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SEARCH IN COURSE

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coursera

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Create or enhance your online presence

Build a data analytics network

Course challenge



Reading: ReadingGlossary: Terms and definitions

. Duration: 10 minutes10 min

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Quiz: *Course challenge*

10 questions



Video: VideoCongrats! Course wrap-up

. Duration: 1 minute1 min



Reading: ReadingComing up next...

. Duration: 10 minutes10 min

Course challenge

Quiz50 minutes • 50 min

[Review Learning Objectives](#)



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Course challenge

Graded Quiz. • 50 min

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1.

Question 1

Scenario 1, questions 1-5

You've been working at a data analytics consulting company for the past six months. Your team helps restaurants use their data to better understand customer preferences and identify opportunities to become more profitable.

To do this, your team analyzes customer feedback to improve restaurant performance. You use data to help restaurants make better staffing decisions and drive customer loyalty. Your analysis can even track the number of times a customer requests a new dish or ingredient in order to revise restaurant menus.

Currently, you're working with a vegetarian sandwich restaurant called Garden. The owner wants to make food deliveries more efficient and profitable. To accomplish this goal, your team will use delivery data to better understand when orders leave Garden, when they get to the customer, and overall customer satisfaction with the orders.

Before project kickoff, you attend a discovery session with the vice president of customer experience at Garden. He shares information to help your team better understand the business and project objectives. As a follow-up, he sends you an email with datasets.

Click below to read the email:



C3 Scenario 1_Client Email .pdf

PDF File

And click below to access the datasets:



Course 3 Final Challenge Data Sets - Customer survey data (1)

CSV File



Course 3 Final Challenge Data Sets - Delivery times_distance (1)

CSV File

Reviewing the data enables you to describe how you will use it to achieve your client's goals. First, you notice that all of the data is first-party data. What does this mean?

1 / 1 point

☐☐

It's data that was collected from outside sources.

☐☐

It's subjective data that measures qualities and characteristics.

☐☐

It's a type of data that's categorized without a set order.

☒☐

It's data that was collected by Garden employees using the company's own resources.



Correct

First-party data is data collected by an individual or group using their own resources.

2.

Question 2

Scenario 1 continued

Next, you review the customer satisfaction survey data. To use the template for the customer satisfaction survey data, click the link below and select “Use Template.”

Link to template: [Customer Satisfaction Survey data](#)

OR

If you don't have a Google account, download the CSV file directly from the attachment below.



CustomerSurveyData - Customer survey data

CSV File



The question in column E asks, “Was your order accurate? Please respond yes or no.” What kind of data is this?

1 / 1 point

☐☐

Clean data

☐☐

Ordinal data

☐☐

Second-party data

☒☐

Boolean data



Correct

This is Boolean data, which has only two possible values, such as yes or no.

3.

Question 3

Scenario 1 continued

Now, you review the data on delivery times and the distance of customers from the restaurant.

To use the template for the dataset, click the link below and select “Use Template.”

Link to template: [Delivery Times/Distance](#)

OR

If you don't have a Google account, download the CSV file directly from the attachment below.



DeliveryTimes_DistanceData - Delivery times_distance

CSV File



The data in column E shows the duration of deliveries from Garden to customers. What type of data is this? Select all that apply.

1 / 1 point

☐☐

Continuous data

☒☒

Discrete data



Correct

This is an example of discrete data, which is counted and has a limited number of values. It is also quantitative data, which is specific and measures numerical facts.

☐☐

Qualitative data

☒☐

Quantitative data



Correct

This is an example of discrete data, which is counted and has a limited number of values. It is also quantitative data, which is specific and measures numerical facts.

4.

Question 4

Scenario 1 continued

The next thing you review is the file containing pictures of sandwich deliveries over a period of 30 days. What type of data is this?

1 / 1 point

☐☐

Discrete

☐☐

Relational

☐☐

Ordinal



Unstructured



Correct

This is unstructured data, which is not organized in an easily identifiable manner.

