

## Module 2 Quiz

Started: Sep 16 at 7:16pm

### Quiz Instructions

This is a 60-minute timed quiz on the resources for this module. Click **Take the Quiz** below to start the exam.



Question 1 2 pts

True or False: Random forests can use methods like clustering, regression, and classification.

☐

True

☐

False



Question 2 2 pts

True or False: The three data story elements (narrative, data, and visuals) work together to help you explain, enlighten, and engage your audience.

☐

True

☐

False



Question 3 2 pts

In which areas do regression trees differ from classification trees? Select all that apply.

☐

Prediction

☐

Measuring impurity



Evaluating performance



Number of trees



Question 4 2 pts

True or False: Regression trees are used when the response variable is categorical.



True



False



Question 5 2 pts

True or False: The predictive performance of regression trees can be measured in the same way that other predictive methods are evaluated (e.g. linear regression), using summary measures such as RMSE.



True



False



Question 6 2 pts

How can a random forest improve on decision trees?



It gives more options to choose from.



It helps with understanding the use of scikit-learn.



It fixed the overfitting problem with decision trees.



None of the above



## Question 7 2 pts

True or False: In regression trees, a typical impurity measure is the sum of the squared deviations from the mean of the terminal node.

☐

True

☐

False



## Question 8 2 pts

What are the six stages of the analytics path to value creation, as asserted by Brent Dykes in his book, *Effective Data Storytelling: How to Drive Change with Data, Narrative, and Visuals*?

☐

Data, information, insight, data story, decision, value

☐

Data, information, insight, visualization, decision, action

☐

Data, analytics, insight, data story, management, value

☐

None of the above



## Question 9 2 pts

True or False: *Pathos*, or the appeal to credibility, is an important element of persuasion and your data story, because it makes your message more engaging.

☐

True

☐

False



## Question 10 2 pts

As a data scientist, one of your primary goals is to drive action and influence change at your company or organization. What three fundamental effects must you have on your audience in order to get them to drive action?

☐

Attention, surprise, remember

☐

Attention, understand, remember

☐

Attention, understand, educate

☐

None of the above

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Quiz saved at 7:20pm

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