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1. What role do stakeholders typically play in a campaign?

1 / 1 point

- ☐ Stakeholders create campaigns and related social media efforts.
- ☒ Stakeholders fund a project or manage a campaign budget.
- ☐ Stakeholders approve the creative used in a campaign.
- ☐ Stakeholders track and analyze data about a campaign's success.

☒ Correct

2. Which of the following describes the relationship between stakeholders and marketing coordinators?

1 / 1 point

- ☐ Stakeholders collect data, apply statistical methods, and create data visualization. Marketing coordinators identify target audiences through research, run campaigns, and evaluate trends.
- ☐ Marketing coordinators fund projects and ensure a project's success. Stakeholders keep the marketing coordinator informed about a project's progress, ongoing metrics, and insights.
- ☐ Marketing coordinators collect data, apply statistical methods, and create data visualization. Stakeholders identify target audiences through research, run campaigns, and evaluate trends.
- ☒ Stakeholders fund projects and ensure a project's success. Marketing coordinators keep stakeholders informed about a project's progress, ongoing metrics, and insights.

☒ Correct

3. A marketer uses the filter function in a spreadsheet to display data according to specific criteria. What additional filter option can they use?

1 / 1 point

- ☒ Filter by exact values or highlighted colors in cells
- ☐ Filter by data patterns and relationships within data sets
- ☐ Filter by formulas and calculated values
- ☐ Filter by user comments in multiple sheets

☒ Correct

4. A marketer uses a tool to categorize spreadsheet data and identify any patterns in the data. What tool allows them to do this? 1 / 1 point

- ☐ Filter table
- ☒ Pivot table
- ☐ Sorted table
- ☐ Campaign view

☒ Correct

5. Fill in the blank: A benefit of _____ is that you can easily copy and paste them into slides when you need to share data insights with others. 1 / 1 point

- ☐ marketing plans
- ☐ vertical columns
- ☒ spreadsheet charts
- ☐ campaign assets

☒ Correct

6. How is an *area chart* different from a *line chart*? 1 / 1 point

- ☐ The changing variable connects on a continuous line.
- ☒ The space under the line is shaded in with colors or textures.
- ☐ Area charts can only be single or stacked.
- ☐ Area charts can show data with partial and whole results.

☒ Correct

7. An e-commerce business hires someone to organize its marketing activities and initiatives. Who is typically responsible for these tasks? 1 / 1 point

- ☐ A marketing strategist
- ☐ A marketing analyst
- ☒ A marketing coordinator
- ☐ A data specialist

☒ Correct

8. What programming language allows you to access large databases for analysis?

1 / 1 point

- ☐ Search console
- ☐ Tableau
- ☒ SQL
- ☐ Data Studio

☒ Correct

9. Which of the following is a visual analytics platform that makes it easier to explore and manage data, and to create custom dashboards that incorporate different data visualizations in one place?

1 / 1 point

- ☐ PowerPoint
- ☒ Tableau
- ☐ Microsoft Office
- ☐ Google Sheets

☒ Correct

10. Which three steps should you follow when creating an effective presentation using marketing analytics?

1 / 1 point

- ☐ Find an interactive template, gather insights from previous campaigns, and include all metrics
- ☐ Learn about stakeholders, include all campaign data in the presentation, and use an interactive template
- ☐ Introduce data visualizations, include all campaign data, and share insights at the end of the presentation
- ☒ Develop a clear outline of the presentation, choose the correct data, and include the most relevant metrics

☒ Correct