



✓ **Congratulations! You passed!**

TO PASS 80% or higher

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GRADE

87.50%

Weekly challenge 4

LATEST SUBMISSION GRADE

87.5%

1. A data analytics team is working on a project to measure the success of a company's new financial strategy. Select the person most likely to be the primary stakeholder for this project.

1 / 1 point

- ☐ The project manager
- ☐ The director of analytics
- ☒ The vice president of finance
- ☐ The data analyst

✓ **Correct**

The primary stakeholder of this project is likely to be the vice president of finance, who can use this project's findings to create an effective strategy for the future.

2. A data analyst is researching the buying behavior of people who shop at a company's retail store and those who might shop there in the future. During the analysis, it will be important to stay in communication with the team that most often interacts with these shoppers. What is the name of this team?

1 / 1 point

- ☐ Data science team
- ☐ Executive team
- ☒ Customer-facing team
- ☐ Project management team

✓ **Correct**

The customer-facing team includes anyone in an organization who interacts with customers or potential customers, such as the shoppers at a company's retail store.

3. There are four key questions data analysts ask themselves: Who is my audience? What do they already know? What do they need to know? And how can I communicate effectively with them? These questions enable data analysts to identify the person in charge of managing the data.

0 / 1 point

- ☒ True
- ☐ False

✗ **Incorrect**

Review [the reading on working with stakeholders](#) for a refresher.

4. You receive an angry email from a colleague on the marketing team. The marketing colleague believes you have taken credit for their work. You do not believe this is true. Select the best course of action.

1 / 1 point

- ☐ Forward the email to the marketing director with an equally angry note.
- ☒ Reply to the email, asking if they can schedule a time to talk about this in person in order to allow both of you to share your perspectives.
- ☐ Walk over to the marketing colleague's cubicle, and tell them you strongly disagree.
- ☐ Delete the email. It's best not to create any additional conflict.

✓ **Correct**

You should reply to the email, asking if they can schedule a time to talk about this in person in order to allow both of you to share your perspectives. When people are feeling angry or emotional, it's best to wait until things calm down. Then, give everyone the opportunity to share their perspectives.

5. Data analysts pay attention to sample size in order to achieve what goals? Select all that apply.

1 / 1 point

5. Data analysts pay attention to sample size in order to achieve what goal(s)? Select all that apply.

1 / 1 point

- ☒ To make sure the data represents a diverse set of perspectives

✓ **Correct**

Data analysts pay attention to sample size in order to represent a diverse set of perspectives and avoid skewed results or inaccurate judgements.

- ☒ To make sure a few unusual responses don't skew results

✓ **Correct**

Data analysts pay attention to sample size in order to represent a diverse set of perspectives and avoid skewed results or inaccurate judgements.

- ☐ To fully understand the scope of the analytics project

- ☒ To avoid a small sample size leading to inaccurate judgements

✓ **Correct**

Data analysts pay attention to sample size in order to represent a diverse set of perspectives and avoid skewed results or inaccurate judgements.

6. A data analyst has been invited to a meeting. They review the agenda and notice that their data analysis project is one of the topics that will be discussed. They plan to arrive on time and have a pen and paper to take notes. But they do not spend time considering project updates they could share or questions they may be asked. This is appropriate because they're not the one running the meeting.

1 / 1 point

☐ True

☒ False

✓ **Correct**

Even if the data analyst isn't running the meeting, if their project is on the agenda, it's a good idea to prepare to share updates and answer questions. This helps keep everyone informed and ensures effective communication.

7. Which of the following steps are key to leading a professional online meeting? Select all that apply.

1 / 1 point

- ☐ Keeping an eye on your inbox during the meeting in case of an important email

- ☒ Sitting in a quiet area that's free of distractions

✓ **Correct**

When leading an online meeting, acting professionally involves encouraging others to contribute, testing technology beforehand, and eliminating distractions.

- ☐ Maintaining control of the meeting by keeping everyone else on mute.

- ☒ Making sure your technology is working properly before starting the meeting

✓ **Correct**

When leading an online meeting, acting professionally involves encouraging others to contribute, testing technology beforehand, and eliminating distractions.

8. A team member has asked you to take on a task, and you don't understand the point of the project. It seems like it will be a waste of your time. The best course of action would be to politely explain your concerns and decline the project.

1 / 1 point

☐ True

☒ False

✓ **Correct**

When you don't understand the full context of a request, ask questions about the project goal, its data story, and the big picture vision.