5.

Question 5

Scenario 1 continued

Now that you're familiar with the data, you want to build trust with the team at Garden.

What data-security measures do you employ? Select all that apply.

1 / 1 point



Assign user permissions for files



Correct

Building trust can be achieved by showing a client that you will keep client data safe by using passwords and user permissions.



Add passwords to files



Correct

Building trust can be achieved by showing a client that you will keep client data safe by using passwords and user permissions.



Make personal copies of client files



Change their file naming conventions

6.

Question 6

Scenario 2, questions 6-10

You've completed this program and are interviewing for a junior data scientist position at a company called Sewati Financial Services.

Click below to review the job description:



C3 Course Challenge Junior Data Scientist Job Description .pdf

PDF File

So far, you've successfully completed the first interview with a recruiter. They arrange your second interview with the team at Sewati Financial Services.

Click below to read the email from the human resources director:



Course 3 Scenario 2_Second Interview Email.pdf

PDF File

You arrive 15 minutes early for your interview. Soon, you are escorted into a conference room, where you meet Kai Harvey, the senior manager of strategy. After welcoming you, he begins the behavioral interview.

Consider and respond to the following question. Select all that apply.

Our data analytics team often surveys clients to get their feedback. If you were on the team, how would you ensure the process does not cause potential bias?

1 / 1 point





Give participants enough time to answer each survey question.



Correct

The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias.



Make sure the wording of the survey question does not encourage a specific response from participants.



Correct

The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias.



Instruct participants to share their name and contact information.



Include clients with disabilities in the survey sample.



Correct

The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias.

7.

Question 7

Scenario 2 continued

Consider and respond to the following question. Select all that apply.

Our data analytics team often uses external data. Where can you locate useful external data?

1 / 1 point



A professional finance association



Correct

External data can come from a variety of places. This may include other businesses, government sources, professional associations, and more.



Other financial businesses



Correct

External data can come from a variety of places. This may include other businesses, government sources, professional associations, and more.



Sewati Financial Solutions marketing department



Government sources



Correct

External data can come from a variety of places. This may include other businesses, government sources, professional associations, and more.

8.

Question 8

Scenario 2 continued

Consider and respond to the following question. Select all that apply.

Our analysts often work within the same spreadsheet, but for different purposes. What tools would you use in such a situation?

0.75 / 1 point

☐☐

Encrypt the spreadsheet so only you can access it

☒☒

Filter to show only the data that meets a specific criteria



Correct

Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

☐☐

Freeze the header rows

☒☒

Sort the data to make it easier to understand, analyze, and visualize



Correct

Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

You didn't select all the correct answers

9.

Question 9

Scenario 2 continued

Next, your interviewer wants to better understand your knowledge of basic SQL commands. He asks: How would you write a query that retrieves only data about people with the last name Hassan from the Clients table in our database?

1 / 1 point



```
SELECT *  
FROM Clients  
WHERE last_name = 'Hassan'
```



```
SELECT *  
WHERE last_name = 'Hassan'
```



```
SELECT Clients  
WHERE last_name = 'Hassan'
```



```
SELECT *  
WHERE Clients = 'Hassan'
```



Correct

To write a query that retrieves only data about people with the last name Hassan from the Clients table, type `SELECT * FROM Clients WHERE last_name='Hassan'`.

10.

Question 10

Scenario 2 continued

For your final question, your interviewer explains that Sewati Financial Services cares about its clients' trust, and this is an important responsibility for the data analytics team. They do this by:

- protecting clients from unauthorized access to their private data
- ensuring freedom from inappropriate use of client data
- getting consent to use someone's data

He asks: Which data analytics practice does this describe?

1 / 1 point



Encryption



Bias





Sharing permissions



Data privacy



Correct

This describes data privacy, which involves protecting an individual's private data.