The Final Deliverable

1. According to the reading, what is the ultimate purpose of analytics?   **1 / 1 point**

   ⦿ To communicate findings to stakeholders to formulate policy or strategy.

   ○ To facilitate meetings between sales and marketing.

   ○ To efficiently store big data with minimum storage requirements.

   ○ To evangelize data science.

   > ✓ **Correct**
   > Correct. According to the reading, this the ultimate purpose of analytics.

2. The reading mentions a common role of a data scientist is to use analytics insights to build a   **1 / 1 point**
   narrative to communicate findings to stakeholders.

   ⦿ True.

   ○ False.

   > ✓ **Correct**
   > Correct.

3. The Untied States Economic Forecast is a publication by McKinsey University Press.   **1 / 1 point**

   ○ True.

   ⦿ False.

   > ✓ **Correct**
   > Incorrect.

4. The report discussed in the reading successfully did the job of using data and analytics to   **1 / 1 point**
   generate the likely economic scenarios.

   ⦿ True.

   ○ False.

   > ✓ **Correct**
   > Correct.

5. According to the reading, it is recommended that a team waits until the results of analytics   **1 / 1 point**
   are out before they can decide on the final deliverable.

   ⦿ False.

   ○ True.

   > ✓ **Correct**
   > Correct. In order to produce a compelling narrative, initial planning and
   > conceptualizing of the final deliverable is of extreme importance.