



## The Final Deliverable

LATEST SUBMISSION GRADE

100%

1. According to the reading, what is the ultimate purpose of analytics?

1 / 1 point

- ☐ To facilitate meetings between sales and marketing.
- ☐ To evangelize data science.
- ☒ To communicate findings to stakeholders to formulate policy or strategy.
- ☐ To efficiently store big data with minimum storage requirements.



Correct

Correct. According to the reading, this the ultimate purpose of analytics.



2. What role of a data scientist is discussed in the reading?

1 / 1 point

- ☐ Developing a strategy to fix the problems in the findings.
- ☐ Using the data to put together a story that the CEO wants to tell.
- ☒ Using insights to build a narrative to communicate findings.
- ☐ Managing a team of analysts to create a predictive model.



Correct

Correct.

---

3. The United States Economic Forecast is a publication by McKinsey University Press.

1 / 1 point

- ☒ False.
- ☐ True.

✓ **Correct**  
Incorrect.

4. The report discussed in the reading successfully did the job of:

1 / 1 point

- ☐ Convincing the leadership team to act on an initiative.
- ☐ Calculating projections for the economy.
- ☒ Using data and analytics to generate the likely economic scenarios.
- ☐ Summarizing pages and pages of research.

✓ **Correct**

---

5. According to the reading, in order to produce a compelling narrative, initial planning and conceptualizing of the final deliverable is of extreme importance.

1 / 1 point

- ☐ False.
- ☒ True.

✓ **Correct**  
Correct.

---