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Grade received **100%** To pass 80% or higher

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Weekly challenge 5

Latest Submission Grade 100%

1. An online gardening magazine wants to understand why its subscriber numbers have been increasing. A data analyst discovers that significantly more people subscribe when the magazine has its annual 50%-off sale. This is an example of what?

1 / 1 point

- ☐ Analyzing consumer preferences using artificial intelligence
- ☐ Analyzing social media engagement
- ☐ Analyzing the number of customers by calculating daily foot traffic
- ☒ Analyzing customer buying behaviors

✔ **Correct**

Data analysts help companies learn from historical data in order to make predictions. A sale's affect on subscription purchases is an example of customer buying behavior analysis.

2. Fill in the blank: A doctor's office has discovered that patients are waiting 20 minutes longer for their appointments than in past years. To help solve this problem, a data analyst could investigate how many nurses are on staff at a given time compared to the number of ____.

1 / 1 point

- ☐ doctors on staff at the same time
- ☒ patients with appointments
- ☐ doctors seeing new patients
- ☐ negative comments about the wait times on social media

✔ **Correct**

Analyzing staffing and patient numbers would likely provide useful insights about why patients are waiting longer for their appointment times and to help solve this problem.

3. A problem is an obstacle to be solved, an issue is a topic to investigate, and a question is designed to discover information.

1 / 1 point

- ☒ True
- ☐ False

✔ **Correct**

A problem is an obstacle or complication to be solved, whereas a question is designed to discover information. These two things are the foundation of business tasks.

4. Data analysts answer questions and solve problems. These are called business tasks.

1 / 1 point

- ☒ True
- ☐ False

✔ **Correct**

Data analysts answer questions and solve problems, which are called business tasks.

5. Fill in the blank: Data-driven decision-making is described as using ____ to guide business strategy.

1 / 1 point

- ☐ gut instinct
- ☐ visualizations
- ☒ facts
- ☐ intuition



Correct

Data-driven decision-making is using facts to guide business strategy.

6. Which of the following examples describe fairness in data analysis? Select all that apply.

1 / 1 point

- ☒ Making sure a sample population represents all groups



Correct

Considering systematic factors that may influence your data, factoring in social contexts that could create bias in your conclusions, and making sure your sample population represents all groups are effective ways to ensure that your analysis is fair and doesn't create or reinforce bias.

- ☒ Considering systematic factors that may influence data



Correct

Considering systematic factors that may influence your data, factoring in social contexts that could create bias in your conclusions, and making sure your sample population represents all groups are effective ways to ensure that your analysis is fair and doesn't create or reinforce bias.

- ☒ Factoring in social contexts that could create bias in conclusions



Correct

Considering systematic factors that may influence your data, factoring in social contexts that could create bias in your conclusions, and making sure your sample population represents all groups are effective ways to ensure that your analysis is fair and doesn't create or reinforce bias.

- ☐ Picking and choosing which data to include from a dataset

7. A data analyst is analyzing fruit and vegetable sales at a grocery store. They're able to find data on everything except red onions. If they exclude red onions from the analysis, this would be an example of creating or reinforcing bias.

1 / 1 point

- ☒ True
- ☐ False



Correct

Fairness means ensuring that your analysis doesn't create or reinforce bias. Being inclusive, not exclusive, is an important part of fairness.

8. Collaborating with a social scientist to provide insights into human bias and social contexts is an effective way to avoid bias in your data.

1 / 1 point

- ☒ True
- ☐ False



Correct

Collaborating with a social scientist to provide insights into human bias and social contexts is an effective way to avoid bias in your data. Social scientists can help data analysts better understand human bias and social contexts.

