✅ **Congratulations! You passed!**

Grade received 81.66%   **Latest Submission Grade** 81.67%   **To pass** 80% or higher   [**Go to next item**]

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1. **Scenario 1, questions 1-9**   0.5 / 1 point

You have been working as a junior data analyst at Bowling Green Business Intelligence for nearly a year. Your supervisor, Kate, tells you that she believes you are ready for more responsibility. She asks you to lead an upcoming client presentation. You will be responsible for creating the data story, identifying the right tools to use, building the slideshow, and delivering the presentation to stakeholders.

Your client is Gaea, an automotive manufacturer that makes eco-friendly electric cars. For the past year, you have been working with the data team in Gaea's Bowling Green, Kentucky, headquarters. For the presentation, you will engage the data team, as well as its regional sales representatives and distributors. Your presentation will inform their business strategy for the next three-to-five years.

You begin by getting together with your team to discuss the data story you want to tell. You know the first step in data storytelling is to engage your audience.

You use spotlighting to help you identify the most important insights. Which of the following activities are involved with spotlighting? Select all that apply.

☑ Identifying connections or patterns

✓ **Correct**

☑ Finding ideas or concepts that keep arising

✓ **Correct**

☐ Noticing repeated words or numbers

☑ Determining the data's partiality

⊗ **This should not be selected**
Review [the video on audience engagement ↗].

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2. **Scenario 1, continued**   1 / 1 point

Your team's analysis has revealed three key insights:

1. Electric vehicle sales demand is expected to grow by more than 400% by 2025.

2. The number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Currently, there are many locations with so few charging stations that electric car owners would run out of power when traveling between stations.

3. Vehicle battery range is also a significant factor for consumers. In 2020, the average battery range was 210 miles. However, the vast majority of survey respondents report they will not buy an electric car until the battery range is at least 300 miles per charge.

Fill in the blank: Based on these insights, you create a clear and direct _____, which will guide your data story.

◯ spotlight

◯ specific question

◉ primary message

◯ business case

✓ **Correct**

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3. **Scenario 1, continued**   1 / 1 point

Next, you decide on your data narrative's characters, setting, plot, big reveal, and aha moment. During the narrative, you want to communicate to your stakeholders about the challenges associated with the current lack of vehicle charging stations and why it's important for Gaea to increase its cars' battery range by 2025.

The *setting* of your data story will include information about charging stations, the need to increase battery range, and why it's important for Gaea to increase its cars' battery range.

◯ True

◉ False

✓ **Correct**

4. Scenario 1, continued

Now, it's time to consider which tools to use to create data visualizations that will clearly communicate the results of your analysis. You and your team decide to make both spreadsheet charts and Tableau data visualizations. In addition, you agree to build a dashboard to share live, incoming data with your stakeholders. This will help them achieve the following goals:

- Organize multiple datasets about electric vehicle battery ranges into a central location

- Enable tracking and analysis of electric vehicle data

- Simplify data visualizations about the number of available charging stations using maps of the different geographies

Another key benefit of dashboards is that they enable you to maintain control of your data narrative.

◉ True

◯ False

⊗ **Incorrect**
  Review the video about telling a story with data ↗.

5. Scenario 1, continued

1 / 1 point

Now that you have finished planning the data story with your team, it's time to create data visualizations. First, you consider electric vehicle sales worldwide in 2015 compared to 2020. You use a spreadsheet to create the following bar graph to compare the two values:

Electric Vehicle Sales, 2015 Compared to 2020

■ 720,000   ■ 3,100,000
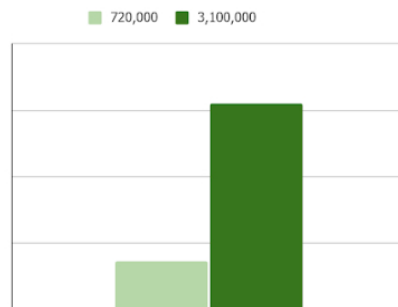
You want to add labels so the graph is easier to interpret. Where on the graph do you label the time periods?

◉ The x-axis
◯ The y-axis
◯ The vertical bars
◯ The colors

⊘ **Correct**

6. Scenario 1, continued

1 / 1 point

Next, you explore how access to public car-charging stations is influencing electric vehicle purchases. As your analysis has revealed, there are many areas without enough places for people to plug in and charge their cars. This lack of charging stations has a negative impact on demand for electric cars and overall vehicle sales.

