



Data Analysis Iteration

Quiz, 5 questions



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1. Which of the following is an element of the data analysis iteration?

- ☒ Collecting information
- ☐ Incorporating measures of uncertainty
- ☐ Visualize the data
- ☐ Fitting a linear regression

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2. Why is it important to have an expectation that is sharp when engaging in a data analysis?

- ☐ sharp expectations decrease the likelihood that the data will have missing observations.
- ☒ a sharp expectation allows you to easily determine whether your expectations match the data you collect.
- ☐ sharp expectations increase the likelihood that you are correct.

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3. Suppose we are interested in collecting data on what the effect of a month-long advertising campaign will have on the sales of an existing product which typically generates \$10,000 per day in sales. Which of the following is an example of a sharp expectation?

- ☐ We expect that the advertising campaign will decrease sales.
- ☐ We expect that the campaign will increase sales on between \$0 and \$20,000 per day for between 1 and 30 days.
- ☒ We expect that sales will increase on average by \$1,000 per day for the entire month that the campaign runs.
- ☐ We expect that the campaign will increase sales.

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4. Suppose you want to answer the question "What is the prevalence of asthma amongst adults in the United States?" Your company wants to understand how big the market might be for a new asthma drug they are considering developing. Your expectation is that the answer is between 5% and 10%. Which of the following activities would be useful for collecting information that could be used to check this expectation?

- ☐ Going to a local doctor's office and searching the electronic medical records of that office and identifying patients with asthma.
- ☐ Conducting small focus groups and determining the proportion of focus group members who have asthma.
- ☒ Conducting a literature search for published studies of asthma prevalence in the United States adult population.
- ☐ Surveying the company's customers and asking them if they have doctor-diagnosed asthma.

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5. Which of the following is one of the five stages of data analysis?

- ☒ Communicating the results
- ☐ Making a decision
- ☐ Conducting a randomized controlled trial

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