1. **Ask**: Business Challenge/Objective/Question
2. **Prepare**: Data generation, collection, storage, and data management
3. **Process**: Data cleaning/data integrity
4. **Analyze**: Data exploration, visualization, and analysis
5. **Share**: Communicating and interpreting results
6. **Act**:  Putting your insights to work to solve the problem

**1.**

Question 1

Which of the following statements best defines data?

**1 point**



Data is an assortment of questions.



Data is a business process.



Data is a collection of facts.



Data is the use of calculations and statistics.

**2.**

Question 2

Fill in the blank: In data analytics, the data ecosystem refers to the various elements that interact with one another to produce, manage, store, \_\_\_\_\_, analyze, and share data.

**1 point**



locate



merge



organize



ingest

**3.**

Question 3

Which of the following terms refers to the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making?

**1 point**



Data insight



Data life cycle



Data analysis



Data elements

**4.**

Question 4

An airline collects, observes, and analyzes its customers' online behaviors. Then, it uses the insights gained to choose what new products and services to offer. What business process does this describe?

**1 point**



Performance measurement



Data-driven decision-making



Collaboration with stakeholders



Analytical thinking

**1.**

Question 1

Which of the following examples is an appropriate use of the discussion forum?

**1 point**



Sharing a photo of your new pet



Asking a question about a lesson from this program



Posting answers to quiz questions



Asking other learners to give your resume to their employer

**2.**

Question 2

In order to create clear and engaging discussions in the forum, which type of writing styles should you use? Select all that apply.

**1 point**



Writing in complete sentences



Writing in text message language, such as BTW for "by the way"



Typing in all lowercase



Including proper punctuation, such as commas and periods

**3.**

Question 3

When posting in the discussion forum, what type of behavior is acceptable?

**1 point**



Being sensitive, kind, and open-minded



Sharing advertisements and product promotions



Using cursing to emphasize your point



Conveying your opinion clearly by arguing against someone’s perspective

**1.**

Question 1

The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making describes what?

**1 point**



Data analysis



Data ecosystem



Data life cycle



Data science

**2.**

Question 2

In data analytics, a model is a group of elements that interact with one another.

**1 point**



True



False

**3.**

Question 3

Fill in the blank: Using data to create new ways of understanding and modeling the unknown is known as \_\_\_\_\_.

**1 point**



data science



data engineering



data design



data analysis

**4.**

Question 4

Fill in the blank: In data science, \_\_\_\_\_\_\_\_ is when a data analyst uses their unique past experiences to understand the story the data is telling.

**1 point**



gut instinct



rational thought



awareness



personal opinion

**5.**

Question 5

A data analyst at Billings Upholstery is trying to find more environmentally friendly way to produce furniture. The data analyst gathers relevant data, analyzes it, and uses it to draw conclusions. Then they share this analysis with subject-matter experts in manufacturing. Once the subject-matter experts have reviewed the analysis, a plan is put into action. What process does this scenario describe?

**1 point**



Customer service



Identification of trends



Data science



Data-driven decision-making

**6.**

Question 6

You have just received the results of your latest analysis about the effectiveness of your firm’s recent marketing campaign. However, because you want to follow data-driven decision-making you share your results with colleagues from the marketing department for their validation. In this role, these colleague’s are acting as what?

**1 point**



customers



subject-matter experts



competitors



stakeholders

**7.**

Question 7

You have just finished analyzing data for a marketing project. Before moving forward, you share your results with members of the marketing team to see if they might have additional insights into the business problem. What process does this support?

**1 point**



Data-driven decision-making



Data science



Data management



Data analytics

**8.**

Question 8

You read an interesting article in a magazine and want to share it in the discussion forum. What should you do when posting? Select all that apply.

**1 point**



Check your post for typos or grammatical errors



Take credit for creating the article



Make sure the article is relevant to data analytics



Include your email address for people to send questions or comments

Description

The analytical skill that involves how you organize information

Skill

Data design

Description

The qualities and characteristics associated with solving problems using facts

Skill

Analytical skills

Description

The analytical skill that has to do with how you group things into categories

Skill

Understanding context

Description

The analytical skill that involves managing the processes and tools used in data analysis

Skill

Data strategy

Description

The analytical skill that involves breaking processes down into smaller steps and working with them in an orderly, logical way

Skill

A technical mindset

To execute a plan using detail-oriented thinking, what does a data analyst consider?



The big picture



The main idea



The specifics



The root cause

**1.**

Question 1

What practice involves identifying, defining, and solving a problem by using data in an organized, step-by-step manner?

**1 / 1 point**



Visualization



Analytical thinking



Context



Data design

**Correct**

Analytical thinking involves identifying and defining a problem, then solving it by using data in an organized, step-by-step manner.

