

Your grade: 100%

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Next item →

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