



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

Keep Learning

GRADE  
100%

## \*Weekly challenge 1\*

LATEST SUBMISSION GRADE  
100%

1. Organizing available information and revealing gaps and opportunities are part of what process?

1 / 1 point

- ☒ Using structured thinking
- ☐ Categorizing things
- ☐ Applying the SMART methodology
- ☐ Identifying connections between two or more things

✓ **Correct**  
Organizing available information and revealing gaps and opportunities are part of structured thinking.

2. While creating data visualizations for a slideshow, a data analyst considers, "What would help a stakeholder understand this data better?" The analyst is in the analyze step of the data analysis process.

1 / 1 point

- ☐ True
- ☒ False

✓ **Correct**  
The analyst is in the share phase of the data analysis process.

3. If a cooking supply store wants to attract more customers, where can they advertise to better reach their target audience? Select all that apply.

1 / 1 point

- ☒ At a bus stop near a local culinary school

✓ **Correct**  
To better reach their target audience, they can advertise at a bus stop near a local culinary school, on a podcast for foodies, and on TV during the season finale of The Best Chef in the Universe. A target audience is the people you're trying to reach. In this scenario, people who enjoy food and cooking are the store's target audience.

- ☒ On a podcast for foodies

✓ **Correct**  
To better reach their target audience, they can advertise at a bus stop near a local culinary school, on a podcast for foodies, and on TV during the season finale of The Best Chef in the Universe. A target audience is the people you're trying to reach. In this scenario, people who enjoy food and cooking are the store's target audience.

- ☒ On TV during the season finale of The Best Chef in the Universe

✓ **Correct**  
To better reach their target audience, they can advertise at a bus stop near a local culinary school, on a podcast for foodies, and on TV during the season finale of The Best Chef in the Universe. A target audience is the people you're trying to reach. In this scenario, people who enjoy food and cooking are the store's target audience.

- ☐ In a magazine all about advertising

4. A data analyst is working for a local power company. Recently, many new apartments have been built in the community, so the company wants to determine how much electricity it needs to produce for the new residents in the future. A data analyst uses data to help the company make a more informed forecast. This is an example of which problem type?

1 / 1 point

- ☐ Discovering connections
- ☐ Spotting something unusual
- ☐ Identifying themes
- ☒ Making predictions

✓ **Correct**  
This is an example of making predictions. Making predictions deals with making informed decisions about how things may be in the future.

5. Fill in the blank: Categorizing things involves assigning items to categories, whereas \_\_\_\_ takes those categories a step further, grouping them into broader classifications.

1 / 1 point

- ☐ Finding patterns
- ☒ Identifying themes
- ☐ Making predictions
- ☐ Discovering connections

✓ **Correct**

Categorizing things involves assigning items to categories. Identifying themes takes those categories a step further, grouping them into broader themes.

6. Which of the following examples are leading questions? Select all that apply.

1 / 1 point

- ☒ In what ways did our product meet your needs?

✓ **Correct**

Leading questions direct the respondent to a particular answer, often because they suggest the answer within the question.

- ☒ What do you enjoy most about our service?

✓ **Correct**

Leading questions direct the respondent to a particular answer, often because they suggest the answer within the question.

- ☐ How did you learn about our company?

- ☒ How satisfied were you with our customer representative?

✓ **Correct**

Leading questions direct the respondent to a particular answer, often because they suggest the answer within the question.

7. The question, "How could we improve our website to simplify the returns process for our online customers?" is action-oriented.

1 / 1 point

- ☒ True
- ☐ False

✓ **Correct**

The question, "How could we improve our website to simplify the returns process for our online customers?" is action-oriented because it's likely to result in specific answers that would lead to change.

8. On a customer service questionnaire, a data analyst asks, "If you could contact our customer service department via chat, how much valuable time would that save you?" Why is this question unfair?

1 / 1 point

- ☐ It is vague
- ☐ It is closed-ended
- ☐ It uses slang words that not everyone can understand
- ☒ It makes assumptions

✓ **Correct**

A common example of an unfair question is one that makes assumptions. These are questions that assume the answer to the question being asked.