

Google Analytics Professional Certification

Module 4

Practice Quiz: Test your knowledge on making fair business decisions

Question 1

In a data analytics context, what is a business task?

1. The development of company goals or objectives
2. The implementation of new strategies that advance the organization
3. The effective, ongoing management of resources
4. The question answered, or problem solved, by data analysis

Answer: The question answered, or problem solved, by data analysis

Correct

In a data analytics context, a business task is the question answered, or problem solved, by data analysis.

Question 2

Fill in the blank: Fairness means ensuring that bias is neither created nor ____ by the data analysis process.

1. modified
2. subverted
3. diminished
4. reinforced

Answer: Reinforced

Correct

Fairness means ensuring that bias is neither created nor reinforced by the data analysis process.

Question 3

What are some strategies data professionals use to ensure their data analysis is unbiased? Select all that apply.

- ☒ ~~Prioritize fairness during data collection~~
- ☒ ~~Consider the complicated social contexts that could create bias~~
- ☐ **Disregard systemic factors that may affect the data**
- ☒ ~~Ensure anything shared with stakeholders is presented in context~~

Correct

To ensure their data analysis is unbiased, data professionals consider the complicated social contexts that could create bias, prioritize fairness during data collection, and ensure anything shared with stakeholders is presented in context.

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Question 4

A data professional notices that their dataset is imbalanced and therefore is not representative of the entire population. They work to get more responses from nondominant groups in order to address this issue and ensure data insights are fair. What does this scenario describe?

1. Data cleaning
2. Context
3. Oversampling
4. Data strategy

Answer: Oversampling

Correct

This scenario describes oversampling. Oversampling is the process of increasing the sample size of nondominant groups in order to better represent them and address imbalance datasets.