



Congratulations! You passed!

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Course challenge

LATEST SUBMISSION GRADE

95%

1. Scenario 1, questions 1-5

1 / 1 point

You've just started a job as a data analyst at a small software company that provides data analytics and business intelligence solutions. Your supervisor asks you to kick off a project with a new client, Athena's Story, a feminist bookstore. They have four existing locations, and the fifth shop has just opened in your community.

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 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

PDF File



Then, review the email, and review the Customer Survey and Historical Sales datasets:

- You may click the link to create a copy of the dataset: [Customer Survey](#) or CSV to download below

CustomerSurvey - CustomerSurvey.csv

- You may click the link to create a copy of the dataset [Historical Sales](#) or CSV to download below

HistoricalSales - HistoricalSales.csv

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?

- ☐ Proceed with the project assuming WHM must mean web host manager.
- ☒ Send your supervisor a polite, concise email, asking them to confirm the meaning of WHM.
- ☐ Call the client to ask what WHM means and inform them that using acronyms is not a professional business practice.
- ☐ Schedule a meeting with your supervisor, the client, and another analyst on your team to figure out the meaning.



Correct

You should send your supervisor a polite, concise email, asking them to confirm the meaning of WHM.

2. Scenario 1 continued

1 / 1 point

Now that you know WHM stands for Women's History Month, you continue reviewing the datasets. You notice the [Customer Survey](#) (link to download CSV instead below) dataset contains both qualitative and quantitative data.

CustomerSurvey - CustomerSurvey.csv

The quantitative data includes information from which columns? Select all that apply.

- ☒ Column C (Survey Q3: Do you purchase feminist books in honor of WHM, either for yourself or as a gift for someone else?)



Correct

The quantitative data includes information from columns A, C, and D.

- ☒ Column D (Survey Q4: If answered "Yes" to Q3, how many books do you typically purchase during March?)



Correct

The quantitative data includes information from columns A, C, and D.

- ☐ Column E (Survey Q5: What do you like most about Athena's Story?)
- ☒ Column A (Survey Q1: Do you plan to celebrate WHM?)

✓ **Correct**

The quantitative data includes information from columns A, C, and D.

3. Scenario 1 continued

1 / 1 point

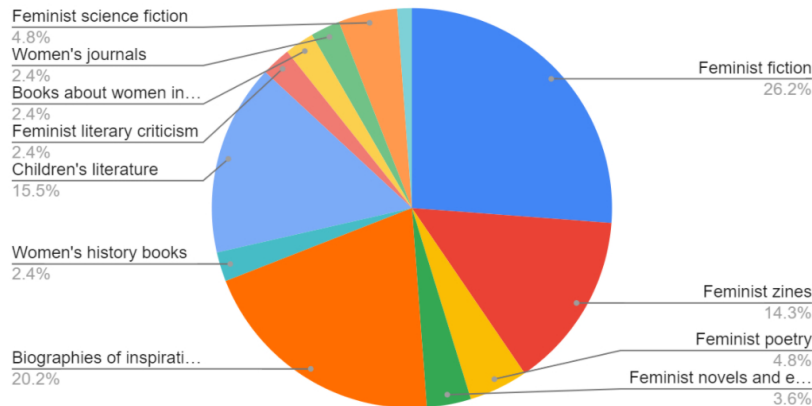
Next, you review the customer feedback in column F of the [Customer Survey](#) (link to download CSV instead below) dataset contains both qualitative and quantitative data.

CustomerSurvey - CustomerSurvey.csv

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?



What is a pie chart effective for demonstrating?

- ☐ Relationships between variables
- ☐ Where things are located on a map
- ☐ Trends over time
- ☒ Percentages that make up a whole

✓ **Correct**

Pie charts are effective at demonstrating the percentages of a whole, such as the percentage of customers who would be interested in purchasing books of different genres.

4. Now that you've confirmed that children's literature and feminist zines are among the most requested book genres, you review the [Historical Sales](#).

