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Grade	48 out of 50 (96%)

Question 1

Correct

Mark 1 out of 1

Which of the following characterizes a data analytics project?

- ☐ A. It is a systematic process because we have to visualize data after cleaning it and then use CRISP-DM to plan what to do next
- ☐ B. It is a chaotic process because we have to put down a thorough plan which can follow through easily
- ☐ C. It is a systematic process because we do not have to put down a thorough plan which can be followed through easily
- ☒ D. It is a systematic process because we have to put down a thorough plan which can follow through easily ✓

Question 2

Correct

Mark 1 out of 1

As a lead data analyst, what would you check first if you were given a data analytics project to be embarked on by a business organization you recently joined?

- ☒ A. The business problem or research question to be solved by the data analytics project ✓
- ☐ B. The technology which can be used to implement the project
- ☐ C. That all management members are familiar with the project and can be managed without causing unnecessary conflicts.
- ☐ D. The number of team members you will work with and the budget provided to cover the cost of the project

Question 3

Correct

Mark 1 out of 1

Which of these aspects **explicitly** incorporates the value escalator?

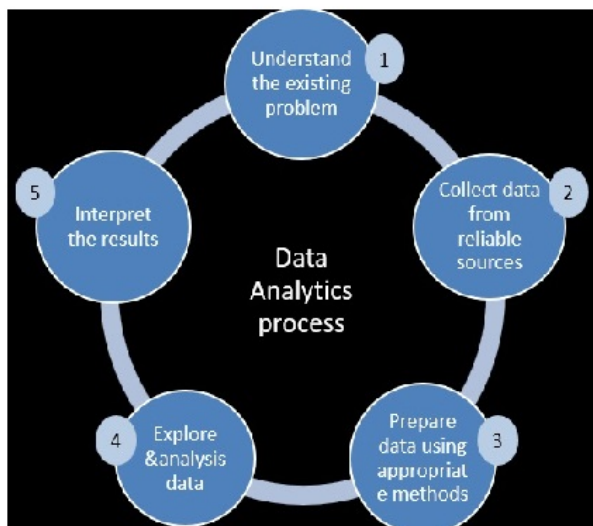
- ☒ A. Data analytics life cycle ✓
- ☐ B. Data analytics process
- ☐ C. CRISP
- ☐ D. Data cleaning

Question 4

Correct

Mark 1 out of 1

The picture shows a data analytics process.



At which stage or step will a data analyst mention Tableau Prep Builder and Tableau Desktop

- ☒ A. 3 and 4 ✓
- ☐ B. 4 and 2
- ☐ C. 1 and 5
- ☐ D. 4 and 3

Question 5

Correct

Mark 1 out of 1

In a data analytics process, it is emphasized that data analysts should collect data from reliable sources and NOT credible source. Why?

- ☐ A. Because credible data is more consistent and accurate than reliable data and is difficult to obtained
- ☐ B. Credible data can be subjected to scientific test compared to reliable data and can costly to collect
- ☐ C. Because credible sources provide data with higher integrity than the reliable source
- ☒ D. Reliable sources provide consistent and accurate data which can be processed for decision making ✓

Question 6

Correct

Mark 1 out of 1

Why is the CRISP-DM widely used in business processes?

- ☐ A. Because is rigid and easy to follow
- ☐ B. Credible data can be subjected to scientific test compared to reliable data and can costly to collect
- ☒ C. It adaptable to different business situations regardless of the process being aided ✓
- ☐ D. It flexible and cheaper for organizations to use as it does not need data analytics knowledge to use it

Question 7

Correct

Mark 3 out of 3

Match the each of the statements with the three purposes or aspects of using a data analytics technique as presented on a value escalator.

Seeing beyond the obvious to grasp deeper truths

Insights



Ability to look ahead and act wisely based on the likely future

Foresight



Understanding or realization of an event or situation after it has happened

Hindsight



Question 8

Correct

Mark 1 out of 1

If a data analyst has a strong business understanding there is not need for them to understand the data but proceed to prepare it.

- ☐ True
- ☒ False ✓

Question 9

Correct

Mark 1 out of 1

As a lead data analyst in an organization tasked with a designing a data analytic project, which stage of the CRISP-DM will you replace with data visualization?

