

Create or enhance your online presence

Build a data analytics network

"Course challenge"

Reading: Privacy Terms and conditions

Open "Course challenge"

to questions

Video: Complete Course wrap up

Reading: Getting up and... to work

Congratulations! You passed!

Grade received

100%

To pass 50% or higher

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Review Learning Objectives

1. Scenario 1, questions 1-5

6.75 point

Try again

You've been hired as a data analytics consulting company for the past six months. Your team helps restaurants use their data to **improve their operations** and identify opportunities to become more profitable.

To do this, your team analyzes customer feedback to improve restaurant performance. You use data to help restaurants make better staffing decisions and drive customer loyalty. Your analysis can even track the number of times a customer requests a new item or ingredient to cater to their restaurant needs.

Business goal
Currently, your team helps a popular sandwich restaurant called Garden. The owner wants to make food deliveries more efficient and profitable. To accomplish this goal, your team will use delivery data to better understand when orders leave Garden, when they get to the customer, and overall customer satisfaction with the orders.

Before project **kick-off**, your manager **assigns you** as the president of customer experience at Garden. His duties will center on helping your team better understand the business and project objectives. As a follow-up, he sends you an email with documents.

Click below to read the email.

CS Scenario 1_Client Email.pdf

PDF file

And click below to access the datasets:

Course 1 Final Challenge Data Set: Customer survey data (1)

CSV file

Course 1 Final Challenge Data Set: Delivery times_distance (1)

CSV file

Reviewing the data enables you to describe how you will use it to achieve your client's goals. First, you notice that all of the data was collected for Garden employees using their own resources. What type of data does this describe?

- ☐ Qualitative data
- ☐ Third-party data
- ☐ Third-party data
- ☐ Nominal data
- ☒ General

This describes first-party data, which is collected by an individual or group using their own resources.

2. Scenario 1 continued

6.75 point

Next, you review the customer satisfaction survey data. To use the template for the customer satisfaction survey data, click the link below and select "Use Template."

Link to template: [Customer Satisfaction Survey data \(1\)](#)

OR

If you don't have a Google account, download the CSV file directly from the attachment below.

CustomerSurveyData_Customer survey data

CSV file

You notice that the data in column E is an example of Boolean data. Why did you come to this conclusion?

- ☐ It has two subject to multiple rows.
- ☐ It is qualitative data with a set order or scale.
- ☐ It is organized in a certain format, such as rows and columns.
- ☒ It has only two possible values.
- ☐ General

Boolean data has only two possible values, such as yes or no.

3. Scenario 1 continued

6.75 point

Now, you review the data on delivery times and the distance of customers from the restaurant.

To use the template for the dataset, click the link below and select "Use Template."

Link to template: [Delivery TimesDistance \(1\)](#)

OR

If you don't have a Google account, download the CSV file directly from the attachment below.

DeliveryTimes_DistanceData_Delivery times_distance

CSV file

The data in column D is an example of nominal data.

- ☐ True
- ☒ False
- ☐ General

The data in column D is an example of continuous data, which can be measured.

4. Scenario 1 continued

6.75 point

The next thing you review is the file containing pictures of sandwiches delivered over a period of 30 days. What type of data is this?

- ☐ Structured
- ☐ Relational
- ☐ Unstructured
- ☒ Unstructured
- ☐ General

This is unstructured data, which is not organized in an easily identifiable manner.

5. Scenario 1 continued

6.75 point

Now that you've familiar with the data, you want to build trust with the owner at Garden. You decide to impress them by giving the initiative to reach out to your social media followers. You realize that Garden is a new client, and you show them the pictures of Garden's sandwich deliveries from the client file. Then, you ask them if they have any pictures of sandwiches delivered that you can evaluate.

This is an example of going above and beyond expectations and a great way to build trust.

- ☐ True
- ☒ False
- ☐ General

Building trust involves not sharing private or sensitive client information.

6. Scenario 2, questions 1-10

6.75 point

You've completed the program and are interviewing for a junior data scientist position at a company called Sweet Financial Services.

Click below to review the job description.

CS Course Challenge Junior Data Scientist Job Description.pdf

PDF file

So far, you've successfully completed the first interview with a recruiter. They arrange your second interview with the team at Sweet Financial Services.

Click below to read the email from the human resources director:

Course 1 Scenario 2_Second Interview Email.pdf

PDF file

You arrive 10 minutes early for your interview. Soon, you are escorted into a conference room, where you meet the interview, the senior manager of strategy. After welcoming you, he begins the behavioral interview.

Consider and respond to the following questions. Select all that apply.

Our data analysts have often surveyed clients to get their feedback. If you were on the team, how would you ensure the sample is representative of the population as a whole?

- ☒ Make sure the sample is chosen at random.
- ☐ General

Choosing participants at random, including people with disabilities, and including people of all genders help ensure a survey sample represents the population as a whole.

☐ Only include participants who can answer survey questions in a timely manner.

☒ Include clients with disabilities in the survey sample.

☐ General

Choosing participants at random, including people with disabilities, and including people of all genders help ensure a survey sample represents the population as a whole.

☒ Use a randomized sample of the population that includes all genders.

☐ General

Choosing participants at random, including people with disabilities, and including people of all genders help ensure a survey sample represents the population as a whole.

7. Scenario 2 continued

6.75 point

Consider and respond to the following question. Select all that apply.

Our data analysts have often used external data. Where can you access useful external data?

- ☒ An open data website
- ☐ General

Data analysts access external data from open-data websites and public databases.

☒ A public database

☐ General

Data analysts access external data from open-data websites and public databases.

☐ Sweet Financial Services databases in the cloud

☐ Sweet Financial Services website

8. Scenario 2 continued

6.75 point

Consider and respond to the following question. Select all that apply.

Our analysts often work within the same spreadsheet, but for different purposes. What tools would you use in such a situation?

- ☒ Freeze the header rows
- ☐ General

Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

☐ Encrypt the spreadsheet so only you can access it.

☒ Filter to show only the data that meets a specific criteria

☐ General

Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

☒ Sort the data to make it easier to understand, analyze, and visualize

☐ General

Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

9. Scenario 2 continued

6.75 point

Next, your interviewer wants to better understand your knowledge of basic SQL commands. He asks: How would you write a query that retrieves only data about people who joined our firm in 2019 from the Clients table in our database?

☒ SELECT * FROM Clients WHERE start_date = '2019'

☐ SELECT * WHERE Clients = '2019'

☐ SELECT Clients WHERE start_date = '2019'

☐ SELECT * WHERE start_date = '2019'

☐ General

To write a query that retrieves only data about people who joined the firm in 2019 from the Clients table, type SELECT * FROM Clients WHERE start_date=2019.

10. Scenario 2 continued

6.75 point

He asks you to identify which data analytics practice involves preserving a data subject's information and activity any time a data transaction occurs.

- ☐ Anonymize
- ☐ Sharing permissions
- ☒ Data privacy
- ☐ Risk
- ☐ General

Data privacy involves preserving a data subject's information and activity any time a data transaction occurs.