✓ **Congratulations! You passed!**
TO PASS 80% or higher

[Keep Learning]

GRADE
100%

Test your knowledge on the power of data

TOTAL POINTS 4

1. What is the difference between qualitative and quantitative data? `1 / 1 point`

   ○ Qualitative data describes the kind of data being analyzed. Quantitative data describes how much data is being analyzed.

   ⦿ Qualitative data can be used to measure qualities and characteristics. Quantitative data can be used to measure numerical facts.

   ○ Qualitative data is about the quality of a product or service. Quantitative data is about how much of that product or service is available.

   ○ Qualitative data is specific. Quantitative data is subjective.

   > ✓ **Correct**
   > Qualitative data can be used to measure qualities and characteristics. Quantitative data can be used to measure numerical facts.

2. Fill in the blank: Data-inspired decision-making deals with exploring different data sources to discover _____. `1 / 1 point`

   ⦿ what the data has in common

   ○ which experts can give advice

   ○ where the largest amount of data is

   ○ if a decision was properly made

   > ✓ **Correct**
   > Data-inspired decision-making deals with exploring different data sources to discover what they have in common.

3. Which of the following examples describes using data to achieve business results? Select all that apply. `1 / 1 point`

   ☑ A video streaming service analyzes user preferences to customize movie recommendations.

   > ✓ **Correct**
   > Analyzing user preferences to customize movie recommendations and analyzing product purchases to create better promotions are examples of using data to achieve business results. These examples demonstrate putting analysis to work to achieve business results.

   ☐ A grocery chain collects data on sale items and pricing from each store.

   ☑ A large retailer performs data analysis on product purchases to create better promotions.

   > ✓ **Correct**
   > Analyzing user preferences to customize movie recommendations and analyzing product purchases to create better promotions are examples of using data to achieve business results. These examples demonstrate putting analysis to work to achieve business results.

   ☐ A movie theater tracks the number of weekend movie goers for three months.

4. If someone is subjectively describing their feelings or emotions, it is qualitative data. `1 / 1 point`

◉ True

◯ False

✓ **Correct**

Qualitative data is descriptive, subjective, and explanatory.

◉ True

◯ False

✓ **Correct**

Qualitative data is descriptive, subjective, and explanatory.