- ☐ A. Evaluation of results
- ☒ B. Data modelling ✓
- ☐ C. Data preparation
- ☐ D. Business understanding

Question 10

Correct

Mark 1 out of 1

What is the most important thing a data analyst must always do when given a data source in whatever form it is?

- ☒ A. Make a backup for future reference in case of an unintended situation arising from the results ✓
- ☐ B. Proceed with data visualization which is the main purpose of data collection and other things will follow later
- ☐ C. Proceed to prepare data to get the needed results as soon as possible to avoid delays in decision making
- ☐ D. Plan a deployment of the model created during the process to avert further delays.

Question 11

Correct

Mark 1 out of 1

All categorical data are qualitative in nature

- ☐ True
- ☒ False ✓

Question 12

Correct

Mark 1 out of 1

Which of these data cannot be captured by a point-of-sale system such as a till at PNP or Shoprite?

- ☒ A. Gender of the purchaser ✓
- ☐ B. Quantity of the product
- ☐ C. The till operator's name
- ☐ D. Price of the product

Question 13

Correct

Mark 1 out of 1

Why is data from a higher purchase store more reliable in decision making about a market segment that could be targeted for a certain product than that collected using a survey?

- ☐ A. It shows commitment to payment by consumers
- ☐ B. It contains demographic information that can be used to segment the market compared to survey data
- ☒ C. It shows real-world purchase data compared to survey data ✓
- ☐ D. Shows product preference and possible demand trends compared to survey data

Question 14

Correct

Mark 1 out of 1

Random sampling applies to quantitative surveys only

- ☐ True
- ☒ False ✓

Question 15

Correct

Mark 6 out of 6

Match each of the data items to variables or types

The age range you fall in

Interval



Gender of a person

Nominal



Price of a product

Continuous



Number of students in a lecture

Discrete



Your module preferences measured on a Likert scale

Ordinal



The mass of tomatoes weighed on a scale

Decimal

**Question 16**

Incorrect

Mark 0 out of 1

Another name for discrete data

Answer: Count data



Question 17

Correct

Mark 1 out of 1

The picture shows a section of a spreadsheet with data on shoe sizes collected from a local school by a marketing team from a local shoe producing company.

StudNo	Grade	Gender	Age	Shoes size
stn124631	XII	Man	XVII	4
stn108532	10	Male	15	8
stn113633	11	Male	16	3
stn95734	NINE	Girl	SEVETEEN	FIVE
stn85535	8	Female	5	15
stn126736	12	Female	17	6
stn127637	12	Male	16	7
stn107638	TEN	Baby Boy	six +10	8-1
stn118739	11	Female	17	8
stn123640	12	Male	16	3
stn104841	10	Male	18	4
stn103942	10	Female	19	3
stn85643	8	Female	16	FIVE
stn96644	NINE	Female	16	6
stn93545	9	Female	15	3

Which of these statements is NOT true about the data in this dataset

- ☐ A. The data capturer was very careful in maintain data integrity by not correcting some mistakes made by learners when they entered data
- ☐ B. The data is easy to understand and can be corrected manually at data cleaning stage
- ☒ C. The data is too contaminated that it has no business value to the shoe making company ✓
- ☐ D. The data was captured manually into the Excel worksheet with columns not validated

Question 18

Correct

Mark 1 out of 1

Consider the part of the spreadsheet shown below

StudNo	Grade	Gender	Age	Shoes size
stn124631	XII	Man	XVII	4
stn108532	10	Male	15	8
stn113633	11	Male	16	3
stn95734	NINE	Girl	SEVETEEN	FIVE
stn85535	8	Female	5	15
stn126736	12	Female	17	6
stn127637	12	Male	16	7
stn107638	TEN	Baby Boy	six + 10	8-1
stn118739	11	Female	17	8
stn123640	12	Male	16	3
stn104841	10	Male	18	4
stn103942	10	Female	19	3
stn85643	8	Female	16	FIVE
stn96644	NINE	Female	16	6
stn93545	9	Female	15	3

What do you think led to the inconsistencies in the dataset shown above

- ☐ A. Naughty students who wanted to show off
- ☐ B. Students wanted to punish the data collector for previous promises which were not fulfilled.
- ☒ C. Poor instructions by the data collector leading to respondents writing whatever they wanted ✓
- ☐ D. Some students did not know the symbols to use for shoes sizes or the data collector told them to do so

Question 19

Correct

Mark 1 out of 1

Credibility is more important than reliability in data analytics

- ☐ True
- ☒ False ✓

Question 20

Correct

Mark 1 out of 1

Which of these ensures accuracy of the type of data entered in field?

