

- ▶ About this course
- ▶ Module 1 - Defining Data Science
- ▶ Module 2 - What do data science people do?
- ▶ Exercise: Computer Vision with IBM Watson

## ▼ Module 3 - Data Science in Business

### Learning Objectives

How should companies get started in Data Science? (3:01)

Recruiting for data science (7:41)

### Reading

### Graded Review Questions

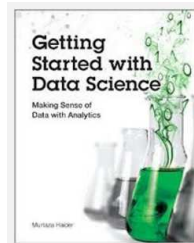
Review Questions



- ▶ Module 4 - Use Cases for Data Science
- ▶ Module 5 - Data Science People
- ▶ Final Exam
- ▶ Course Survey and Feedback
- ▶ Completion Certificate and Badge

## Instructions for Graded Review Questions

Read the prescribed reading in the lab for this module. Review questions are based on the prescribed reading. The reading can be found >>**here**<<



### 1. Time allowed: **Unlimited**

- We encourage you to go back and review the materials to find the right answer

### 2. Attempts per question:

- One attempt - For True/False questions
- Two attempts - For any question other than True/False

### 3. Clicking the "**Final Check**" button when it appears, means your submission is **FINAL**.

You will **NOT** be able to resubmit your answer for that question ever again

### 4. Check your grades in the course at any time by clicking on the "Progress" tab

## REVIEW QUESTION 1 (1/1 point)

In the reading, what is the ultimate purpose of analytics:

- ☐ To evangelize data science
- ☐ To facilitate meetings between sales and marketing
- ☒ To communicate findings to the concerned ✓
- ☐ To build models
- ☐ To generate reports

*You have used 2 of 2 submissions*

## REVIEW QUESTION 2 (1/1 point)

In the reading, the report successfully did the job of:

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☒ Using data and analytics to generate the likely economic scenarios ✓

☐ Calculating projections for the economy

☐ Convincing the leadership team to act on an initiative

☐ Using PowerPoint to deliver a message

☐ Summarizing pages and pages of research

*You have used 2 of 2 submissions*

### REVIEW QUESTION 3 (1/1 point)

In this reading, what is the role of the data scientist?

☐ Email the stakeholders about the analysis

☐ Manage a team of analysts to create a model

☐ Develop the strategy to fix the problems in the findings

☒ Use the insights to build the narrative to communicate the findings ✓

☐ Use the data to tell the story the CEO wants to tell

*You have used 2 of 2 submissions*