



Module 1 Quiz

Quiz, 10 questions

1
point

1.

Which one of the following is an objective of the Marketing Analytics in Practice course?

- ☐ To present basic theories behind marketing analytics
 - ☐ To provide a hands-on experience in dashboard building through product demonstrations
 - ☒ To earn a working knowledge of data management and analysis methods used by marketing professionals
 - ☐ To revise the concepts of the Marketing Analytics in Theory course
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1
point

2.

Which of the following step is not included in the four-step Marketing Analytics Process?

- ☐ Analyze
 - ☐ Plan
 - ☐ Collect
 - ☒ Understand
-

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point

3.

In the Marketing Analytics Process, during the planning step, which one of the following is a key factor that determines success?

- ☐ Defining no objective
 - ☐ Defining dual objectives
 - ☐ Defining multiple objectives
 - ☒ Defining a singular objective
-

1
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4.

As mentioned in the lesson, the eventual goal of effective planning, collection, and analyzing of data is which one of the following?

- ☐ To report all data (i.e., the “60-hour story”)
- ☒ To report compressed and concise data (i.e., the “60-second story”)
- ☐ To report confounding data
- ☐ To report perfect data



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5.

A goal of effective reporting is to do which one of the following?

- ☒ Conveying messages to an audience
- ☐ All of the other options
- ☐ Compelling action from stakeholders
- ☐ Connecting with people

1 point

6.

Analysts should strive to deliver recommendations in their reporting that are clear and concise with no room for ambiguity.

- ☐ False
- ☒ True

1 point

7.

Which one of the following is NOT a way to come up with a Big Idea?

- ☒ Sit in a room by yourself and think really hard
- ☐ Use existing knowledge and available data
- ☐ Interact with outsiders
- ☐ All of the other options

1 point

8.

The instructor, Professor Hartman, suggests that in marketing analytics, analysis must result in _____.

- ☒ Relevant and powerful insights
- ☐ Relevant and complicated insights
- ☐ Powerful and obscure insights
- ☐ Elaborate and colorful insights

1 point

9.

There is no need to proactively address the data quality issues and concerns, as data is always perfect.

- ☒ False
- ☐ True

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10.
In the Marketing Analytics Process, which one of the following is the first thing done at the collect stage?

- ☐ Locate sources for all required data
- ☐ Utilize data mining tools and techniques
- ☐ Select a data management system
- ☐ Eliminate bias

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