

1. In a data analytics context, what is a business task?
 - a. The question answered, or problem solved, by data analysis
 - b. The effective, ongoing management of resources
 - c. The development of company goals or objectives
 - d. The implementation of new strategies that advance the organization
2. Fill in the blank: Fairness means ensuring that bias is neither created nor _____ by the data analysis process.
 - a. modified
 - b. diminished
 - c. reinforced
 - d. Subverted
3. What are some strategies data professionals use to ensure their data analysis is unbiased? Select all that apply.
 - a. Ensure anything shared with stakeholders is presented in context
 - b. Consider the complicated social contexts that could create bias
 - c. Prioritize fairness during data collection
 - d. Disregard systemic factors that may affect the data
4. A data professional notices that their dataset is imbalanced and therefore is not representative of the entire population. They work to get more responses from nondominant groups in order to address this issue and ensure data insights are fair. What does this scenario describe?
 - a. Oversampling
 - b. Data cleaning
 - c. Data strategy
 - d. Context