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Weekly challenge 1

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1. Which of the following options describes data analysis?

1 / 1 point

- ☐ Creating new ways of modeling and understanding the unknown by using raw data
- ☒ The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making
- ☐ Using facts to guide business strategy
- ☐ The various elements that interact with one another in order to provide, manage, store, organize, analyze, and share data

Correct

Data analysis is the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making.

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

1 / 1 point

- ☐ True
- ☒ False

Correct

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

3. Fill in the blank: The primary goal of a data ____ is to create new questions using data.

1 / 1 point

- ☐ analyst
- ☐ engineer
- ☒ scientist
- ☐ designer

Correct

Data scientists create new questions using data. Data science involves creating new ways of modeling and understanding the unknown by using raw data.

4. What tactics can a data analyst use to effectively blend gut instinct with facts? Select all that apply.

1 / 1 point

- ☒ Use their knowledge of how their company works to better understand a business need.

Correct

At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

- ☐ Ask how to define success for a project, but rely most heavily on their own personal perspective.

- ☒ Apply their unique past experiences to their current work, while keeping in mind the story the data is telling.

Correct

At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

- ☐ Focus on intuition to choose which data to collect and how to analyze it.

5. A company defines a problem it wants to solve. Then, a data analyst gathers relevant data, analyzes it, and uses it to draw conclusions. The analyst shares their analysis with subject-matter experts, who validate the findings. Finally, a plan is put into action. What does this scenario describe?

1 / 1 point

- ☒ Data-driven decision-making
- ☐ Data science
- ☐ Customer service
- ☐ Identification of trends

✓ **Correct**

This company has put data at the heart of its business strategy in order to achieve data-driven decision-making.

6. Fill in the blank: The people very familiar with a business problem are called _____. They are an important part of data-driven decision-making.

1 / 1 point

- ☐ customers
- ☐ competitors
- ☒ subject-matter experts
- ☐ stakeholders

✓ **Correct**

Subject-matter experts are very familiar with the business problem and can look at the results of data analysis to validate the choices being made.

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 practice does this support?

1 / 1 point

- ☒ Data-driven decision-making
- ☐ Data management
- ☐ Data science
- ☐ Data analytics

✓ **Correct**

Including insights from people who are familiar with the business problem is an example of data-driven decision-making. Data-driven decision-making is using facts to guide business strategy.

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 / 1 point

- ☐ Include your email address for people to send questions or comments.
- ☒ Check your post for typos or grammatical errors.

✓ **Correct**

Posts should be relevant to data analytics and checked for typos and grammatical errors.

- ☐ Take credit for creating the article.
- ☒ Make sure the article is relevant to data analytics.

✓ **Correct**

Posts should be relevant to data analytics and checked for typos and grammatical errors.