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Graded Quiz • 50 min **Due** Jul 2, 11:59 PM +08

Amazing teamwork

Weekly challenge 4 *Course challenge*

Balance team and stakeholder occupance team and stakeholder needs Congratulations! You passed! Grade * Our Sae Consilenge* To pass 80% or received 100% Our Sae Consallenge higher Go to next item Quiz • 50 min Quiz: *Course challenge*
10 questions You've just started a job as a data analyst at a small software company that provides data analytics and business "Submit your assignment" intelligence solutions. You'r supervisor asks you to kick off a project with a new client, Athena's Story, a feminist bookstore. Thusehave faireglocutions asks you to kick off a project with a new client, Athena's Story, a feminist bookstore. Thusehave faireglocutions ask you to kick off a project with a new client, Athena's Story, a feminist bookstore. Video: Congratulations!
1 min Athena's Story wants to produce a campaign to generate excitement for an upcoming celebration and introduce the bookstore to the community. They share some data with your team to help make the event as successful as possible.

Your grade Reading: Coming up next...
10 min To Pass 80% or higher Your task is to review the assignment and the available data, then present your approach to your supervisor. Click the link below to access the email from your supervisor: Course 2 Scenario 1 Email from Supervisor.pdf
Like Dislike Report an issue Then, review the email, and the Customer Survey and Historical Sales datasets. To use the templates for the datasets, click the links below and select "Use Template." If you don't have a Google account, you can download the CSV files directly from the attachments below. CustomerSurvey - CustomerSurvey HistoricalSales - HistoricalSales
CSV File After reading the email, you notice that the acronym WHM appears in multiple places. You look it up online, and the most common result is web host manager. That doesn't seem right to you, as it doesn't fit the context of a feminist bookstore. How do you proceed? O Schedule a meeting with your supervisor, the client, and another analyst on your team to figure out the O Proceed with the project assuming WHM must mean web host manager. O Call the client to ask what WHM means and inform them that using acronyms is not a professional business Send your supervisor a polite, concise email, asking them to confirm the meaning of WHM. **⊘** Correct 2. Scenario 1 continued Now that you know WHM stands for Women's History Month, you continue reviewing the datasets. You notice that the property of the property ofthe Customer Survey dataset contains both qualitative and quantitative data. To use the template for the dataset, click the link below and select "Use Template." Link to template: Customer Survey [2] If you don't have a Google account, you can download the CSV file directly from the attachment below. CustomerSurvey - CustomerSurvey
CSV File • • • The qualitative data includes information from which columns? Select all that apply. Column D (Survey Q4: If answered "Yes" to Q3, how many books do you typically purchase during March?) Column F (Survey Q6: What types of books would you like to see more of at Athena's Story?) Column E (Survey Q5: What do you like most about Athena's Story?) **⊘** Correct Column B (Survey Q2: If answered "Yes" to Q1, how do you plan to celebrate?) Next, you review the customer feedback in column F of the Customer Survey dataset. To use the template for the dataset, click the link below and select "Use Template." Link to template: $\underline{\text{Customer Survey}} \ \square$ If you don't have a Google account, you can download the CSV file directly from the attachment below. The attribute of column F is, "Survey Q6: What types of books would you like to see more of at Athena's Story?" In order to verify that children's literature and feminist zines are among the most popular genres, you create a visualization. This will help you clearly identify which genres are most likely to sell well during the Women's History Month campaign. Your visualization looks like this: Count of Survey Q6: What types of books would you like to see more of at Athena's Story? Women's journals Books about women in... Feminist literary criticism Children's literature Women's history books 2.4% Feminist zines 14.3% Feminist poetry Biographies of inspirati... Pie chart categories: Feminist science fiction 4.8% Books about women 2.4% Women's journals 2.4% Feminist literary criticism 2.4% Children's literature 15.5% Women's history books 2.4% Biographies of inspiration 20.2% Feminist fiction 26.2% Feminist poetry 4.6% Feminist novels 3.6% Fill in the blank: The visualization you create demonstrates the percentages of each book genre that make up the total number of survey responses. It's called a ____ chart. pie O bubble Odoughnut O area **⊘** Correct 4. Now that you've confirmed that children's literature and feminist zines are among the most requested book 1/1 point genres, you review the Historical Sales dataset. To use the template for the dataset, click the link below and select "Use Template." Link to template: Historical Sales If you don't have a Google account, you can download the CSV file directly from the attachment below. HistoricalSales - HistoricalSales
