

1. A data analyst works for an engineering company, which specializes in aircraft design and development. They help their employer choose the best places to advertise, which include a podcast about the latest trends in airplane engineering and a magazine published by an aviation engineering association. What does this scenario describe?
 - a. Reaching a target audience
 - b. Structured thinking
 - c. Adhering to a budget
 - d. Data-driven decision-making
2. Which step of the data analysis process includes collecting data for analysis?
 - a. Process
 - b. Prepare
 - c. Ask
 - d. Share
3. Fill in the blank: When data professionals _____ data, they eliminate inaccuracies by transforming the data into a more useful format and removing outliers.
 - a. clean
 - b. analyze
 - c. store
 - d. Query
4. Which of the following activities are part of the share step of the data analysis process? Select all that apply.
 - a. Use visuals to help people understand data insights
 - b. Summarize analysis results
 - c. Make recommendations
 - d. Define the problem to be solved