- ☐ A. Credibility
- ☐ B. Verification
- ☒ C. Validation ✓
- ☐ D. Reliability

Question 21

Correct

Mark 1 out of 1

Which of the given terms may not be associated with reliability?

- ☐ A. data Integrity
- ☐ B. Data consistency
- ☒ C. Data credibility ✓
- ☐ D. Data accuracy

Question 22

Correct

Mark 1 out of 1

Which of these data sources raises reliability issues?

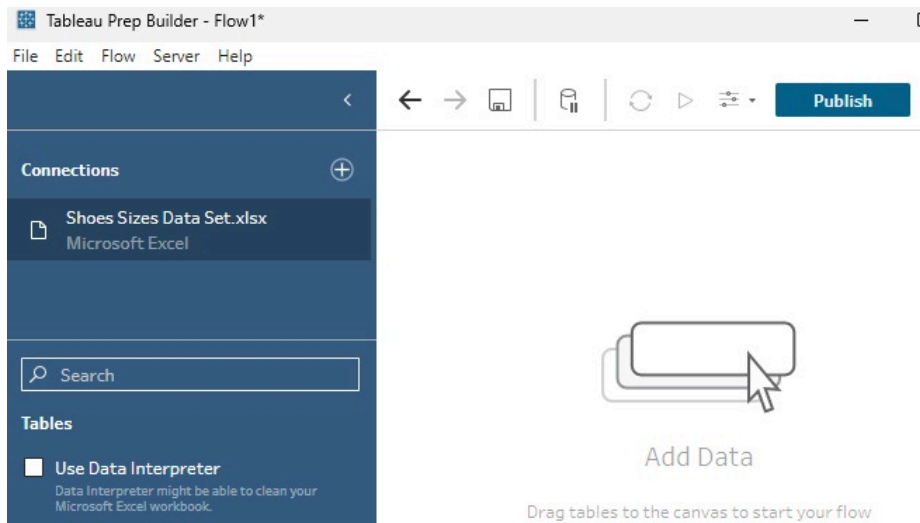
- ☐ A. Administrative data from from a university department for admissions or examinations
- ☐ B. Sensors and IoT Devices from all selected geographical area where the researcher has no inside information
- ☐ C. Data from sales transaction in database at pizza outlet where stolen cash is used
- ☒ D. Questionnaires distributed by a marketer personnel to their friends and relatives ✓

Question 23

Correct

Mark 1 out of 1

The picture shows a simple connection of a data source to Tableau Prep Builder.



The picture confirms that

- ☐ A. The dataset is corrupted with values which require the data to be recollected from its source
- ☐ B. Excel is not a reliable data source and the analyst must avoid it at all cost
- ☒ C. There are at least two datasets from which the analyst must select one to drag the canvas. ✓
- ☐ D. There are at least two sources that have been connected and the analyst must select on to drag the canvas.

Question 24

Correct

Mark 1 out of 1

Study the picture from Tableau Prep Builder and answer the question which follows?

The screenshot shows a data table with two columns: 'Grade' and 'Gender'. The 'Grade' column has values 8, 9, 10, 11, and 12. The 'Gender' column has values Baby Boy, Boy, Female, Femele, Girl, Male, Man, and Male. A tooltip is displayed over the 'Grade' column, indicating that there are 10 (3%) rows with null values.

Grade	Gender
8	Baby Boy
9	Boy
10	Female
11	Femele
12	Girl
	Male
	Man
	Male

Tooltip: null 10 (3%) rows

From which step was this picture taken?

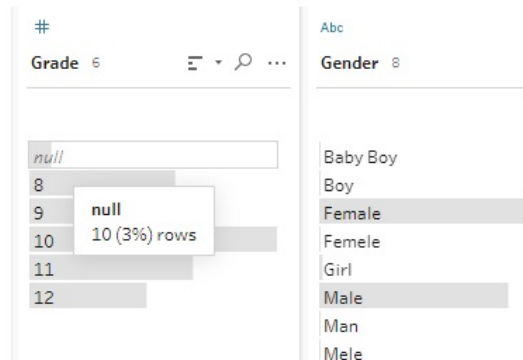
- ☐ A. Aggregate
- ☐ B. Connection
- ☐ C. Output
- ☒ D. Clean ✓

Question 25

Correct

Mark 1 out of 1

The screenshot was captured from an important step when a data analyst was creating a workflow in Tableau Prep Builder.



