

1. Which of the following statements correctly describe data and data analysis? Select all that apply.

1 / 1 point

☒ One goal of data analysis is to make predictions.

✓ Correct

☒ Data is a collection of facts.

✓ Correct

☒ Collecting data is part of the data analysis process.

✓ Correct

☐ Data analysis is the science of data.

2. Fill in the blank: Data science involves using _____ data to create new ways of modeling and understanding the unknown.

1 / 1 point

☐ clean

☐ processed

☐ transformed

☒ raw

✓ Correct

3. Which of the following activities are elements of data-driven decision-making? Select all that apply.

1 / 1 point

☒ Figure out the business need or problem to be solved

✓ Correct

☒ Find and analyze relevant data

✓ Correct

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☒ Find and analyze relevant data

✓ Correct

☐ Remove data insights that stem from human intuition

☒ Ask subject-matter experts to review the results

✓ Correct

4. A business wants to grow its sales by 10% in the next 12 months. The data team helps achieve this goal by collecting data about current sales, their target market, and their competitors. This helps them identify the difference between where they are today and where they want to be in a year. What does this scenario describe?

1 / 1 point

☐ Guiding business decisions

☐ Planning

☐ Future analysis

☒ Gap analysis

✓ Correct

5. Fill in the blank: Data analysts use a _____ approach in order to identify, describe, and work out challenges or issues.

1 / 1 point

☒ problem-oriented

☐ cost-effective

☐ big-picture

☐ generalized

6. Which of the following is NOT a key aspect of analytical thinking?

1 / 1 point

- ☒ Intuition
- ☐ Strategy
- ☐ Visualization
- ☐ Big-picture and detail-oriented thinking

✓ Correct

Review the video about [analytical thinking](#) .

7. A junior data analyst at a construction company develops a plan about a home-remodeling project. They employ analytical thinking to stay focused and on track. They also consider how to improve the quality and usefulness of the data they collect. Which aspect of analytical thinking does this scenario describe?

1 / 1 point

- ☒ Strategic thinking
- ☐ Profit-driven thinking
- ☐ Correlation
- ☐ Visualization

✓ Correct

8. What is the purpose of the five whys?

1 / 1 point

- ☐ To identify key symptoms of a problem
- ☒ To reveal the root cause of a problem
- ☐ To understand the impact of a problem
- ☐ To figure out a problem's consequences

✓ Correct

☐ To figure out a problem's consequences

✓ Correct

9. A data professional is always interested in learning new skills and gaining knowledge. They often seek out challenging assignments at work and professional development experiences. Which analytical skill does this scenario describe?

1 / 1 point

- ☐ Data design
- ☒ Curiosity
- ☐ Technical mindset
- ☐ Understanding context

✓ Correct

10. Which of the following examples demonstrate data-driven decision-making? Select all that apply.

1 / 1 point

- ☐ An advertising company relies on the common sense of its copywriting team when creating a new campaign.
- ☒ A financial advisor interviews clients to assess their risk tolerance and investment goals in order to create personalized plans.

✓ Correct

- ☒ A school district uses report cards to track performance and identify areas where students need additional support.

✓ Correct

- ☒ A dentist's office uses specifics from patient records to track treatment outcomes and improve quality of care.

✓ Correct