← Back *Course challenge*
Graded Quiz •50 min

Putting privacy measures in place to protect people's data

Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.

⊘ Correct

Create or enhance your online presence Congratulations! You passed! Grade * Goursed Submission received 82. Goursed Submission lienge* To pass 80% or higher Build a data analytics network *Course challenge* Quiz • 50 min (m) Reading: Glossary: Terms and definitions
10 min Quiz: *Course challenge*
 1. Scenario 1, questions 1-5
10 questions 1/1 point You've been working at a data analytics consulting company for the past six months. Your team helps restaurants <u>Submit your assignment</u> use their data to better understand customer preferences and identify opportunities to become more profitable. Video: Congrats! Course wrap-up
1 min **Due** Jul 16, 11:59 PM +08 **Attempts** 3 every 24 hours
To do this, your team analyzes customer feedback to improve restaurant performance. You use data to help Reading: Coming up next... restaurants make better staffing decisions and drive customer loyalty. Your analysis can even track the number of times a customer requests a new dish or ingredient in order to revise restaurant menus.

Receive grade Currently, you're working with a vegetarian 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

View Feedback
82.50%

We keep your highest score understand when orders leave Garden, when they get to the customer, and overall customer satisfaction with the Before project/kickoff, you attend and iscovery resolving with the vice president of customer experience at Garden. He shares information to help your team better understand the business and project objectives. As a follow-up, he sends you an email with datasets. Click below to read the email: C3 Scenario 1_Client Email .pdf PDF File And click below to access the datasets: Course 3 Final Challenge Data Sets - Customer survey data (1) CSV File Course 3 Final Challenge Data Sets - Delivery times_distance (1) 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 is first-party data, which means that it was collected from outside sources. ○ True False Correct
 First-party data is data collected by an individual or group using their own resources.
 2. Scenario 1 continued 1 / 1 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." If you don't have a Google account, download the CSV file directly from the attachment below. • • • The question in column E asks, "Was your order accurate? Please respond yes or no." The responses listed in column E are an example of Boolean data. True ○ False Correct
 A Boolean data type has only two possible values, such as yes or no.
 3. Scenario 1 continued 0 / 1 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: <u>Delivery Times/Distance</u> If you don't have a Google account, download the CSV file directly from the attachment below. DeliveryTimes_DistanceData - Delivery times_distance • • • The data in column D is an example of nominal data. True ○ False ⊗ Incorrect Review the video on data formats ☐ for a refresher. 4. Scenario 1 continued 1/1 point The next thing you review is the file containing pictures of sandwich deliveries over a period of 30 days. What type Oiscrete Relational Ordinal Correct
 This is unstructured data, which is not organized in an easily identifiable manner.
 5. Scenario 1 continued 1/1 point Now that you're familiar with the data, you want to build trust with the team at Garden. What data-security measures do you employ? Select all that apply. ☐ Change their file naming conventions Assign user permissions for files ⊙ Correct
 Building trust can be achieved by showing a client that you will keep client data safe by using passwords ☐ Make personal copies of client files Add passwords to files Ocrrect

Building trust can be achieved by showing a client that you will keep client data safe by using passwords 6. Scenario 2, questions 6-10 0.75 / 1 point You've completed this program and are interviewing for a junior data scientist position at a company called Sewati Financial Services. Click below to review the job description: C3 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 Sewati Financial Services. Click below to read the email from the human resources director: Course 3 Scenario 2_Second Interview Email.pdf PDF File You arrive 15 minutes early for your interview. Soon, you are escorted into a conference room, where you meet Kai Harvey, the senior manager of strategy. After welcoming you, he begins the behavioral interview. Consider and respond to the following question. Select all that apply. Our data analytics team often surveys clients to get their feedback. If you were on the team, how would you ensure the process does not cause potential bias? Give participants enough time to answer each survey question. **⊘** Correct The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias. ☐ Instruct participants to share their name and contact information. Make sure the wording of the survey question does not encourage a specific response from participants. The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias. ☐ Include clients with disabilities in the survey sample. You didn't select all the correct answers 7. Scenario 2 continued Consider and respond to the following question. Select all that apply. Our data analytics team often uses external data. Where can you access useful external data? A public database Correct
 Data analysts access external data from open-data websites and public databases.
 Sewati Financial Services website An open-data website Correct
 Data analysts access external data from open-data websites and public databases.
 Sewati Financial Services database in the cloud 8. Scenario 2 continued 1/1 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? ☐ Encrypt the spreadsheet so only you can access it Sort the data to make it easier to understand, analyze, and visualize Correct
 Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes. Freeze the header rows **⊘** Correct Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes. Filter to show only the data that meets a specific criteria ✓ Correct 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 1 / 1 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 with the last name Hassan from the Clients table in To write a query that retrieves only data about people with the last name Hassan from the Clients table, type SELECT * FROM Clients WHERE last_name='Hassan'. 10. Scenario 2 continued For your final question, your interviewer explains that Sewati Financial Services cares about data privacy. The company needs its clients' trust, and this is an important responsibility for the data analytics team.He asks: What does data privacy involve? Select all that apply. Preserving a data subject's information and activity any time a data transaction occurs Encryption and sharing permissions ★ This should not be selected Review the section on privacy ☐ for a refresher. A person's legal right to their data Correct
 Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.

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