Which of these statements is **conclusive** about the screenshot.

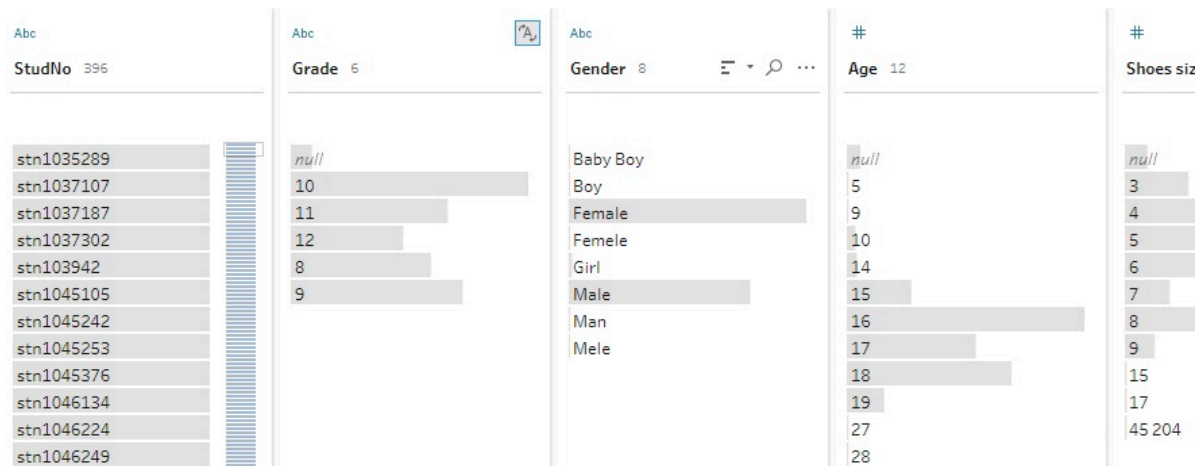
- ☒ A. The null values in the Grade field arise from textual data and blanks in the dataset in a numeric field ✓
- ☐ B. The 8 records in the Gender field will cause the flow to crash when executed
- ☐ C. There are six records in the Grade field which are all populated with numeric data
- ☐ D. The interpreter failed to remove the null value and the dataset is of no value to the business

Question 26

Correct

Mark 1 out of 1

This picture was taken from the clean step Tableau Prep Builder. Study it and answer the question that follow



Which of the 5 fields shown will receive little attention from the data analyst yet is the most important one in the dataset?

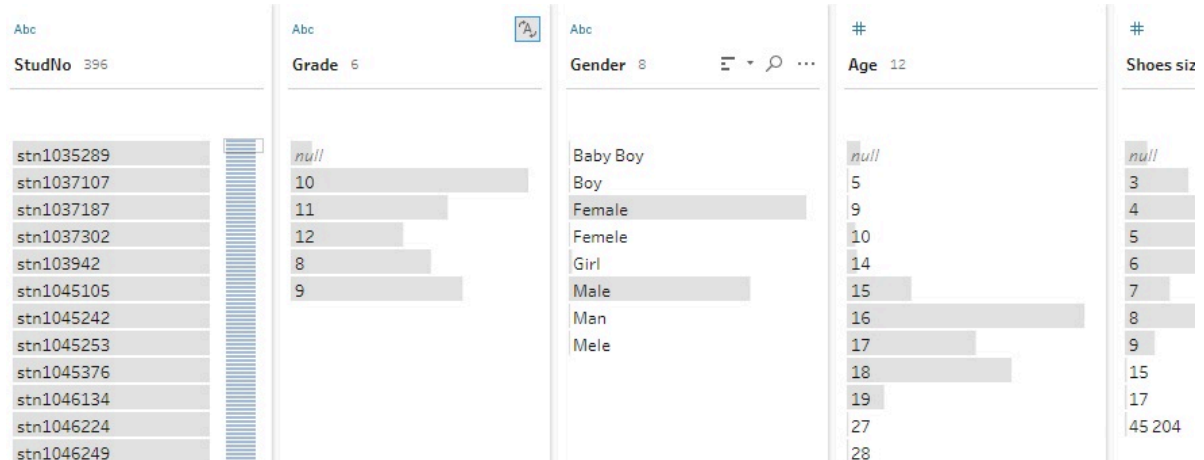
- ☒ A. StudNo ✓
- ☐ B. Grade
- ☐ C. Gender
- ☐ D. Shoe size

