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SEARCH IN COURSE



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### coursera

1. Foundations: Data, Data, Everywhere



2. Module 5



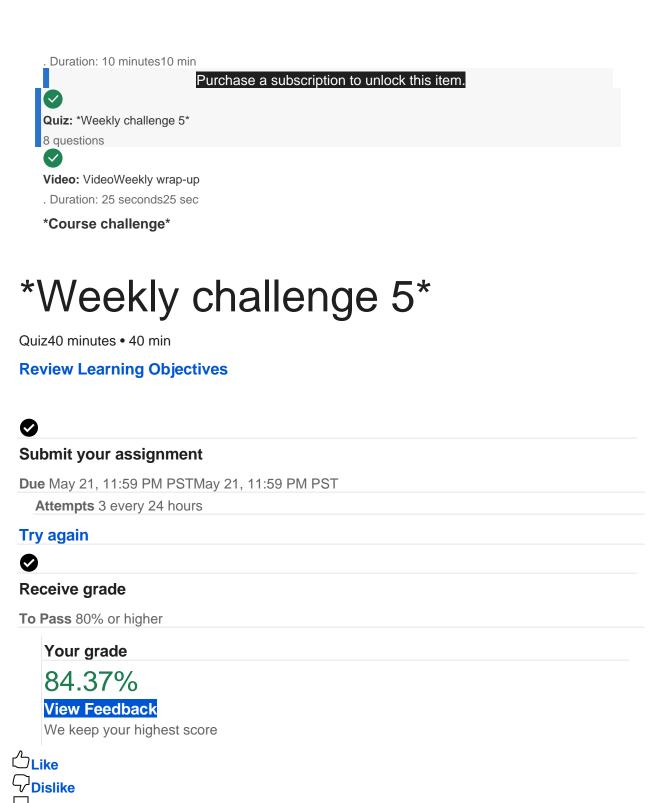
3. \*Weekly challenge 5\*



Data analyst job opportunities
The importance of fair business decisions
Optional: Exploring your next job
\*Weekly challenge 5\*



Reading: ReadingGlossary: Terms and definitions





#### \*Weekly challenge 5\*

Graded Quiz. • 40 min

**Due**May 21, 11:59 PM PST



## Congratulations! You passed!

**Grade received** 84.37% **Latest Submission Grade** 84.38%

To pass 80% or higher

Go to next item

#### 1.

Question 1

An online gardening magazine wants to understand why its subscriber numbers have been increasing. A data analyst discovers that significantly more people subscribe when the magazine has its annual 50%-off sale. This is an example of what?

the magazine has its annual 50%-off sale. This is an example of what?
1/1 point
Analyzing the number of customers by calculating daily foot traffic
O Analyzing social media engagement
O     Analyzing consumer preferences using artificial intelligence
Analyzing customer buying behaviors
Correct

A problem is an obstacle to be solved, an issue is a topic to investigate, and a question

2.

3.

Question 3

is designed to discover information.

1/1 point
<ul><li>True</li></ul>
O False
✓ Correct
4. Question 4 A data analyst focuses much of their work effort for a business on what?
0 / 1 point
Strategies
0
Breakthroughs
0
0
Business tasks
$\circ$
0
Complaints
Incorrect Review the video on the power of data in business.

5.
Question 5
When a choice is made between good, bad, or a combination of consequences based on facts, it is also known as what?
1/1 point
17 1 point
0
Data ethics
0
Data programming
0
Data visualization
Data-driven decision-making
$\bigcirc$
Correct
6
<b>6.</b> Question 6
Data analysts ensure their analysis is fair for what reason?
1 / 1 point
Fairness helps them pick and choose which data to include from a dataset.
Fairness helps them avoid biased conclusions.
Taimed helps them avoid bladed contributions.

0
Fairness helps them communicate with stakeholders.
0
Fairness helps them stay organized.
Correct
7.
Question 7
A data analyst is developing a model. They start by gathering data for groups that are
underrepresented in a sample. What strategy could they employ to ensure these groups are represented fairly?
1/1 point
17 1 point
Sample the underrepresented group normally
0
Combine the underrepresented group with another group
Oversample the underrepresented group
0
Exclude the underrepresented group from the sample
$\bigcirc$
Correct

Question 8
A large hotel chain sees about 500 customers per week. A data analyst working there is
gathering data through customer satisfaction surveys. They are anxious to begin
analysis, so they start analyzing the data as soon as they receive 50 survey responses.
This is an example of what? Select all that apply.
0.75 / 1 point
Failing to reward customers for participating in the survey
Talling to reward edeterment for participating in the editory
Failing to include diverse perspectives in data collection
$\boxtimes$
Failing to have a large enough sample size
$\bigcirc$
Correct
Failing to collect data anonymously

You didn't select all the correct answers

8.