



Congratulations! You passed!

TO PASS 80% or higher

Keep Learning

GRADE

100%

Module 4

LATEST SUBMISSION GRADE

100%

1.

Which of the following editing features can you use in Tableau's story feature?

1 / 1 point



Making table calculations



Adjusting the size circles in a scatterplot



Changing the layout of the story to fit properly on any screen



Creating actions



Correct

The story feature only allows very limited formatting. All formatting should be done in either the dashboard or worksheets.

2.

1 / 1 point

Among
the useful roles stories have long played for humans is that



They provide a vivid and memorable way to convey information



They can let people simulate situations that they don't have to experience directly



Both of the above



Neither of the above



Correct

The ability to simulate, and vicariously learn from other people's experiences through stories lets humans gain knowledge more quickly, easily, and safely than if they had got all of it directly.

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3. What is a story as defined by Tableau?

1 / 1 point

- ☐ Something that must contain a plot
- ☐ A report of connected events, real or imaginary, presented in a sequence of written or spoken words, and/or still or moving images.
- ☒ A sheet that contains a sequence of worksheets or dashboards that work together to convey information
- ☐ A group of Business Intelligence objects that are connected in a star schema

✓ Correct

4. Some research with people who have damage to the parts of the brain involving emotion suggests

1 / 1 point

- ☒ Emotions have an important impact on the ability to make decisions
- ☐ Emotions should always be avoided in decision making
- ☐

Emotions have a minor impact on the ability to make decisions

✓ Correct

Emotions can often be viewed purely as distractors from the decision-making process, but in fact they can also be important in helping drive decisions.

5. From Tableau's point of view, a story point is

1 / 1 point

- ☐ A circle in a map identifying a location
- ☒ An individual sheet in a story

☐ A static screen capture of a visualization

☐ A point in a scatterplot

✓ Correct

6.

1 / 1 point

One technique to help people connect with a story is to

☐ Only use specific, concrete examples and avoid describing any larger narrative

☐ Avoid using specific, concrete examples of the larger narrative being presented

☒

When possible, use specific, concrete examples to illustrate the larger narrative

✓ Correct

People are often better able to relate to specific examples that exemplify a concept rather than just presenting the concept.

7.

Which of the following ways should you NOT create a story?

1 / 1 point

☐ Add them to your story iteratively

- ☒ Design everything as final and then drop them into the Tableau story. Don't drop them in until they are absolutely final
- ☐ If it doesn't follow a narrative you can't add the visualization
- ☐ Add several visualizations, one on each tab

✓ Correct

8.

1 / 1 point

The meaning
and symbolism of specific colors

- ☐ Is always the same across cultures
- ☒ Can vary from culture to culture
- ☐ Is never the same across cultures

✓ Correct

Although the symbolic meaning of colors varies by culture, effective and targeted color selection can reinforce and intensify the message being conveyed. For example, in many cultures, black can be suggestive of death.

9. You could think of a Tableau story as akin to this other commonly used software:

1 / 1 point

- ☐ A page in Microsoft Word
- ☐ A sheet in an Excel workbook
- ☒ A slide in a PowerPoint
- ☐ Statistical output from R

✓ Correct

10.

1 / 1 point

Generally speaking, one of the ways a visualization geared for exploratory analysis differs from an explanatory presentation/story

☐

The former
lets audiences come to their own conclusions

☐ The latter leads audiences to a specific conclusion

☒ Both of the above

✓ Correct

Design considerations for data stories are very different from visualizations designed to explore data. A story is highly choreographed; it should lead the various users within your audience to similar conclusions. An exploratory data visualization should not be choreographed; and, if the conclusions are surprising and varied among users, that can still be a great sign.

11. Which of the following is not an example of a common storytelling convention?

1 / 1 point

☒

Including a bulleted list of facts in the story

- ☐ Presenting an “establishing” shot in a film or TV scene
- ☐ Reading an English language text from left to right

✓ **Correct**

Story conventions are typical approaches and elements that help convey a story. Long bulleted lists are not a common convention in storytelling and are not necessarily a great technique for other kinds of presentations.