Congratulations! You passed!

TO PASS 80% or higher

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Weekly challenge 1

LATEST SUBMISSION GRADE

100%

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1. Which of the following options describes data analysis?

   1 / 1 point

   ○ Using facts to guide business strategy

   ○ The various elements that interact with one another in order to provide, manage, store, organize, analyze, and share data

   ● The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making

   ○ Creating new ways of modeling and understanding the unknown by using raw data

   ✓ **Correct**
   Data analysis is the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making.

2. A business collects and analyzes information about its employees in order to gain insights that unlock potential and create a more productive workplace. What practice does this describe?

   1 / 1 point

   ○ Workforce observation

   ● People analytics

   ○ Employee retention

   ○ Team collaboration

   ✓ **Correct**

People analytics — also known as human resources or workforce analytics — involves collecting and analyzing information on a company's employees in order to gain insights that unlock potential and create a more productive workplace.

3. In data analytics, what term describes a collection of elements that interact with one another?

1 / 1 point

○ The cloud environment

⦿ A data ecosystem

○ A database

○ A modelling system

✓ **Correct**
Data ecosystems are made up of elements that interact to produce, manage, store, organize, analyze, and share data.

4. What tactics can a data analyst use to effectively blend gut instinct with facts? Select all that apply.

1 / 1 point

☐ Ask how to define success for a project, but rely most heavily on their own personal perspective.

☑ Apply their unique past experiences to their current work, while keeping in mind the story the data is telling.

✓ **Correct**
At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

☑ Use their knowledge of how their company works to better understand a business need.

✓ **Correct**
At the heart of data-driven decision-making is data, so analysts are most effective when they ensure that facts are driving strategy.

☐ Focus on intuition to choose which data to collect and how to analyze it.

5. A furniture manufacturer wants to find a more environmentally friendly way to make its products. A data analyst helps solve this problem by gathering relevant data, analyzing it, and using it to draw conclusions. The analyst then shares their analysis with subject-matter experts from the manufacturing team, who validate the findings. Finally, a plan is put into action. This scenario describes data science.

1 / 1 point

○ True

◉ False

✓ **Correct**

This company has put data at the heart of its business strategy in order to achieve data-driven decision-making.

6. Fill in the blank: The people very familiar with a business problem are called _____. They are an important part of data-driven decision-making.

1 / 1 point

○ customers

◉ subject-matter experts

○ competitors

○ stakeholders

✓ **Correct**

Subject-matter experts are very familiar with the business problem and can look at the results of data analysis to validate the choices being made.

7. A data analyst finishes analyzing data for a marketing project. The results are clear, so they present findings to the client and ask for conclusions and recommendations. What should they have done first?

1 / 1 point

◉ Shared the results with subject-matter experts from the marketing team for their input

○ Created a model based on the results of the analysis

○ Surveyed customers about results, conclusions, and recommendations

○ Archived the datasets in order to keep them secure

> ✓ **Correct**
>
> Including insights from people who are familiar with the business problem is an example of data-driven decision-making.

8. You read an interesting article in a magazine and want to share it in the discussion forum. What should you do when posting? Select all that apply. **1 / 1 point**

☐ Take credit for creating the article.

☑ Make sure the article is relevant to data analytics.

> ✓ **Correct**
>
> Posts should be relevant to data analytics and checked for typos and grammatical errors. Also, be sure to give credit to others if you mention their ideas.

☐ Include your email address for people to send questions or comments.

☑ Check your post for typos or grammatical errors.

> ✓ **Correct**
>
> Posts should be relevant to data analytics and checked for typos and grammatical errors. Also, be sure to give credit to others if you mention their ideas.