You use Tableau to create the following draft of a visualization, which organizes the charging station data geographically:

Where People Can Charge Their Electric Cars, 2020

Number of charging stations by U.S. state

Number of stations
☐ <300
☐ 300 to 999
☐ 1,000 to 1,999
☐ 2,000 to 4,000
☐ >4,000
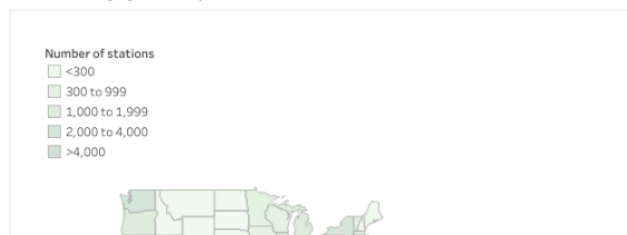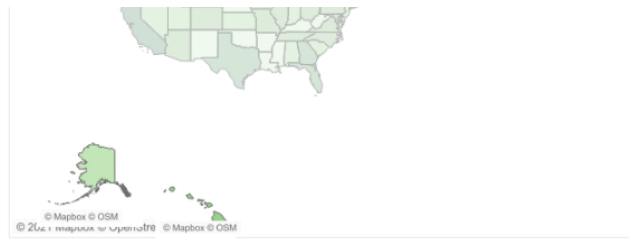
Source: U.S. Department of Energy, Vehicle Technologies Office

After reviewing your draft, you realize that it could be improved.

Fill in the blank: To improve your draft, you select more varied hues and make the color intensity stronger. In addition, you choose darker _____ in order to reflect more light.

- ○ visuals
- ⦿ values
- ○ views
- ○ variables

☑ **Correct**
   Value indicates how much light is being reflected.

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7. **Scenario 1, continued**   1 / 1 point

Now, you want to highlight what your team's analysis discovered about the number of charging stations available compared to the number of cars purchased. Your data has confirmed that the lack of charging stations causes the effect of fewer car sales. To communicate this effectively, you will need to convey causation to the stakeholders.

How do you explain causation?

- ○ Causation involves everything associated with an event. In the case of Gaea's business, the lack of charging stations has a negative effect on the entire automotive marketplace.
- ⦿ Causation is when an action directly leads to an outcome, such as a cause-effect relationship. In the case of Gaea's business, the lack of charging stations directly leads to the outcome of fewer car sales.
- ○ Causation is the measure of the degree to which two variables move in relationship to each other. In the case of Gaea's business, charging station numbers and car sales move in the same direction.
- ○ Causation involves how often data values fall into certain ranges. In the case of Gaea's business, data about the number of charging stations will fall into ranges associated with car sales.

☑ **Correct**

8. **Scenario 1, continued**   1 / 1 point

Once you finish creating data visualizations about the current state of the electric vehicle market, you turn to projections for the future. You want to communicate to stakeholders about the importance of longer vehicle battery range to consumers.

Your team's data includes feedback from a consumer survey that investigated the importance of longer battery when choosing whether to purchase an electric car. The current average battery range is about 210 miles. By 2025, that range is expected to grow to 450 miles per charge.

You create the following pie chart:

How Many Miles Per Charge Would You Require in Order to Purchase an Electric Vehicle?
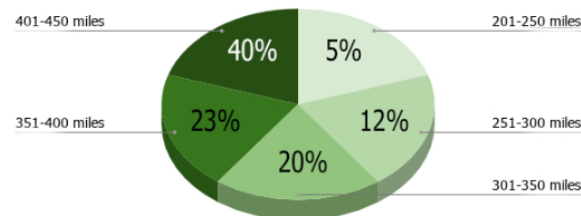
After reviewing your pie chart, you realize that it could be improved by resizing the segments. Resizing the segments in proportion to each segment's relative value enables you to visually show the different values.

- ⦿ True
- ○ False

9. **Scenario 1, continued**   `1 / 1 point`

It's time to build your Tableau dashboard for stakeholders. You consider what type of layout to use.

You decide that you want to be able to adjust the height of the views and the data visualizations about electric vehicle sales, charging stations, and battery range. Which type of layout will enable you to do that?

- ⦿ Vertical layout
- ◯ Diagonal layout
- ◯ Circular layout
- ◯ Horizontal layout

⊘ **Correct**

10. **Scenario 2, questions 10-15**   `0.75 / 1 point`

You have created your narrative and visuals, so now it's time to build a professional and appealing slideshow. You choose a theme that matches the tone of your presentation. Then, you create a title slide with a title, subtitle, and the date.