**2.**

Question 2

Which of the following are examples of data visualizations? Select all that apply.

**1 / 1 point**



Maps

**Correct**

Graphs, maps, and charts are used in data visualization.



Charts

**Correct**

Graphs, maps, and charts are used in data visualization.



Graphs

**Correct**

Graphs, maps, and charts are used in data visualization.



Reports

**3.**

Question 3

Gap analysis is used to examine and evaluate how a process currently works with the goal of getting to where you want to be in the future.

**1 / 1 point**



True



False

**Correct**

Gap analysis is used to examine and evaluate how a process currently works with the goal of getting to where you want to be in the future.

**4.**

Question 4

Which aspect of analytical thinking involves being able to identify a relationship between two or more pieces of data?

**1 / 1 point**



Visualization



Context



Data design



Correlation

**Correct**

Correlation involves being able to identify a relationship between two or more pieces of data. A correlation is like a relationship.

**1.**

Question 1

Fill in the blank: Curiosity, understanding context, and having a technical mindset are all examples of \_\_\_\_\_ used in data-driven decision-making.

**1 / 1 point**



data models



analytical skills



thought processes



business strategies

**Correct**

Curiosity, understanding context, and having a technical mindset are all examples of analytical skills used to make data-driven decisions.

**2.**

Question 2

Surveying customers about their preferences and using that information to inform business strategy is an example of data-driven decision-making.

**1 / 1 point**



True



False

**Correct**

Surveying customers about their preferences and using that information to inform business strategy is an example of data-driven decision-making.

**3.**

Question 3

In data analysis, which analytical skill involves the management of people, processes, and tools?

**1 / 1 point**



Data control



Data design



Data analytics



Data strategy

**Correct**

Data strategy involves the management of the people, processes, and tools.

**1.**

Question 1

Fill in the blank: The analytical skill of \_\_\_\_\_\_ involves seeking out new experiences in order to gain knowledge.

**1 point**



curiosity



having a technical mindset



data strategy



understanding context

**2.**

Question 2

Adding descriptive headers to columns of data in a spreadsheet is an example of which analytical skill?

**1 point**



Having a technical mindset



Understanding context



Curiosity



Data strategy

**3.**

Question 3

A technical mindset involves the ability to break things down into smaller steps or pieces and work with them in an orderly and logical way.

**1 point**



True



False

**4.**

Question 4

Fill in the blank: Data strategy involves \_\_\_\_\_ the people, processes, and tools used in data analysis.

**1 point**



managing



choosing



visualizing



supervising

**5.**

Question 5

Identifying a relationship between two or more pieces of data is known as what?

**1 point**



problem-orientation



correlation



detail-oriented thinking



visualization

**6.**

Question 6

The five whys is a technique that involves asking, “Why?” five times in order to achieve what goal?

**1 point**



Visualize how a process should look in the future



Identify the root cause of a problem



Use facts to guide business strategy



Put a plan into action

**7.**

Question 7

In data analysis, one often examines and evaluates how a process currently works in order to get it to where they want it to be in the future. This is known as what?

**1 point**



Asking the five whys



Gap analysis



Determining the stakeholders



Building a data visualization

**8.**

Question 8

Fill in the blank: Data analysts use the five analytical skills of curiosity, understanding context, having a technical mindset, data design, and data strategy to make \_\_\_\_\_ decisions.

**1 point**



forward-looking



intuitive



more efficient



data-driven

**1.**

Question 1

Fill in the blank: During the \_\_\_\_\_ phase of the data life cycle, a business decides what kind of data it needs, how it will be managed, who will be responsible for it, and the optimal outcomes.

**1 point**



planning



manage



archive



capture

**2.**

Question 2

In the data life cycle, which phase involves gathering data from various sources and bringing it into the organization?

**1 point**



Manage



Archive



Capture



Analyze

**3.**

Question 3

A data analyst finishes using a dataset, so they erase or shred the files in order to protect private information. This is called archiving.

**1 point**



True



False

**4.**

Question 4

A dairy farmer decides to open an ice cream shop on her farm. After surveying the local community about people’s favorite flavors, she takes the data they provided and stores it in a secure hard drive so it can be maintained safely on her computer. This is part of which phase of the data life cycle?

**1 point**



Archive



Manage



Plan



Analyze

**5.**

Question 5

After opening the ice cream shop on her farm, the same dairy farmer then surveys the local community about people’s favorite flavors. She uses the data she collected to determine that the top five flavors are strawberry, vanilla, chocolate, mint chip, and peanut butter. She feels confident in her decision to sell these flavors. This is part of which phase of the data life cycle?

**1 point**



Capture



Analyze



Archive



Plan

