Your grade: 100%

Your latest: **100%** • Your highest: **100%** • To pass you need at least 75%. We keep your highest score.

Next item →

1. **Scenario:** Data professionals use different types of problem-solving methods to tackle business challenges. Consider a data professional at a streaming service that wants to understand why some customers are canceling their subscriptions.

   4 / 4 points

   ✦ AI-graded

   Prompt: Reflect on the different problem types we've covered. Then, complete the following:

   - Identify which problem type would be the best starting point for the data professional to understand why customers are canceling.

   - After that, explain how the 'identifying themes' problem type could be used to extend the analysis.

   - Provide an example of how the 'finding patterns' problem type could be used to discover insights in customer data.

   - Finally, explain how the 'making predictions' problem type could be used to help the business make a data-driven decision.

   Your answer should have **4 parts** and you may answer in a list or a short paragraph.

   Part 1: Best Starting Problem Type

   The best starting point would be **identifying themes**. By analyzing customer feedback, survey responses, and cancellation reasons, the data professional can categorize common issues (e.g., "high cost," "lack of content," "technical issues") to understand the primary drivers of cancellations.

   Part 2: Extending Analysis with "Identifying Themes"

   The "identifying themes" approach could be extended by grouping nuanced feedback into broader themes like "content dissatisfaction" (e.g., repetitive shows, limited genres) or "user experience issues" (e.g., app crashes, poor recommendations). This reveals systemic problems beyond surface-level reasons.

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Part 3: Example of "Finding Patterns"

Using "finding patterns," the analyst might discover that cancellations spike within **2 months of subscription** for users who watch fewer than **5 hours monthly** or encounter **3+ buffering incidents** per week. This pattern highlights at-risk customers before they churn.

Part 4: Using "Making Predictions"

With "making predictions," the team could build a model to forecast which active customers are **most likely to cancel** in the next 30 days based on their engagement history. The business could then offer targeted incentives (e.g., discounted plans, personalized content) to retain them.

How you were graded

∧ Rubric 1	1/1 point

Identify which problem type would be the best starting point for the data professional.

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How you were graded

Rubric 1   1/1 point

Identify which problem type would be the best starting point for the data professional.
Examples include 'categorizing things' to group feedback or 'spotting something unusual' in usage data.

coach

You have successfully identified 'identifying themes' as a plausible starting problem type for understanding why customers are canceling. This approach logically fits the scenario as it allows the data professional to categorize and analyze customer feedback and cancellation reasons, providing a structured way to uncover the primary drivers of cancellations. Well done!

How useful is this feedback? 👍 👎

○ 0 points   Does not identify a plausible starting problem type.

◉ 1 point   Identifies a plausible starting problem type that logically fits the scenario.

Rubric 2   1/1 point

Explain how the 'identifying themes' problem type could be used to extend the analysis.
Examples include grouping categories of feedback (e.g., 'slow performance', 'high price') into broader themes like 'user experience' or 'cost sensitivity'.

Rubric 2   1/1 point

Explain how the 'identifying themes' problem type could be used to extend the analysis.
Examples include grouping categories of feedback (e.g., 'slow performance', 'high price') into broader themes like 'user experience' or 'cost sensitivity'.

coach

Your explanation of how 'identifying themes' can be used to extend the analysis is clear and logical. By grouping nuanced feedback into broader themes, such as 'content dissatisfaction' and 'user experience issues,' you demonstrate how this approach can reveal systemic problems beyond surface-level reasons. This shows a deep understanding of how to use thematic analysis to gain more meaningful insights.

How useful is this feedback? 👍 👎

○ 0 points   Does not explain how to use 'identifying themes' or provides a vague, illogical explanation.

◉ 1 point   Clearly explains how 'identifying themes' could be used to group categorized data into broader, more meaningful concepts.

Rubric 3   1/1 point

Provide an example of how the 'finding patterns' problem type could be used to discover insights. Examples include noticing a pattern of cancellations after a specific price increase or a change in content.

coach

You have provided a specific and relevant example of how the 'finding patterns' problem type can be used to discover insights. By identifying patterns such as cancellations spiking

^ Rubric 3   1/1 point

Provide an example of how the 'finding patterns' problem type could be used to discover insights. Examples include noticing a pattern of cancellations after a specific price increase or a change in content.

> coach
>
> You have provided a specific and relevant example of how the 'finding patterns' problem type can be used to discover insights. By identifying patterns such as cancellations spiking within 2 months for users with low engagement or frequent buffering incidents, you highlight how data professionals can pinpoint at-risk customers. This example effectively illustrates the power of pattern recognition in customer data analysis.
>
> How useful is this feedback? 👍 👎

○ 0 points Does not provide a plausible example or the example is not relevant to 'finding patterns'.

◉ 1 point Provides a specific, relevant example of a pattern a data professional could find in customer data.

^ Rubric 4   1/1 point

Explain how the 'making predictions' problem type could be used to help the business make a data-driven decision. Examples include predicting which customers are likely to cancel or forecasting the impact of a price change.

> coach
>
> You have clearly explained how the 'making predictions' problem type can be used to help the business make a data-driven decision. By suggesting the creation of a model to forecast

∧ Rubric 4   1/1 point

Explain how the 'making predictions' problem type could be used to help the business make a data-driven decision. Examples include predicting which customers are likely to cancel or forecasting the impact of a price change.

> **coach**
>
> You have clearly explained how the 'making predictions' problem type can be used to help the business make a data-driven decision. By suggesting the creation of a model to forecast which active customers are most likely to cancel in the next 30 days, you provide a practical approach that can directly influence business strategies. This allows the business to proactively offer targeted incentives to retain customers, demonstrating a clear understanding of how predictive analytics can drive decision-making.
>
> How useful is this feedback? 👍 👎

○ 0 points   Does not explain how to use 'making predictions' or provides a vague, illogical explanation.

◉ 1 point   Clearly explains how 'making predictions' could be used to help the business make a data-driven decision.