1 / 1 point

If you do not have a Google account, download the CSV file below:

HistoricalSales - HistoricalSales.csv

You're pleased to see that the dataset contains data that's specific to children's literature and feminist zines. This 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 children's literature. What is the correct syntax?

- ☐ =CALCULATE(D2:D53)
- ☐ =MAX(D2:D53)

☐ =COUNT(D2:D53)

☒ =SUM(D2:D53)

✓ **Correct**

The correct syntax is =SUM(D2:D53). The SUM function adds the values of a range of cells. D2:D53 is the specified range.

5. **Scenario 1 continued**

1 / 1 point

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 discovering connections.

☐ True

☒ False


✓ **Correct**

Using historical data to make informed decisions about how things may be in the future is an example of making predictions.

6. **Scenario 2, questions 6-10**


0.5 / 1 point

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 below:

 **Human Resources Director Email.pdf**
PDF File



You arrive Thursday at 1:45 PM for your 2 PM 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 data. **Based on what you find in the organizational chart, which of the secondary stakeholders are responsible for managing the data? Select all that apply.**

☐ Project manager, strategy

☒ Data analytics coordinator

✓ **Correct**

The secondary stakeholders responsible for managing the data are the data analytics coordinator and junior data analyst.

☒ Project manager, analytics

✗ **This should not be selected**

Review [the video on primary and secondary stakeholders](#) for a refresher.

☐ Junior data analyst

7. Scenario 2 continued

1 / 1 point

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.

- ☒ On a scale from 1 to 5, with 1 being not at all likely and 5 being very likely, how likely are you to recommend Patel Events Plus?

✓ **Correct**

In the SMART methodology, measurable questions can be quantified and assessed. This might include a 1-to-5 scale or questions with ranked responses.

- ☒ How satisfied were you with our event planning service — dissatisfied, neutral, or satisfied?

✓ **Correct**

In the SMART methodology, measurable questions can be quantified and assessed. This might include a 1-to-5 scale or questions with ranked responses.

- ☐ What did you most love about your event experience?
- ☐ What problems did you experience with our events team?

8. Now, the vice president presents a situation having to do with resolving challenges and meeting stakeholder expectations. Consider and respond to the following question. Select all that apply.

1 / 1 point

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. Which of the following options would be an appropriate approach?

- ☐ Proceed with the project using the available data. You don't want to get the associate data analyst in trouble, and you don't want to miss your deadline.
- ☒ Email the data analytics coordinator to ask if the two of you can work together to clean the data, as the project is on a tight timeline.

✓ **Correct**

This situation presents an opportunity to communicate, collaborate, and foster positive working relationships.

- ☒ Email your supervisor and the data analytics coordinator to communicate about the issue. Ask if you can meet to come up with a solution.

✓ **Correct**

This situation presents an opportunity to communicate, collaborate, and foster positive working relationships.

- ☒ Provide your supervisor with a proposed revised timeline. Politely explain that you need some additional time to clean the data.

✓ **Correct**

This situation presents an opportunity to communicate, collaborate, and foster positive working relationships.

9. Scenario 2 continued

1 / 1 point

Your next interview question deals with sharing information with stakeholders. Consider and respond to the following question.

Let's say you want to share information about an upcoming event with stakeholders. It's important that they're able to access and interact with the data in real time. Would you create a report or a dashboard?

- ☒ Dashboard
- ☐ Report

✓ **Correct**

Dashboards offer live monitoring of incoming data and enable stakeholders to interact with the data.

10. Scenario 2 continued

1 / 1 point

Your final behavioral interview question involves using metrics to answer business questions. Your interviewer hands you a copy of [PatelEventsData](#) (link to download as CSV below instead).

Patel Events Plus dataset.csv

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 what else?**

- ☐ Purchase date
- ☐ Average event revenues
- ☒ Net profit in 2019
- ☐ 2019 events held at new venue

✓ **Correct**

Return on investment is made up of two metrics: the net profit over a period of time and the cost of the investment. By comparing these two metrics, you can determine the profitability of the investment.