.

☒ C



Correct

The data in columns C, D, and E is an example of discrete data. Discrete data is counted and has a limited number of values, such as time, distance, and duration.

#### 14. 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. **What type of data is this?**

☐ Discrete

☒ Unstructured

☐ Ordinal

☐ Relational



Correct

This is unstructured data, which is not organized in an easily identifiable manner.

#### 15. Scenario 1 continued

1 / 1 point

Now that you're familiar with the data, you want to build trust with the team at Garden.

**What data-security measures do you employ? Select all that apply.**

☒ Add passwords to files



Correct

Building trust can be achieved by showing a client that you will keep client data safe by using passwords and user permissions.

☐ Make personal copies of client files

☒ Assign user permissions for files



Correct

Building trust can be achieved by showing a client that you will keep client data safe by using passwords and user permissions.

#### Scenario 2

☐ Change their file naming conventions

#### 16. Scenario 2, questions 16-20

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



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



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 sample is representative of the population as a whole?**

☐ Only include participants who can answer survey questions in a timely manner.

☒ Use a randomized sample of the population that includes all genders.

✓ Correct

Choosing participants at random, including people with disabilities, and including people of all genders help ensure a survey sample represents the population as a whole.

☒ Make sure the sample is chosen at random.

✓ Correct

Choosing participants at random, including people with disabilities, and including people of all genders help ensure a survey sample represents the population as a whole.

☒ Include clients with disabilities in the survey sample.

✓ Correct

Choosing participants at random, including people with disabilities, and including people of all genders help ensure a survey sample represents the population as a whole.

#### 17. 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 might you access useful external data?**

☐ Sewati Financial Services database in the cloud

☒ A public database

✓ Correct

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

☒ An open-data website

✓ Correct

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

☐ Sewati Financial Services website

#### 18. Scenario 2 continued

0.5 / 1 point

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

**Our analysts often work within the same spreadsheet, but for different purposes. What tools would you use in such a situation?**

☒ Filter to show only the data that meets a specific criteria

✓ Correct

Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

☐ Encrypt the spreadsheet so only you can access it

☐ Freeze the header rows

☐ Sort the data to make it easier to understand, analyze and visualize

You didn't select all the correct answers

#### 19. 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 who joined our firm in 2019 from the Clients table in our database?**



```
SELECT *  
FROM Clients  
WHERE Start_Date='2019'
```



```
SELECT Clients  
WHERE Start_Date='2019'
```



```
SELECT ALL  
FROM *  
WHERE Clients='2019'
```



```
SELECT DATA  
FROM Clients  
WHERE '2019'
```



Correct

To write a query that retrieves only data about people who joined the firm in 2019 from the Clients table, type `SELECT * FROM Clients WHERE Start_Date='2019'`.

20. Scenario 2 continued

0 / 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 you to identify which data analytics practice involves preserving a data subject's information and activity any time a data transaction occurs.

- ☐ Bias
- ☐ Data privacy
- ☒ Sharing permissions
- ☐ Encryption



Incorrect

Review the section on preserving a data subject's information and activity for a refresher.