1. A clothing retailer collects and stores data about its sales revenue. Which of the following would be part of its data ecosystem? Select all that apply.

(O) The cloud that store its database

(X) The databases of competing retailers

(X) Records of its inventory

(O) The database of sales revenue

2. What is the process of guiding business strategy using facts?

(O) Data-driven decision-making

Identification of data and decisions

Strategic improvement

Analytical planning

3. Fill in the blank: Curiosity, understanding context, having a technical mindset, data design, and data strategy are \_\_\_\_\_. They enable data analysts to solve problems using facts.

(X) thought processes

(O) analytical skills

(X) business skills

(X) personal insights

4. The owner of a skate shop notices that every time a certain employee has a shift, there are higher sales numbers at the end of the day. After some investigation, the owner realizes that since the employee was hired, the store earns 15% more each month. In this scenario, the manager used which quality of analytical thinking?

(X) Visualization

(X) Big-picture thinking

(O) Correlation

(X) Problem-orientation

5. Gap analysis is a process that could help accomplish which of the following tasks? Select all that apply.

~~(O) Spread awareness about income inequality based on local salaries~~

(O) Increase the efficiency of a car manufacturer based on its current assembly process

(O) Reduce a company’s carbon footprint based on its current emissions

(O) Improve accessibility for an educational app based on its current functionality

6. An advertising firm has used insights from its analytics team to create a strategy for improving sales. Now, they implement a plan to increase annual revenue. The firm is at which step of the data analysis process?

Act

Analyze

~~(O) Process~~

Share

7. A data analyst adds descriptive headers to columns of data in a spreadsheet. How does this improve the spreadsheet?

It improves the aesthetic appeal

It clarifies the business strategy

(O) It adds context

It eliminates unnecessary details

8. This is a selection from a spreadsheet that ranks the 10 most populous cities in North Carolina. To alphabetize the county names in column D, which spreadsheet tool would you use?

|  |  |  |  |
| --- | --- | --- | --- |
| A | B | C | D |
| 1 | **Rank** | **Name** | **Population** | **County** |
| 2 | 7 | Cary | 170,282 | Wake, Chatham |
| 3 | 1 | Charlotte | 885,708 | Mecklenburg |
| 4 | 10 | Concord | 96,341 | Cabarrus |
| 5 | 4 | Durham | 278,993 | Durham (seat), Wake, Orange |
| 6 | 6 | Fayetteville | 211,657 | Cumberland |
| 7 | 3 | Greensboro | 296,710 | Guilford |
| 8 | 9 | High Point | 112,791 | Guilford, Randolph, Davidson, Forsyth |
| 9 | 2 | Raleigh | 474,069 | Wake (seat), Durham |
| 10 | 8 | Wilmington | 123,784 | New Hanover |
| 11 | 5 | Winston-Salem | 247,945 | Forsyth |

Name range

Alphabetize range

Organize range

(O) Sort range

9. You are querying a database of manufacturing company suppliers. The column name for supplier identification numbers is supplier\_id. What is the correct clause to retrieve only data about the supplier with identification number 85317?

(O) WHERE supplier\_id = 85317

FROM supplier\_id 85317

COLUMN supplier\_id = 85317

SELECT supplier\_id 85317

10. Imagine you are sharing your data with a company stakeholder. Why might you display data with a data visualization instead of a table? Select all that apply.

(O) It’s easy to understand

(O) It helps them identify trends more quickly

It thoroughly describes each data point

(O) It’s aesthetically pleasing