Next, you create the following slide that compares electric vehicle sales in 2015 and 2020:
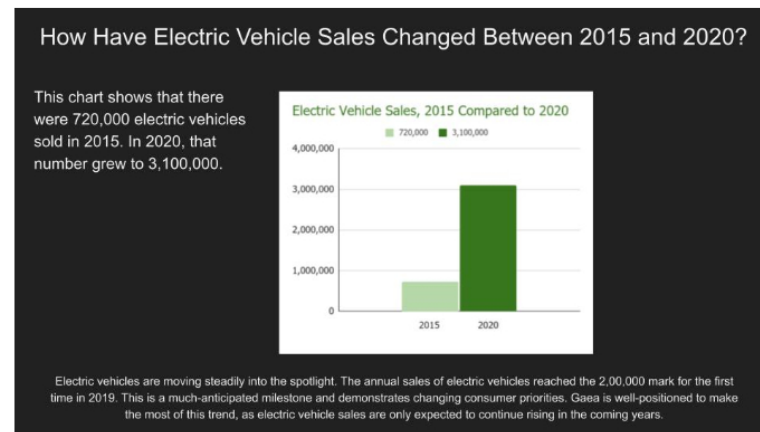
Alt-text: Slideshow with bar chart of electric vehicle sales from 2015 and 2022. 2022 had higher sales. There are also multiple sentences at the bottom of the slide and another piece of descriptive text near the chart.

After reviewing your slide, you realize that it could be improved. What steps do you take to make the two text boxes beneath the header more effective? Select all that apply.

- ☑ Edit the text to fewer than five lines total

⊘ **Correct**

- ☐ Ensure the text does not simply repeat the words you plan to say
- ☐ Use abbreviations to reduce the amount of text
- ☑ Edit the text to fewer than 25 words total
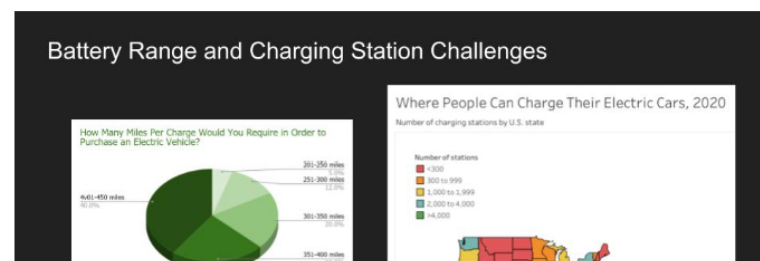
⊘ **Correct**

    You didn't select all the correct answers

11. **Scenario 2, continued**   `1 / 1 point`

You then create the following slide to demonstrate the challenges associated with battery range and charging stations:

The vast majority of potential Gaea customers require longer battery life and more charging stations in order to purchase an electric car.

After reviewing your slide, you realize that the visual elements could be improved. You do this by first choosing one data visualization to share on this slide, then create another slide for the second data visualization.

Fill in the blank: In addition, you make sure to use _____ font sizes and colors for all of your data visualization titles.

- ⦿ consistent
- ◯ colorful
- ◯ different
- ◯ unique

⊘ **Correct**

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12. Scenario 2, continued   1 / 1 point

You complete your slideshow and share it with your team. Once it is approved by your supervisor, you begin preparing to give your presentation. You consider maintaining good posture, being aware of nervous habits, and making eye contact. In addition, you think about how you will speak.

What strategies can help you speak effectively? Select all that apply.

- ☐ Speaking quickly so you are sure to have time to include all important data points
- ☑ Keeping the pitch of your sentences level so that your statements are not confused for questions

⊘ **Correct**

- ☑ Building in intentional pauses to give your audience time to think about what you have just said

⊘ **Correct**

- ☑ Using short words and sentences

⊘ **Correct**

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13. Scenario 2, continued   0 / 1 point

Next, you prepare for the question-and-answer session that will follow your presentation. To predict what questions they may ask, you do a colleague test of your presentation. You should choose a colleague who has deep expertise in the electric vehicle industry.

- ⦿ True
- ◯ False

⊗ **Incorrect**
Review [the video on considering potential questions](#) ↗.

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14. Scenario 2, continued   1 / 1 point

Now that you have some idea of the questions the stakeholders will ask, you consider potential objections. You and a team member consider different objections that might arise. Your team member asks you how you will respond if someone from Gaea has an objection that you haven't prepared for.

You say that you will respond professionally using the information you currently have available in order to move quickly past the objection.

- ◯ True
- ⦿ False

⊘ **Correct**

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15. Scenario 2, continued   1 / 1 point

The big day has arrived, and you have just finished giving your presentation to the Gaea team. It's now time for the question-and-answer session, and a stakeholder asks you a very detailed question about one specific electric vehicle charging station initiative.

You listen to the whole question, then repeat it. For what reasons is this important? Select all that apply.

☑ It gives the stakeholder a chance to correct you if you misunderstand

✓ **Correct**

☐ It enables you to rephrase it in a way that is easier to answer

☑ It ensures the entire audience has heard the question, in case they did not when it was originally asked

✓ **Correct**

☑ It helps you confirm that you understand the question

✓ **Correct**