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**coursera**

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**Data analyst job opportunities**

**The importance of fair business decisions**

**Optional: Exploring your next job**

**\*Weekly challenge 5\***



**Reading:** ReadingGlossary: Terms and definitions

. Duration: 10 minutes10 min

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**Quiz:** \*Weekly challenge 5\*

8 questions



**Video:** VideoWeekly wrap-up

. Duration: 25 seconds25 sec

**\*Course challenge\***

# \*Weekly challenge 5\*

Quiz40 minutes • 40 min

[Review Learning Objectives](#)



**Submit your assignment**

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

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**To Pass** 80% or higher

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**\*Weekly challenge 5\***

Graded Quiz. • 40 min

Due May 21, 11:59 PM PST



## Congratulations! You passed!

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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?

1 / 1 point



Analyzing the number of customers by calculating daily foot traffic



Analyzing social media engagement



Analyzing consumer preferences using artificial intelligence



Analyzing customer buying behaviors



Correct

2.

Question 2

A doctor's office discovers that patients are waiting 20 minutes longer for their appointments than in past years. In what ways could a data analyst help solve this problem? Select all that apply.

1 / 1 point



Analyze the number of patients seen per day compared to past years.



Correct



Analyze the average length of an appointment this year compared to past years.



Correct



Analyze how many doctors and nurses are on staff at a given time compared to the number of patients with appointments.



Correct



Analyze a recent change in the average rating for the doctor's office on social media.

3.

Question 3

A problem is an obstacle to be solved, an issue is a topic to investigate, and a question is designed to discover information.

1 / 1 point



True



False



Correct

4.

Question 4

A data analyst focuses much of their work effort for a business on what?

0 / 1 point



Strategies



Breakthroughs



Business tasks



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

☐☐

Data ethics

☐☐

Data programming

☐☐

Data visualization

☒☐

Data-driven decision-making



Correct

6.

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.



Fairness helps them communicate with stakeholders.



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**



Sample the underrepresented group normally



Combine the underrepresented group with another group



Oversample the underrepresented group



Exclude the underrepresented group from the sample



**Correct**

8.

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

☐☐

Failing to include diverse perspectives in data collection

☒☒

Failing to have a large enough sample size



Correct

☐☐

Failing to collect data anonymously

You didn't select all the correct answers