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1. A data analyst uses the SMART methodology to create a question that encourages change. In the SMART methodology, how is this question type described? 1 / 1 point

- Results-focused
- Transitional
- Motivational
- Action-oriented

In the SMART methodology, questions that encourage change are described as action-oriented.

2. When formulating a Specific (S) question under the SMART methodology, which of the following details are prioritized to ensure the scope of the analysis is narrow and focused? Select all that apply. 1 / 1 point

- Identifying the exact period or deadline for the analysis.
- Focusing on a single topic or a few closely related ideas.

Specificity requires a narrow scope, centering on one main topic rather than a broad organizational goal.

- Ensuring the language used is simple and unambiguous.

A specific question is easy to understand and avoids vague language or multiple interpretations.

- Defining the key subject and metric clearly.



3. A data analyst working for a coffee roaster is writing questions for a customer experience survey. One of the questions asks, "Do you prefer online or in-store?" Then, they rewrite it to ask, "Do you prefer purchasing coffee beans through our online marketplace or by shopping at our retail store?" Why is this a more effective question?

1 / 1 point

- The first question is closed-ended, whereas the second question encourages the respondent to elaborate.
- The first question is vague, whereas the second question includes important context.

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- The first question is leading, whereas the second question could have many different answers.
- The first question contains slang that might not make sense to everyone, whereas the second question is easily understandable.

4. A data team at a high-tech company writes questions for a focus group. They use common abbreviations such as PLS for "please" and LMK for "let me know." A supervisor then suggests spelling everything out in order to ensure the questions are fair. What are they trying to achieve?

1 / 1 point

- Avoiding leading people to a particular response
- Asking irrelevant questions
- Presenting questions with straightforward wording

They are trying to present questions with straightforward wording. This is a key aspect of fairness.

- Writing questions that do not make assumptions