Question 27

Correct

Mark 1 out of 1

In the picture below, identify a **field** which gives the data analyst a clue that there are outliers in *Age field*



- ☐ A. Shoe size
- ☒ B. Grade ✓
- ☐ C. Gender

Question 28

Correct

Mark 1 out of 1

Identify the data issues in the field shown in this picture



- ☐ A. Credibility
- ☐ B. Completeness
- ☐ C. Accuracy
- ☒ D. Consistency ✓

Question 29

Correct

Mark 1 out of 1

What name is given to the activities carryout by a researcher to check that the data collected cannot be repudiated at any stage when processed for decision making.

- ☐ A. Reliability
- ☒ B. Verification ✓
- ☐ C. Validation
- ☐ D. Generalization

Question 30

Correct

Mark 1 out of 1

A CSV file cannot be connected to Tableau Desktop for data visualization.

- ☐ True
- ☒ False ✓

Question 31

Partially correct

Mark 7 out of 8

Match the statements as applied in Tableau Desktop

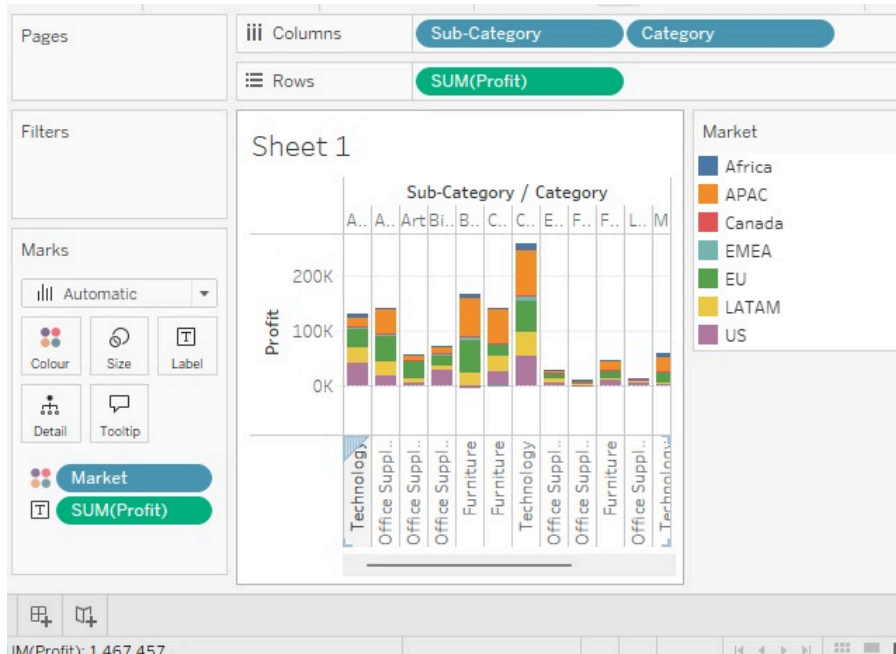
Dimensions	Blue	✗
One variable analysis	Univariate	✓
Measure pills color	Green	✓
Different charts displayed	Visuals	✓
Plot used to check association of two variables	Scatter plot	✓
Dimension pills color	Blue	✓
Two variable analysis	Bivariate	✓
Measures	Dependent variables	✓

Question 32

Correct

Mark 1 out of 1

Which of these statements is true about the visual shown in the picture which was taken during a data visualization process in Tableau Desktop?



