GRADE 100%

Self-Reflection: Collecting data

TOTAL POINTS 1

1/1 point



In this activity, you will use what you learned about the data life cycle in a mock interview for a data analyst role at an ice cream company.

Instructions

Read the scenario below and then share your response in the reflection section.

You are interviewing for a data analyst role at a local ice cream company. They are interested in using data on customer ice cream flavor preferences to help drive important decisions.

The hiring manager asks you:

"We want to better understand our customers' ice cream flavor preferences, but honestly we don't even know where to start. How would you approach this if you were part of our team?"

Reflection

Before responding to the hiring manager's question, consider each step of the data life cycle:

- · Plan What plans and decisions do you need to make? What data do you need to answer your question?
- · Capture Where does your data come from? How will you get it?
- · Manage How will you store your data? What should it be used for, and how do you keep this data secure and protected?
- · Analyze How will the company analyze the data? What tools should they use?
- · Archive What should they do with their data when it gets old? How do they know when it's time?
- · Destroy Should they ever dispose of any data? If so, when and how?

In the text box below, write 5-10 sentences explaining your recommendations for collecting customer flavor preference

Here are some topics to consider for your response:

- · What kind of data should they be gathering?
- · How should they gather this data?
- · Where will the data live? How will they store the data?
- · Once they have the data, how will they use it?
- · How do they keep their data secure and protected?
- · What should they do with old data? What are their options?

Could be gather information throught API, Email Survey, and store in Database. Make a individual computer to store the database, delete all files when it will no longer use

✓ Correct

Thank you for the submission! Understanding the life cycle of the data you're working with is crucial to any project. Your response should focus on helping the ice cream company come up with specific answers to the questions associated with each step of the data life cycle.

To use their data successfully:

- The ice cream company must first figure out what data they need and where they can get it.
- . Once they have the data, they have to be sure of what they will (and won't) use it for.
- The ice cream company also has to be mindful of how they will keep the data secure, and how to deal with old data that has outlived its usefulness.

As a data analyst, these are the types of questions you should always be seeking to answer about your data.