✓ **Congratulations! You passed!**
TO PASS 80% or higher

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Module 2 Quiz

LATEST SUBMISSION GRADE
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1. When building KPIs in Tableau, the following is the most fundamental skill: 1 / 1 point

   ○ An artistic flair to do beautiful KPIs.

   ⦿ Being comfortable with using calculations.

   ○ A deep understanding of complex statistical techniques.

   ○ Understanding the difference between a worksheet and a story.

   ✓ **Correct**
   KPIs are not direct measurements. You almost always need to create calculations in Tableau in order to accomplish what you need to do.

2. Which of the following is a poor way to design a KPI?   1 / 1 point

   ○ Designing KPIs through evaluation of an organization's strategic plans.

   ⦿ Using the data that are available and not worrying about whether it is essential because just getting data out there is important.

   ○ Getting feedback from stakeholders on early drafts of the KPIs.

   ○ Through discussion with decision makers.

   ✓ **Correct**
   It's not unusual for companies to develop KPIs based around what data are available, rather than what data are needed to accomplish a goal.

3. Which of the following Tableau function is used to set thresholds in your visualization?   1 / 1 point

   ○ Actions

   ○ Story points

   ⦿ Parameters

   ○ Totals

   ✓ **Correct**
   A parameter is a way to set thresholds and allows the user to select the way that the visualization measures outliers.

4. Indicate the correct calculated field code for when you want to set a threshold in Tableau to indicate if profit is above or below a benchmark.   1 / 1 point

   ○ if sum([Profit Field]) > 125000 then "Above benchmark" else "Below benchmark"

   ⦿ if sum([Profit Field]) > 125000 then "Above benchmark" else "Below benchmark" end

   ○ if [Profit Field] > 125000 then "Above benchmark" else "Below benchmark" end

○ SUM([Profit field])/SUM([Sales field])

> ✓ **Correct**
> This one is the correct expression as the statement ends with an "end".

5. The way you set colors based on your KPI is by? `1 / 1 point`

○ Using Tableau's highlighting feature.

○ Creating a trend line in the analytics tab.

◉ Creating a calculated field with an if...else...end statement.

○ Using the drop downs in Tableau and selecting "KPI category colors"

> ✓ **Correct**
> More often than not your data will not have a field that splits the KPI categories in the way that you want, so you have to create the categories in your calculations.

6. Indicate which of the following would NOT be an appropriate KPI from the Sales Superstore dataset. `1 / 1 point`

○ A table of values that show a sales forecast based on last year's and this year's sales.

◉ A table of names and addresses used by staff to mail products.

○ A map of the United States illustrating weak and strong profits by regions.

○ A bar chart that shows how quickly products were sent.

> ✓ **Correct**
> This is a perfectly acceptable use of Tableau, but it is not a KPI-- but an operational use.

7. A KPI can be used to evaluate _____. (Select all that apply). `1 / 1 point`

☐ Fully qualitative information that is not expressed as data.

☑ Performance based on a single employee's goals.

> ✓ **Correct**
> The main flaw with KPIs is that anecdotal information is difficult to express in terms of an indicator. KPIs are important but they miss out on some qualitative information.

☑ Large nonprofit organizations.

> ✓ **Correct**
> The main flaw with KPIs is that anecdotal information is difficult to express in terms of an indicator. KPIs are important but they miss out on some qualitative information.

☑ Performance based on a department within a corporation but not the corporation itself.

> ✓ **Correct**
> The main flaw with KPIs is that anecdotal information is difficult to express in terms of an indicator. KPIs are important but they miss out on some qualitative information.

8. A Net Promoter Score is _____? `1 / 1 point`

○ The amount it costs to acquire a new promoter.

◉ A way to gauge loyalty to your products or company.

○ A way to quickly see the profit ratio.

○ The percentage of defects in your manufacturing process.

✓ **Correct**
The Net Promoter score measures customer experience and predicts business growth.

9. To get the "shapes" marks card to show up in Tableau, what do you need to do? `1 / 1 point`

○ Nothing. It should be there already.

○ Use the drop-down, click on worksheets, select actions, then add a shapes "action".

○ There is no "shapes" marks card.

◉ Click on the down arrow under "Marks" and select "Shape".

✓ **Correct**

10. KPIs cannot be _____. `1 / 1 point`

○ Based on a set of measurable criteria.

○ For an individual to check one's own progress.

○ Used to measure customer loyalty.

◉ The sole way to measure success

✓ **Correct**
Don't use KPIs as the be all to end all of ways to evaluate yourself or your organization. And yes, you can definitely use them to measure your own progress even if it's not shared with others.

11. What's a poor way to choose KPIs? `1 / 1 point`

○ Based on the SMART goal criteria.

◉ Based on a vague notion of what a KPI is.

○ Chosen through examination of a firm's strategic plan.

○ Based on understandable, meaningful, and measurable criteria.

✓ **Correct**
Sadly, this is often the way KPIs are chosen. They shouldn't be chosen this way!