✅ **Congratulations! You passed!**

Grade	**Latest Submission**	**To pass** 80% or
received 90%	Grade 90%	higher

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1. **Scenario 1, questions 1-5**   `1 / 1 point`

   You've been working at a data analytics consulting company for the past six months. Your team helps restaurants use their data to better understand customer preferences and identify opportunities to become more profitable.

   To do this, your team analyzes customer feedback to improve restaurant performance. You use data to help restaurants make better staffing decisions and drive customer loyalty. Your analysis can even track the number of times a customer requests a new dish or ingredient in order to revise restaurant menus.

   Currently, you're working with a vegetarian sandwich restaurant called Garden. The owner wants to make food deliveries more efficient and profitable. To accomplish this goal, your team will use delivery data to better understand when orders leave Garden, when they get to the customer, and overall customer satisfaction with the orders.

   Before project kickoff, you attend a discovery session with the vice president of customer experience at Garden. He shares information to help your team better understand the business and project objectives. As a follow-up, he sends you an email with datasets.

   Click below to read the email:

   📄 **C3 Scenario 1_Client Email .pdf**
   PDF File

   And click below to access the datasets:

   📎 **Course 3 Final Challenge Data Sets - Customer survey data (1)**
   CSV File

   📎 **Course 3 Final Challenge Data Sets - Delivery times_distance (1)**
   CSV File

   Reviewing the data enables you to describe how you will use it to achieve your client's goals. First, you notice that all of the data was collected by Garden employees using their own resources. What type of data does this describe?

   ◉ First-party data

   ○ Qualitative data

   ○ Nominal data

   ○ Third-party data

   ✅ **Correct**
   This describes first-party data, which is collected by an individual or group using their own resources.

2. **Scenario 1 continued**   `1 / 1 point`

   Next, you review the customer satisfaction survey data. To use the template for the customer satisfaction survey data, click the link below and select "Use Template."

   Link to template: [Customer Satisfaction Survey data](#)

   OR

   If you don't have a Google account, download the CSV file directly from the attachment below.

   📎 **CustomerSurveyData - Customer survey data**
   CSV File

   The question in column E asks, "Was your order accurate? Please respond yes or no." The responses listed in column E are an example of Boolean data.

   ◉ True

   ○ False

   ✅ **Correct**

A Boolean data type has only two possible values, such as yes or no.

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3. **Scenario 1 continued**   `1 / 1 point`

Now, you review the data on delivery times and the distance of customers from the restaurant.

To use the template for the dataset, click the link below and select "Use Template."

Link to template: Delivery Times/Distance

OR

If you don't have a Google account, download the CSV file directly from the attachment below.

📎 **DeliveryTimes_DistanceData - Delivery times_distance**
CSV File

The data in column D is an example of nominal data.

○ True

◉ False

✓ **Correct**
The data in column D is an example of continuous data, which can be measured.

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4. **Scenario 1 continued**   `0 / 1 point`

The next thing you review is the file containing pictures of sandwich deliveries over a period of 30 days. **What type of data is this?**

◉ Discrete

○ Unstructured

○ Ordinal

○ Relational

⊗ **Incorrect**
Review the video on data formats for a refresher.

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5. **Scenario 1 continued**   `1 / 1 point`

Now that you're familiar with the data, you want to build trust with the team at Garden. You decide to impress them by taking the initiative to reach out to your social media followers. You explain that Garden is a new client, and you show them the pictures of Garden's sandwich deliveries from the client file. Then, you ask them if they have any photos of sandwich deliveries that you can evaluate.

This is an example of going above and beyond expectations and a great way to build trust.

○ True

◉ False

✓ **Correct**
Building trust involves not sharing private or sensitive client information.

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6. **Scenario 2, questions 6-10**   `1 / 1 point`

You've completed this program and are interviewing for a junior data scientist position at a company called Sewati Financial Services.

