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

Keep Learning

GRADE
100%

Optional: Familiar with data analytics? Take our diagnostic quiz

TOTAL POINTS 16

1. **Optional** speed track for those experienced in data analytics

1 / 1 point

The Google Data Analytics Certificate provides instruction and feedback for learners hoping to earn a position as an entry-level data analyst. While many learners will be brand new to the world of data analytics, others may be familiar with the field and simply wanting to brush up on certain skills.

If you believe this course will be primarily a refresher for you, we recommend taking this practice diagnostic quiz. It will enable you to determine if you should follow the speed track, which is an opportunity to proceed to Course 2 after taking each of the Course 1 Weekly Challenges and the overall Course Challenge. Learners who earn 100% on the diagnostic quiz can treat Course 1 videos, readings, and activities as optional. Learners following the speed track are still able to earn the certificate.

If you aren't familiar with data analytics, this course was made for you! Feel free to skip this quiz and move forward through all of the course material.

Get ready to take the next step in your data analytics journey with the question below!

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

☑ Words

> ✓ **Correct**
> Numbers, observations, and words are examples of data.

☑ Observations

> ✓ **Correct**
> Numbers, observations, and words are examples of data.

☑ Numbers

> ✓ **Correct**
> Numbers, observations, and words are examples of data.

☐ Tasks

2. A clothing retailer collects and stores data about its sales revenue. Which of the following would be part of its data ecosystem? Select all that apply.

1 / 1 point

☑ The database of sales revenue

> ✓ **Correct**
> The clothing retailer's data ecosystem would include the database of sales revenue, the cloud that stores the database, and records of its inventory. A data ecosystem is the various elements that interact with one another in order to produce, manage, store, organize, analyze, and share data.

☑ Records of its inventory

> ✓ **Correct**
> The clothing retailer's data ecosystem would include the database of sales revenue, the cloud that stores the database, and records of its inventory. A data ecosystem is the various elements that interact with one another in order to produce, manage, store, organize, analyze, and share data.

☐ The databases of competing retailers

☑ The cloud that store its database

> ✓ Correct

3. In data analytics, how is data described?

1 / 1 point

○ An aggregate of intelligence

◉ A collection of facts

○ A series of calculations and statistics

○ A technical business process

✓ **Correct**

Data is a collection of facts. Through analysis, data can be used to draw conclusions and make predictions.

4. What is the process of guiding business strategy using facts?

1 / 1 point

○ Analytical strategy

◉ Data-driven decision-making

○ Strategic improvement

○ Identification of data and decisions

✓ **Correct**

Data-driven decision-making is the process of guiding business strategy using facts.

5. Fill in the blank: Curiosity, understanding context, having a technical mindset, data design, and data strategy are _____. They enable data analysts to solve problems using facts.

1 / 1 point

○ personal insights

○ business skills

◉ analytical skills

○ thought processes

✓ **Correct**

Curiosity, understanding context, having a technical mindset, data design, and data strategy are analytical skills. They enable data analysts to solve problems using facts.

6. The owner of a skate shop notices that every time a certain employee has a shift, there are higher sales numbers at the end of the day. After some investigation, the owner realizes that since the employee was hired, the store earns 15% more each month. In this scenario, the manager used which quality of analytical thinking?

1 / 1 point

○ Problem-orientation

○ Visualization

◉ Correlation

○ Big-picture thinking

✓ **Correct**

The owner used correlation, which involves being able to identify a relationship between two or more pieces of data. They noticed that there is a correlation between the employee's presence and the skate shop's traffic and monthly income.

7. When a shipment arrives late from a supplier, a data analyst asks themselves, "Why?" five times in a row. What are they trying to do?

1 / 1 point

◉ Identify the root cause of the problem

○ Create a framework for addressing the problem

○ Visualize the consequences of the problem

○ Write a report about the problem

✓ **Correct**

They are using the five whys to discover the root cause of the late shipment. The root cause is the reason why a problem occurs.

8. Gap analysis is a process that could help accomplish which of the following tasks? Select all that apply.

1 / 1 point

- ☑ Increase the efficiency of a car manufacturer based on its current assembly process

  ✔ **Correct**
  Gap analysis is a method for examining and evaluating how a process works currently in order to get where you want to be in the future. Improving accessibility, increasing efficiency, and reducing carbon emissions are examples of improvements that gap analysis can help accomplish.

- ☐ Spread awareness about income inequality based on local salaries

- ☑ Improve accessibility for an educational app based on its current functionality

  ✔ **Correct**
  Gap analysis is a method for examining and evaluating how a process works currently in order to get where you want to be in the future. Improving accessibility, increasing efficiency, and reducing carbon emissions are examples of improvements that gap analysis can help accomplish.

- ☑ Reduce a company's carbon footprint based on its current emissions

  ✔ **Correct**
  Gap analysis is a method for examining and evaluating how a process works currently in order to get where you want to be in the future. Improving accessibility, increasing efficiency, and reducing carbon emissions are examples of improvements that gap analysis can help accomplish.

9. An analysis firm is conducting a data analysis of rainwater trends to give recommendations to agricultural companies. When they reach the manage stage of the data life cycle, which of the following might they do? Select all that apply.

