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Chapter 3 - Data Collection Short Questions

Instructions

1. Answer the below question in the boxes provided.
2. Please submit the assignment through TalentLabs Learning System.

Question 1:
What are the key steps of the data collection workflow? (2 marks)

> 1.Define the problem
> 2.Make a data collection plan
> 3.Collect the data
> 4.Document the process

Question 2:
Imagine you work as a data analyst for a clothing brand. You work in a team on a project trying to forecast future sales. From the list below, select if the person is a **stakeholder** in your project. Select **all** that apply. (1 mark)

> ☑ Your manager
> ☑ A customer of your brand
> ☑ The CEO of the company you work for
> ☑ A machine learning engineer building the forecasting model

Question 3:
If you are unsure if you have asked a good analytics question, what methodology could you refer to? (1 mark)

> Using the SMART methodology

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Question 4:

Discuss the advantages and disadvantages of carrying out your own data collection. (2 marks)

Advantages
- Good quality datasets, trustworthiness, better understanding.

Disadvantages
- Requires more time and cost.

Question 5:

Provide **four** examples of how data can be collected. (2 marks)

1. Web Scraping
2. Automated
3. Simulations
4. Sensors

Question 6:

Give **one** reason why you should document your data collection? (1 mark)

To explain why every decisions were made throughout the data collection process.