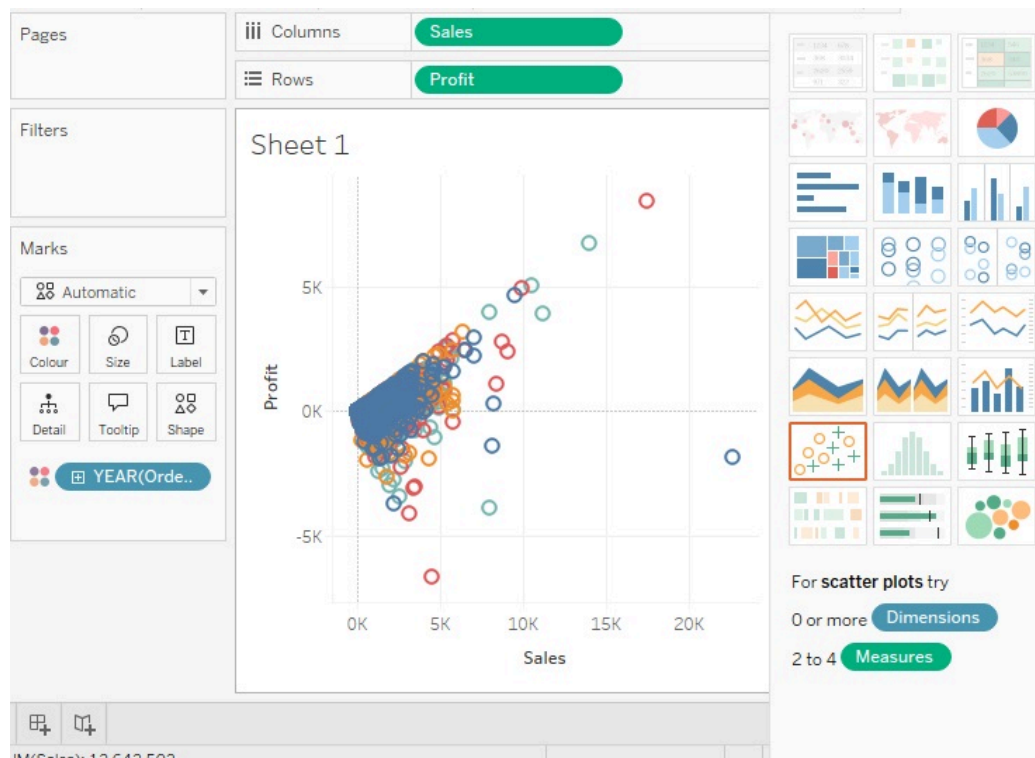
- ☒ A. There 4 variables three dimensions and one measure ✓
- ☐ B. There are 4 variables, three measures and one dimension
- ☐ C. There are two dimensions which are dependent variables and one measure which is an independent variable
- ☐ D. There are 5 variables two measures and three dimensions all dependent on one dimension variable

Question 33

Correct

Mark 1 out of 1

This picture is from one of your data visualization EDA with Tableau Desktop. Study the picture shown and answer the question that follows



What could have been your intentions to perform this EDA visualization?

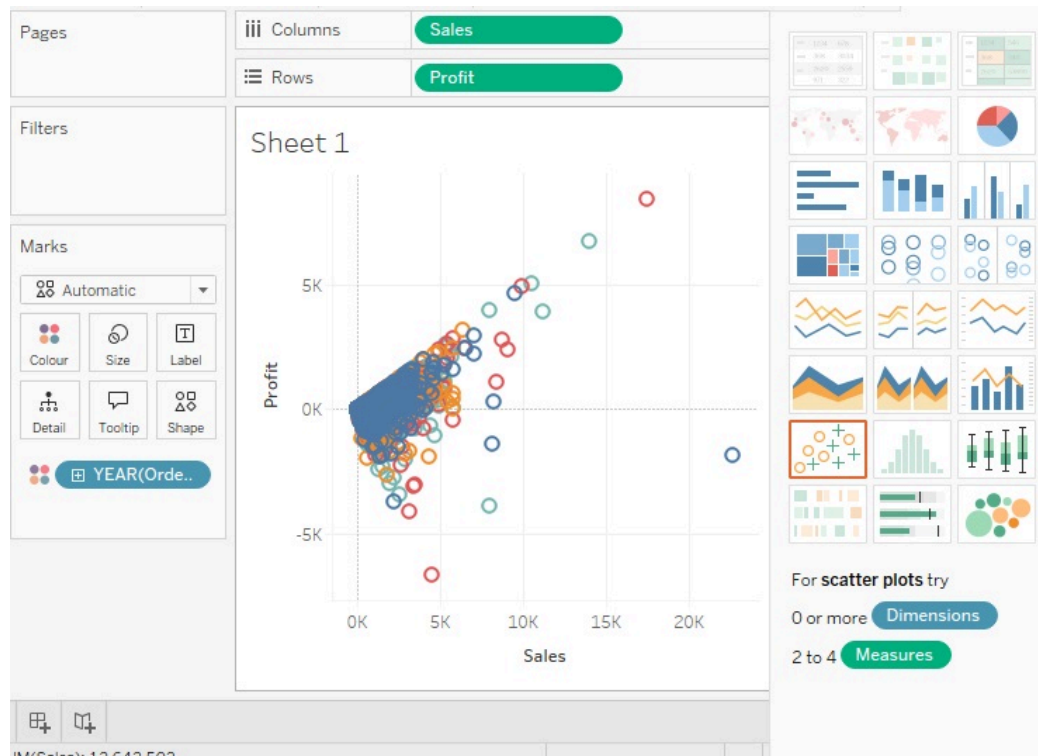
- ☐ A. To show that measures can act as dependent and independent variables
- ☐ B. To assist the managements on how to get rid unsold products
- ☐ C. To show the dates when the most profit was made by the organization
- ☒ D. To find out how the profit varies with sales in this data set ✓

