Data analyst job opportunities

The importance of fair business decisions

Optional: Exploring your next job

Weekly challenge 5

Reading: Glossary: Terms and definitions
10 min

Quiz: *Weekly challenge 5*
8 questions

Video: Weekly wrap-up
25 sec

Course challenge

Weekly challenge 5

Try again once you are ready

Grade received 78.12%

Latest Submission Grade 69.83%

To pass 80% or higher

Try again

Quiz • 40 min

Review Learning Objectives

Submit your assignment

Due Jul 11, 11:59 PM +08 Attempts 3 every 24 hours

Receive grade

To Pass 80% or higher

Your grade 78.12%

View Feedback

We keep your highest score

Try again

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 customer preferences and identifying patterns
- Analyzing social media engagement
- Analyzing the number of customers by calculating daily foot traffic
- Analyzing customer buying behaviors (selected)

Correct

Like Dislike Report an issue

2. A restaurant has noticed many popular dishes are running out early in the day. How could a data analyst help identify a solution to this problem? Select all that apply. **0.5 / 1 point**

- [x] Analyze ordering patterns of those products

  Correct

- [x] Examine overall daily sales of the restaurant

  This should not be selected
  Review the video on the job of a data analyst.

- [x] Analyze the number of staff on shift during peak times

  This should not be selected
  Review the video on the job of a data analyst.

- [x] Examine the number of sales of those products

  Correct

3. Fill in the blank: A problem is an obstacle to be solved, an issue is a topic to investigate, and a _____ is designed to discover information. **1 / 1 point**

- business task
- theme
- breakthrough
- question (selected)

Correct

4. A data analyst focuses much of their work effort for a business on what? **1 / 1 point**

- Strategies
- Breakthroughs
- Complaints
- Business tasks (selected)

Correct

5. When you make decisions using observation and intuition as a guide, you only see part of the picture. What can improve your decision-making? **1 / 1 point**

- Creating surveys
- Using assumptions
- Being decisive
- Using data (selected)

Correct

6. At what point in the data analysis process should a data analyst consider fairness? **0 / 1 point**

- When conclusions are presented
- When decisions are made based on the conclusions (selected)
- When data is being organized for reporting
- When data collection begins

Incorrect
Review the video on fairness.

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. What's the best course of action? **0 / 1 point**

- Exclude red onions from the analysis. (selected)
- Ask a teammate for help finding data on red onions.
- Use the data on white onions instead, as they're both onion varieties.
- Exclude all onion varieties from the analysis.

Incorrect
Review the video on fairness.

8. A gym wants to start offering exercise classes. A data analyst plans to survey 10 people to determine which classes would be most popular. To ensure the data collected is fair, what steps should they take? Select all that apply. **0.75 / 1 point**

- [x] Survey only people who don't currently go to the gym.

  This should not be selected
  Review the video on fairness.

- [x] Ensure participants represent a variety of profiles and backgrounds.

  Correct

- [x] Increase the number of participants.

  Correct

- [x] Collect data anonymously.

  Correct