

Instructions for Review Questions

1. Time allowed: **Unlimited**

- We encourage you to go back and review the materials to find the right answer
- Please remember that the Review Questions are worth 60% of your final mark.

2. Attempts per question:

- One attempt - For True/False questions
- Two attempts - For any question other than True/False

3. Clicking the "**Submit**" button when it appears, means your submission is **FINAL**. You will **NOT** be able to resubmit your answer for that question ever again

4. Check your grades in the course at any time by clicking on the "Progress" tab

Question 1

1/1 point (graded)

According to this Module's reading assignment, what is the ultimate purpose of analytics?

- ☐ To evangelize data science
- ☒ To communicate findings to stakeholders to formulate policy or strategy
- ☐ To facilitate meetings between sales and marketing
- ☐ To efficiently store big data with minimum storage requirements



Answer

Correct: Correct. According to the reading, this the ultimate purpose of analytics.

Submit

Try again (1 attempt remaining) ⓘ

Question 2

1/1 point (graded)

In this Module's reading assignment, what role of a data scientist is discussed?

- ☐ Using the data to put together a story that the CEO wants to tell
- ☐ Developing a strategy to fix the problems in the findings
- ☒ Using insights to build a narrative to communicate findings.
- ☐ Managing a team of analysts to create a predictive model



Answer

Correct: Correct

Submit

Try again (1 attempt remaining) ⓘ

Question 3

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1/1 point (graded)

The United States Economic Forecast is a publication by McKinsey University Press.

☐ True

☒ False



Answer

Correct: Correct. It is by Deloitte University Press.

Submit

You have used 1 of 1 attempt

Question 4

1/1 point (graded)

The report, discussed in this Module's reading assignment, successfully did the job of:

☒ Using data and analytics to generate the likely economic scenarios

☐ Calculating projections for the economy

☐ Convincing the leadership team to act on an initiative

☐ Summarizing pages and pages of research



Submit

Try again (1 attempt remaining)

Question 5

1/1 point (graded)

According to this Module's reading assignment, it is recommended that a team waits until the results of analytics are out before they can decide on the final deliverable.

☐ True

☒ False



Answer

Correct:

Correct. In order to produce a compelling narrative, initial planning and conceptualizing of the final deliverable is of extreme importance.

Submit

You have used 1 of 1 attempt