CSV File You're pleased to see that the dataset contains data that's specific to children's literature and feminist zines. This $\dot{\text{will provide you with the information you need to make data-inspired decisions. In addition, the children's}$ literature and feminist zines metrics will help you organize and analyze the data about each genre in order to determine if they're likely to be profitable. Next, you calculate the total sales over 52 weeks for feminist zines. What is the correct syntax? COUNT(E2:E53) CALCULATE(E2:E53) =SUM(E2:E53) =MAX(E2:E53) **⊘** Correct 5. Scenario 1 continued After familiarizing yourself with the project and available data, you present your approach to your supervisor. You provide a scope of work, which includes important details, a schedule, and information on how you plan to prepare and validate the data. You also share some of your initial results and the pie chart you created. In addition, you identify the problem type, or domain, for the data analysis project. You decide that the historical sales data can be used to provide insights into the types of books that will sell best during Women's History Month this coming year. This will also enable you to determine if Athena's Story should begin selling more children's literature and feminist zines. Using historical data to make informed decisions about how things may be in the future is an example of spotting something unusual. ○ True False **⊘** Correct 6. Scenario 2, questions 6-10 You've completed this program and are now interviewing for your first junior data analyst position. You're hoping to be hired by an event planning company, Patel Events Plus. Access the job description below: Junior Data Analyst Job Description.pdf
PDF File So far, you've successfully completed the first round of interviews with the human resources manager and $director\ of\ data\ and\ strategy.\ Now,\ the\ vice\ president\ of\ data\ and\ strategy\ wants\ to\ learn\ more\ about\ your$ approach to managing projects and clients. Access the email you receive from the human resources director Human Resources Director Email.pdf
PDF File You arrive Thursday at 1:45 p.m. for your 2:00 p.m. interview. Soon, you're taken into the office of Mila Aronowicz, vice president of data and strategy. After welcoming you, she begins the behavioral interview. First, she hands you a copy of Patel Events Plus's organizational chart. Access the chart below: Patel Event Plus Org Chart.pdf
PDF File As you've learned in this course, stakeholders are people who invest time, interest, and resources into the projects you'll be working on as a data analyst. Secondary stakeholders are also typically responsible for managing the Based on what you find in the organizational chart, which of the stakeholders are responsible for managing the data? Select all that apply. ☐ Junior data analyst ☑ Director, data analytics **⊘** Correct ☐ Chief executive officer ✓ Vice president, data and strategy ✓ Correct 7. Scenario 2 continued Next, the vice president wants to understand your knowledge about asking effective questions. Consider and respond to the following question. Select all that apply. Let's say we just completed a big event for a client and wanted to find out if they were satisfied with their experience. Provide some examples of measurable questions that you could include in the customer feedback survey. Select all that apply. ☐ Why did our event options and features create a successful event? ✓ How would you rate your overall experience — poor, average, above average, or excellent? Was this your first time using Patel Events Plus to plan your event? Yes or no? ☑ Did you experience any problems with your event? Yes or no? **⊘** Correct Now, the vice president presents a situation having to do with resolving challenges and meeting stakeholder $\frac{1}{2}$ expectations. Consider and respond to the following question. You're working with a dataset that the data analytics coordinator should have cleaned, but it turns out that it wasn't. Your supervisor thought the dataset was ready for use, but you discover nulls, redundant data, and other issues. The project is due in less than two weeks. How would you handle that situation? Ontact the data analytics coordinator and insist they clean the dataset immediately so you don't miss your project deadline. C Email your supervisor to let them know the associate data analyst did not complete their assigned task. Communicate with the data analytics coordinator about the issue and offer to work together to clean the data so the project doesn't fall behind. O Call a formal meeting with the data analytics team to solve the problem. Do not invite the associate data analyst, as they clearly don't have time to help. 9. Scenario 2 continued $Your \, next \, interview \, question \, deals \, with \, sharing \, information \, with \, stakeholders. \, Consider \, and \, respond to \, the \, consider \, and \, respond to \, the \, consider \, and \, respond to a considerable and \, respond to a con$ following question. Select all that apply. Let's say you've designed a dashboard to give stakeholders easy, automatic access to data about an upcoming event. Describe the benefits of using a dashboard. Select all that apply. Dashboards enable stakeholders to interact with the data. **⊘** Correct Dashboards are easy to design and understand. Dashboards present pre-cleaned, historical data. Dashboards offer live monitoring of incoming data. **⊘** Correct Your final behavioral interview question involves using metrics to answer business questions. Your interviewer hands you a copy of a Patel Events dataset. To use the template for this dataset, click the link below and select "Use Template." Link to template: Patel Events Data ☐ OR If you don't have a Google account, you can download the CSV file directly from the attachment below. Patel Events Plus dataset
CSV File • • • Then, she asks: Recently, Patel Events Plus purchased a new venue for our events. If we asked you to calculate the return on investment of this purchase, the metrics to consider would be the cost of the investment and $% \left(1\right) =\left(1\right) \left(1\right) \left($ what else? Average event revenues Net profit in 2019 2019 events held at new venue O Purchase date **⊘** Correct