Click below to review the job description:

📄 **C3 Course Challenge Junior Data Scientist Job Description .pdf**
PDF File

So far, you've successfully completed the first interview with a recruiter. They arrange your second interview with the team at Sewati Financial Services.

Click below to read the email from the human resources director:

📄 **Course 3 Scenario 2_Second Interview Email.pdf**
PDF File

You arrive 15 minutes early for your interview. Soon, you are escorted into a conference room, where you meet Kai Harvey, the senior manager of strategy. After welcoming you, he begins the behavioral interview.

Consider and respond to the following question. Select all that apply.

Our data analytics team often surveys clients to get their feedback. If you were on the team, how would you ensure the results do not favor a particular person, group of people, or thing?

☐ Instruct participants to share their name and contact information.

☑ Ensure the survey sample represents the population as a whole.

> ✓ **Correct**
> There are several factors that influence bias in survey results. To minimize bias, consider the way questions are written, the amount of time given to answer each question, and inclusivity of participants.

☑ Give participants enough time to answer each survey question.

> ✓ **Correct**
> The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can help ensure survey results are unbiased.

☑ Make sure the wording of the survey question does not encourage a specific response from participants.

> ✓ **Correct**
> The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can help ensure survey results are unbiased.

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7. **Scenario 2 continued**　　　　　　　　　　　　　　　　　　　　　　　　　`1 / 1 point`

Consider and respond to the following question. Select all that apply.

Our data analytics team often uses both internal and external data. Describe the difference between the two.

☑ Internal data is often generated from within the company. External data is generated outside the organization.

> ✓ **Correct**
> Internal data lives within a company's own systems and is typically generated from within the company. External data lives in and is generated outside the organization.

☐ External data came from a company's own systems. Internal data came from the organization.

☑ Internal data came from a company's own systems. External data comes from outside the organization.

> ✓ **Correct**
> Internal data lives within a company's own systems and is typically generated from within the company. External data lives in and is generated outside the organization.

☐ External data is often generated from within the company. Internal data is generated outside the organization.

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8. **Scenario 2 continued**　　　　　　　　　　　　　　　　　　　　　　　　　`1 / 1 point`

Consider and respond to the following question. Select all that apply.

Our analysts often work within the same spreadsheet, but for different purposes. What tools would you use in such a situation?

☑ Filter to show only the data that meets a specific criteria

> ✓ **Correct**
> Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

☐ Encrypt the spreadsheet so only you can access it

☑ Sort the data to make it easier to understand, analyze, and visualize

> ✓ **Correct**
> Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

☑ Freeze the header rows

> ✓ **Correct**
> Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

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9. **Scenario 2 continued**　　　　　　　　　　　　　　　　　　　　　　　　　`1 / 1 point`

Next, your interviewer wants to better understand your knowledge of basic SQL commands. **He asks: How would you write a query that retrieves only data about people who joined our firm in 2019 from the Clients table in our database?**

our database?

○
```
SELECT *
WHERE Clients = '2019'
```

◉
```
SELECT *
FROM Clients
WHERE start_date = '2019'
```

○
```
SELECT Clients
WHERE start_date = '2019'
```

○
```
SELECT *
WHERE start_date = '2019'
```

✓ **Correct**
To write a query that retrieves only data about people who joined the firm in 2019 from the Clients table, type SELECT * FROM Clients WHERE start_date='2019'.

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10. **Scenario 2 continued**   1 / 1 point

For your final question, your interviewer explains that Sewati Financial Services cares about data privacy. The company needs its clients' trust, and this is an important responsibility for the data analytics team.

He asks: What does data privacy involve? Select all that apply.

☑ Preserving a data subject's information and activity any time a data transaction occurs

✓ **Correct**
Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.

☑ Putting privacy measures in place to protect people's data

✓ **Correct**
Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.

☑ A person's legal right to their data

✓ **Correct**
Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.

☐ Encryption and sharing permissions