Question 34

Correct

Mark 2 out of 2

How many possible visuals are you likely to produce from the scenario shown in the picture? Write your answer as a numeric figure eg 21, 67



Answer: 17

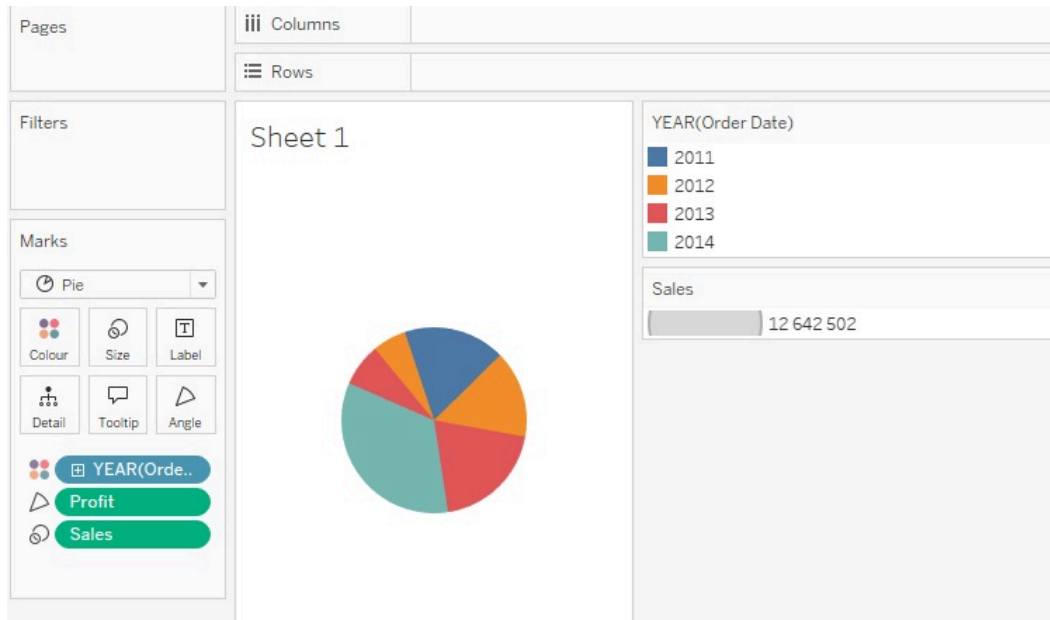


Question 35

Correct

Mark 1 out of 1

Which of the given statements is TRUE about the visual screenshot shown in the picture you made in one of the lessons?



- ☐ A. Pie charts can be produced without variables in Tableau Desktop
- ☒ B. The pie chart has limited application for multivariate analysis as it provides single dimension and cluttering ✓
- ☐ C. The pie chart simplifies the presentation of the dataset because it shows it does not need variables to construct it
- ☐ D. Pie charts are difficult to understand for novice data analytics because they present information effectively

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