1 / 1 point

- ☑ Decide which security tools they will use to protect it

  ✔ **Correct**
  The manage stage of the data life cycle describes how data is cared for. This includes how and where it's stored, the tools used to keep it safe and secure, and the actions taken to make sure it's maintained properly. When they get to the manage stage, the analysis firm might store and clean the data they've collected, as well as decide which security tools they'll use to protect it.

- ☐ Place their data in a location it can be accessed, even if it may not be used

- ☑ Store and clean the data they have collected

  ✔ **Correct**
  The manage stage of the data life cycle describes how data is cared for, such as how and where it's stored, the tools used to keep it safe and secure, and the actions taken to make sure it's maintained properly. When they get to the manage stage, the analysis firm might store and clean the data they've collected, as well as decide which security tools they'll use to protect it.

- ☐ Collect and organize data relevant to rainwater

10. An advertising firm has used insights from its analytics team to create a strategy for improving sales. Now, they implement a plan to increase annual revenue. The firm is at which step of the data analysis process?

1 / 1 point

- ◯ Analyze
- ◯ Share
- ⦿ Act
- ◯ Process

  ✔ **Correct**
  The act phase is when insights are put into action. This involves a company or organization implementing a plan to solve the original business problem.

11. The analyze phase of the data life cycle includes which of the following steps? Select all that apply.

1 / 1 point

- ☐ Choosing the format of spreadsheet headings

☐ Choosing the format of spreadsheet headings

☑ Using spreadsheets to aggregate data

> ✓ **Correct**
> The analyze phase is when data is used to make smart decisions. This can be achieved with many spreadsheet tools, such as formulas and pivot tables. The analyze phase is also when analysts create reports from their data.

☑ Using a formula to perform calculations

> ✓ **Correct**
> The analyze phase is when data is used to make smart decisions. This can be achieved with many spreadsheet tools, such as formulas and pivot tables. The analyze phase is also when analysts create reports from their data.

☑ Creating a report from data

> ✓ **Correct**
> The analyze phase is when data is used to make smart decisions. This can be achieved with many spreadsheet tools, such as formulas and pivot tables. The analyze phase is also when analysts create reports from their data.

12. A data analyst adds descriptive headers to columns of data in a spreadsheet. How does this improve the spreadsheet?   **1 / 1 point**

○ It clarifies the business strategy

◉ It adds context

○ It improves the aesthetic appeal

○ It eliminates unnecessary details

> ✓ **Correct**
> Adding descriptive headers to columns of data in a spreadsheet adds context. Context is the condition in which something exists, such as a structure.

13. This is a selection from a spreadsheet that ranks the 10 largest cities in North Carolina. To alphabetize the county names in column D, which spreadsheet tool would you use?   **1 / 1 point**

	A	B	C	D
1	Rank	Name	Population	County
2	7	Cary	170,282	Wake, Chatham
3	1	Charlotte	885,708	Mecklenburg
4	10	Concord	96,341	Cabarrus
5	4	Durham	278,993	Durham (seat), Wake, Orange
6	6	Fayetteville	211,657	Cumberland
7	3	Greensboro	296,710	Guilford
8	9	High Point	112,791	Guilford, Randolph, Davidson, Forsyth
9	2	Raleigh	474,069	Wake (seat), Durham
10	8	Wilmington	123,784	New Hanover
11	5	Winston-Salem	247,945	Forsyth

○ Name range

◉ Sort range

○ Organize range

○ Alphabetize range

> ✓ **Correct**
> You can use sort range to alphabetize the county names in column D. Sorting a range of data from A to Z helps data analysts organize and find data more quickly.

14. You are querying a database of manufacturing company suppliers. The column name for supplier identification numbers is supplier_id. What is the correct clause to retrieve only data about the supplier with identification number 85317?   **1 / 1 point**

○ FROM supplier_id = 85317

○ WHERE supplier_id = 85317

○ FROM = supplier_id 85317

○ WHERE = supplier_id 85317

✓ **Correct**
The correct clause is WHERE supplier_id = 85317. This clause tells the database to return only information about the supplier whose ID is 85317.

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15. You are writing a SQL query to analyze data about recent trampoline sales. The store_sales table describes the number of trampolines sold at several sporting goods stores. What is the correct clause to retrieve data from this table?   **1 / 1 point**

○ WHERE store_sales

◉ FROM store_sales

○ WHERE_store_sales

○ FROM = store_sales

✓ **Correct**
The correct clause is FROM store_sales. FROM indicates the table from which data is being retrieved in a SQL query.

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16. Imagine you are sharing your data with a friend. Why might you display data with a data visualization instead of a table? Select all that apply.   **1 / 1 point**

☐ It describes each data point

☑ It's aesthetically pleasing

✓ **Correct**
When sharing data with others, you might use a data visualization instead of a table because charts and graphs are more aesthetically pleasing and are easier to understand. Data visualizations make the data more digestible and are more interesting to look at.

☑ It's easy to understand

✓ **Correct**
When sharing data with others, you might use a data visualization instead of a table because charts and graphs are more aesthetically pleasing and are easier to understand. Data visualizations make the data more digestible and are more interesting to look at.

☐ It's more complex