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1. [Ask Questions to Make Data-Driven Decisions](#)



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3. *Weekly challenge 1*

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Problem-solving and effective questioning

Take action with data

Solve problems with data

Craft effective questions

Weekly challenge 1



Reading: ReadingGlossary: Terms and definitions

Duration: 10 minutes10 min



Quiz: *Weekly challenge 1*

8 questions

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Weekly challenge 1

Quiz40 minutes • 40 min

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Weekly challenge 1

Graded Quiz. • 40 min

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1.

Question 1

Structured thinking involves which of the following processes? Select all that apply.

0.75 / 1 point



Organizing available information



Correct



Recognizing the current problem or situation



Revealing gaps and opportunities



Correct



Asking SMART questions

You didn't select all the correct answers

2.

Question 2

Fill in the blank: In the _____ step of the data analysis process, an analyst would create visualizations to summarize their results.

1 / 1 point

☐☐

prepare

☐☐

act

☐☐

process

☒☐

share



Correct

3.

Question 3

Why is reaching your target audience important in data analysis?

0 / 1 point

☐☐

It makes your products easier to use for your customers.

☐☐

It brings awareness of your products to potential customers.



It improves customer service for those currently using your products.



It increases the effectiveness of your services for customers.



Incorrect

Review [the video on data in action](#).

4.

Question 4

Making predictions is one of the six data analytics problem types. It deals with using data to inform decisions about how things might be in the future. Select the scenario that's an example of making predictions.

1 / 1 point



A data analyst at a shoe retailer uses data to inform the marketing plan for an upcoming summer sale.



A data analyst at a gas company uses historical data to analyze a fluctuation in gas usage.



A data analyst at a school system uses data to make a connection between home sales and new student enrollment.



A data analyst at a technology company uses data to identify a unique drop in social media engagement.



Correct

5.

Question 5

Fill in the blank: _____ involves assigning items to categories, whereas Identifying themes takes those categories a step further, grouping them into broader classifications.

1 / 1 point



Making predictions



Categorizing things



Discovering connections



Finding patterns



Correct

6.

Question 6

Which of the following examples are leading questions? Select all that apply.

0.75 / 1 point



How much would you pay for this convenience?



Correct



How did you learn about our company?



This should not be selected

Review [the video on asking effective questions](#).



Who is the person that I should contact?



How has our product helped make your life easier?



Correct

7.

Question 7

What is the defining characteristic of measurable questions?

1 / 1 point



Their answers are numbers that can be interpreted qualitatively.





Their answers are numbers that can be interpreted mathematically.



They are questions that use numbers as categories.



They are questions that have numbers in them.



Correct

8.

Question 8

On a customer service questionnaire, a data analyst asks, "If you could contact our customer service department via chat, how much valuable time would that save you?" Why is this question unfair?

1 / 1 point



It uses slang words that not everyone can understand.



It is closed-ended.



It makes assumptions.



It is vague.



Correct