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Graded Quiz • 40 min

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Figure 1

Figure 2

Figure 3

Figure 3

Figure 3

Figure 3

Figure 4

Figure 4

Figure 3

Figure 4

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Pocus on integrity

Data integrity and analytics objectives

Overcoming the challenges of insufficient data

Testing your data

Consider the margin of error

Weekly challenge 1

Reading: Glossary: Terms and definitions 10 min

Quiz: Weekly challenge 1
8 questions

Congratulations! You passed! Go to next item **To pass** 80% or **Review Learning Objectives 1.** What can jeopardize data integrity throughout its lifecycle? Select all that apply. 0.75 / 1 point Human e Submit your assignment Try again Correct Due Jun 18, 11:59 PM +08 Attempts 3 every 24 hours ✓ Malware Receive grade Your grade **View Feedback ⊘** Correct 90.62% **To Pass** 80% or higher We keep your highest score System failures **⊘** Correct Report an issue <table-cell-rows> Dislike Insufficient data X This should not be selected 2. What is one potential problem associated with data manipulation that analysts must be aware of? 1 / 1 point Data manipulation can introduce errors. O Data manipulation can help organize a dataset. O Data manipulation can make a dataset easier to read. O Data manipulation can separate a dataset among different locations. **⊘** Correct **3.** As a data analyst, you work with data about the life expectancy of sea turtles in the Coral Triangle. The dataset 1 / 1 point contains an estimated birthdate and deathdate for all tracked sea turtles. With the data you have, what questions are you able to answer? What is the largest sea turtle ever recorded? Where is the most prevalent location sea turtles are being hatched in the Coral Triangle? O Is the sea turtle population increasing throughout the world? What is the median age a sea turtle has lived in the Coral Triangle? **⊘** Correct 4. A data analyst is given a dataset for analysis. To use the template for this dataset, click the link below and select 1 / 1 point "Use Template." OR If you don't have a Google account, download the CSV file directly from the attachment below. June 2014 Invoices - Sheet1 • • • Which of the following has duplicate data? Data for Valando on 2/18/2014 O Data for Symteco on 5/20/2014 O Data for Symteco on 2/21/2014 O Data for Valando on 1/1/2014 **⊘** Correct 5. A data analyst is working on a project about the global supply chain. They have a dataset with lots of relevant data 1 / 1 point from Europe and Asia. However, they decide to generate new data that represents all continents. What type of insufficient data does this scenario describe? Data that's geographically limited O Data from only one source O Data that's outdated O Data that keeps updating **⊘** Correct 6. A company is trying to learn more about their customer base. They would like to conduct a survey to understand 1 / 1 point why their customers chose their brand. How should the company survey its customers? O Conduct a survey of customers who purchased a different brand Onduct a survey with customers who have purchased more than five products O Conduct a survey of customers that live in high-income areas Conduct a survey with a representative sample of their customer population **⊘** Correct 7. A car dealership gathers data about their entire customer population. They decide to conduct a survey to 1 / 1 point understand why their customers chose their dealership. They send out an email to all customers who have purchased more than two vehicles in the past five years. What does this scenario describe? Unbiased sampling Random sampling Geographically limited sampling Sampling bias **⊘** Correct 8. Data and business objectives might not align for a number of reasons. Which of the following issues can prevent 0.5 / 1 point alignment? Select all that apply. Data visualization X This should not be selected Please review the section on the alignment of objectives and data  $\Box$ . Insufficient data **⊘** Correct Data integrity X This should not be selected Please review the section on the alignment of objectives and data  $\Box$ . Sampling bias

✓ Correct

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