

1. Fill in the blank: When solving the _____ problem type, a junior data analyst at a home goods retailer provider analyzes sales data from the past three years. They then use this information to understand what led to slumps in customer demand and what is likely to cause them again.
 - a. discovering connections
 - b. identifying themes
 - c. categorizing things
 - d. finding patterns
2. Which of the following statements correctly describe the SMART methodology? Select all that apply.
 - a. Relevant questions lead to answers that help solve the problem.
 - b. SMART stands for specific, measurable, action-oriented, relevant, and time-bound.
 - c. Measurable questions relate to topics that are intangible or difficult to quantify.
 - d. Time-bound questions specify the time to be studied.
3. A restaurant group is choosing the locations of new restaurant openings. They use an algorithm to monitor current trends and develop business intelligence about where people most frequently dine out. Which data problem type does this scenario describe?
 - a. Discovering connections
 - b. Categorizing things
 - c. Making predictions
 - d. Spotting something unusual
4. For what reasons would it be unfair for a supermarket to ask customers, "Why do you believe our products are the best on the market?" Select all that apply.
 - a. It is vague
 - b. It is a closed-ended question
 - c. It is a leading question
 - d. It is difficult to understand
5. Fill in the blank: When solving the _____ problem type, a junior data analyst identifies a technological breakthrough that is likely to disrupt their industry.
 - a. discovering connections
 - b. identifying themes
 - c. spotting something unusual
 - d. making predictions
6. A data analytics team sorts customer data by interests. Then, they group that information into broader concepts, such as customers who are interested in

travel and customers who are interested in cooking. Which data problem type does this scenario describe?

- a. Discovering connections
- b. Finding patterns
- c. Identifying themes
- d. Making predictions

7. Which of the following questions are open-ended? Select all that apply.

- a. How would you describe this book?
- b. Is it difficult for you to speak in public?
- c. What are the three most important life lessons you have learned?
- d. On a scale of 1-10 (with 10 being highest), how interested are you in current events?

8. A technology company faces escalating prices for a key part of one of its software applications. Data professionals at the firm discover that many other tech companies are experiencing the same issue. They reach out to the other affected businesses to share data and brainstorm solutions to their parallel challenges. What data problem type are they solving?

- a. Identifying themes
- b. Making predictions
- c. Discovering connections
- d. Categorizing things

9. Fill in the blank: The question, "Which aspects of our packaging can be updated in order to make our product more customer-centric?" is _____ because it encourages change.

- a. measurable
- b. action-oriented
- c. relevant
- d. specific

10. A data analyst working for a health care provider is asked to determine which clinics are most efficient and which are least efficient. They review performance data, then group the clinics accordingly. Which data problem type does this scenario describe?

- a. Discovering connections
- b. Categorizing things
- c. Finding patterns
- d. Spotting something unusual