

# Context of Data Visualization

Quiz, 10 questions

9/10 points (90%)



## Congratulations! You passed!

Next Item



1 / 1  
point

1.

You need to be well-versed in the data in order to visualize the data.



False



True

**Correct**

You need to be well-versed in the data in order to visualize the data.

---



1 / 1  
point

2.

When should you define the audience for your visualization?



After you complete the final draft



Before building

**Correct**

It's important to define your audience before you create a visualization.



After you present it



After you complete the first draft

---

# Context of Data Visualization

Quiz, 10 questions

1 / 1 point

9/10 points (90%)

3.

You should define what your audience expects from a visualization before beginning the visualization.



False



True

**Correct**

You need to know what your audience expects from the visualization before you begin.



1 / 1 point

4.

What does it mean to define the “what” of your visualization? (Select all that apply)



Defining what type of audience (boss or committee) will view the information

**Un-selected is correct**



Defining what software the audience will use to view the information

**Un-selected is correct**



Defining what data will and will not be included

**Correct**

The “what” of your visualization is what data will and will not be included.



Defining what the audience will do with the information

**Correct**

The “what” of your visualization is what the audience will do with the information.



# Context of Data Visualization

Quiz, 10 questions

9/10 points (90%)

5.

What piece of the "big idea" is missing from this statement?

We recommend that we continue offering the new sales course, "How to Upgrade Existing Customers."

- ☐ It doesn't convey the stakes
- ☒ It doesn't articulate a unique point-of-view

**This should not be selected**

Please revisit the video: "The "Who, What, and How" of Data Visualization"

- ☐ Nothing is missing, all elements are present.
- ☐ It isn't a complete sentence



1 / 1  
point

6.

What piece of the "big idea" is missing from this statement?

Program profit from beta clients = +25%, recommend continuing funding, release to entire company

- ☐ It doesn't articulate a unique point-of-view
- ☐ Nothing is missing, all elements are present.
- ☐ It doesn't convey the stakes
- ☒ It isn't a complete sentence

**Correct**

This statement is incomplete and needs to be edited to complete the "big idea".



1 / 1  
point

## 7. Context of Data Visualization

Quiz, 10 questions

9/10 points (90%)

The new employee engagement activities have increased employee morale self-scores by 15% and 75% of employees indicated that more activities would result in even higher morale scores. Based on this data, we recommend increasing the funding and frequency for these activities in order to achieve a 45% overall employee moral increase.

- ☐ It isn't a complete sentence
- ☐ It doesn't convey the stakes
- ☐ It doesn't articulate a unique point-of-view
- ☒ Nothing is missing, all elements are present.

**Correct**

All three pieces of information are present within this statement: a complete sentence, stakes are outlined, and a unique point-of-view is articulated.



1 / 1  
point

8.

It's important to include any data that does not support your argument.

- ☐ False
- ☒ True

**Correct**

It's important to include data that does not support your argument.



1 / 1  
point

9.

Which is a piece of "the big idea"?



# Context of Data Visualization

Quiz, 10 questions

Explain the history behind the data

Articulate a unique point of view

9/10 points (90%)

**Correct**

Articulating a unique point of view is one of the three pieces of “the big idea.”



1 / 1  
point

10.

Which is a piece of “the big idea”?



Convey the stakes

**Correct**

Conveying the stakes is one of the three pieces of “the big idea.”



Explain how the visualization will be presented

