

1. A data team at a community center automates a process to segment clients. First, a list of all clients is compiled. Then, they are sorted by the classes they have taken and events attended. Finally, clients are segmented by their activity histories. What does this scenario describe?
  - a. Creating an algorithm
  - b. Making a pivot table
  - c. Using a formula
  - d. Data-inspired decision-making
2. Which of the following statements accurately describe qualitative and quantitative data? Select all that apply.
  - a. The temperature of an office building is an example of qualitative data.
  - b. Qualitative data describes subjective characteristics.
  - c. Quantitative data involves numerical facts.
  - d. The color of the ocean is an example of quantitative data.
3. When working with big data, analysts consider the veracity of the data within large, complex datasets. What does this entail?
  - a. Assessing the amount of data included
  - b. Identifying the different kinds of data available
  - c. Understanding how quickly the data can be processed
  - d. Evaluating the quality and reliability of the data
4. A junior data analyst uses a spreadsheet tool to create a visualization that groups and counts shipping data by carrier, route, and trip length. What tool are they using?
  - a. Pivot table
  - b. Format
  - c. Sort
  - d. Data validation
5. Company decision-makers at a gas utility want to improve business performance. How could they use metrics and a metric goal to help them do so?
  - a. Set a metric as the business objective. Then, quantify it using numerous data points.
  - b. Develop a metric. Then, evaluate it to determine whether it advances performance.
  - c. Establish a metric goal as a single data point. Then, quantify it with metrics.
  - d. Create a metric goal as the business objective. Then, evaluate it using metrics.

6. Which of the following statements correctly describe dashboards and reports? Select all that apply.
- a. A report is a static collection of data given to stakeholders periodically.
  - b. Reports provide continual access to information.
  - c. Dashboards are useful for data visualization.
  - d. A sales dashboard could be used to track daily e-commerce sales.
7. Fill in the blank: ROI is calculated by comparing the two metrics of \_\_\_\_\_, enabling a company to determine the success of the investment.
- a. sales and revenue
  - b. value and expenses
  - c. investment cost and profit
  - d. gross margin and net margin
8. What are some typical challenges that may be faced by businesses that are beginning to collect and use big data? Select all that apply.
- a. Less efficient decision-making time frames
  - b. Cannot help large organizations spot trends
  - c. Difficulty finding important data
  - d. There may be gaps in big data business tools