✓ **Congratulations! You passed!**

TO PASS 80% or higher

[Keep Learning]

Retake the assignment in **7h 57m**

GRADE
87.50%

Weekly challenge 1

LATEST SUBMISSION GRADE

87.5%

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1. Organizing available information and revealing gaps and opportunities are part of what process?　　　**1 / 1 point**

   ○ Categorizing things

   ○ Identifying connections between two or more things

   ● Using structured thinking

   ○ Applying the SMART methodology

   > ✓ **Correct**
   > Organizing available information and revealing gaps and opportunities are part of structured thinking.

2. The share phase of the data analysis process typically involves which of the following activities? Select all that apply.　　　**1 / 1 point**

   ☑ Creating a slideshow to present to stakeholders

   > ✓ **Correct**
   > The share phase of the data analysis process typically involves communicating findings, summarizing results using data visualizations, and creating a slideshow to present to stakeholders.

   ☑ Communicating findings

   > ✓ **Correct**
   > The share phase of the data analysis process typically involves communicating findings, summarizing results using data visualizations, and creating a slideshow to present to stakeholders.

   ☑ Summarizing results using data visualizations

   > ✓ **Correct**
   > The share phase of the data analysis process typically involves communicating findings, summarizing results using data visualizations, and creating a slideshow to present to stakeholders.

   ☐ Putting analysis into action to solve a problem

3. A recycling center that sponsors a podcast about saving the environment is an example of what strategy?　　　**1 / 1 point**

   ○ Defining the problem to be solved

   ○ Making recommendations

   ● Trying to reach a target audience

   ○ Staying on budget

   > ✓ **Correct**
   > A recycling center sponsoring a podcast about saving the environment is an example of reaching a target audience. In this scenario, people who care about the environment are likely to be interested in recycling.

4. Making predictions is one of the six data analytics problem types. It deals with using data to inform decisions about how things may be in the future. Select the scenario that's an example of making predictions.　　　**1 / 1 point**

   ● A data analyst at a shoe retailer uses data to inform the marketing plan for an upcoming summer sale.

   ○ A data analyst at a technology company uses data to identify a unique drop in social media engagement.

   ○ A data analyst at a school system uses data to make a connection between home sales and new student enrollment.

   ○ A data analyst at a gas company uses historical data to analyze which time of year customers use the most gas.

   > ✓ **Correct**
   > A data analyst at a shoe retailer using data to inform the marketing plan for an upcoming summer sale is an example of making predictions.

5. Categorizing things involves assigning items to categories. Identifying themes takes those categories a step further, grouping them into broader themes or classifications.

`1 / 1 point`

◉ True

○ False

✓ **Correct**

Categorizing things involves assigning items to categories. Identifying themes takes those categories a step further, grouping them into broader themes or classifications.

6. Which of the following examples are leading questions? Select all that apply.

`0.5 / 1 point`

☑ What do you enjoy most about our service?

✓ **Correct**

Leading questions direct the respondent to a particular answer, often because they suggest the answer within the question.

☑ In what ways did our product meet your needs?

✓ **Correct**

Leading questions direct the respondent to a particular answer, often because they suggest the answer within the question.

☑ How did you learn about our company?

✗ **This should not be selected**

Review the video on asking effective questions for a refresher.

☐ How satisfied were you with our customer representative?

7. The question, "How could we improve our website to simplify the returns process for our online customers?" is action-oriented.

`1 / 1 point`

◉ True

○ False

✓ **Correct**

The question, "How could we improve our website to simplify the returns process for our online customers?" is action-oriented because it's likely to result in specific answers that would lead to change.

8. Which of the following questions make assumptions? Select all that apply.

`0.5 / 1 point`

☑ Keeping employees engaged is important, isn't it?

✓ **Correct**

A common example of an unfair question is one that makes assumptions. Unfair questions assume the respondent's answer to the question.

☑ It must be frustrating waiting on hold for so long, right?

✓ **Correct**

A common example of an unfair question is one that makes assumptions. Unfair questions assume the respondent's answer to the question.

☐ Wouldn't you agree that product A is better than product B?

☑ Did you get through to customer service?

✗ **This should not be selected**

Review the video on writing effective questions for a refresher.