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Test your knowledge on effective presentations

GESAMTPUNKTZAHL 5

1. When putting together a presentation for a client meeting, what steps can you create for an effective framework? Select all that apply.

1 / 1 Punkten

☒ Provide context about your data



Richtig

To create a framework, provide context about your data to your audience. This context creates logical connections between your data and your business task.

☒ Create logical connections between your data and your business task



Richtig

To create a framework, provide context about your data to your audience. This context creates logical connections between your data and your business task.

☐ Describe the methods you use for your analysis

☐ Define the question your analysis answers

2. Which of the following is an example of a business task? Select all that apply.

1 / 1 Punkten

☐ Theorizing that the amount of coffee purchased per day increases in the summer

☒ Finding relationships between weather patterns and economic activity



Richtig

Comparing purchasing trends, identifying productive manufacturing plants, and finding relationships between the weather and the economy are examples of business tasks.

☒ Comparing in-person and online clothing purchasing trends to make stocking decisions



Richtig

Comparing purchasing trends, identifying productive manufacturing plants, and finding relationships between the weather and the economy are examples of business tasks.

☒ Identifying a company's most productive manufacturing plants



Richtig

Comparing purchasing trends, identifying productive manufacturing plants, and finding relationships between the weather and the economy are examples of business tasks.

3. A supervisor asks a junior data analyst to present two hypotheses regarding a data analytics project. What is the purpose of a hypothesis?

1 / 1 Punkten

☐ Introduce findings

☒ Theorize about data

☐ Summarize data

☐ Describe methods



Richtig

The purpose of a hypothesis is to theorize about your data. Data analysts use them to establish what they want to prove or disprove.

4. Which of the following is an example of an initial hypothesis? Select all that apply.

1 / 1 Punkten

☒ Annual revenue shows a trend that online purchases have increased in the past year



Richtig

An initial hypothesis is a theory you're trying to prove or disprove with data. Examples of an initial hypothesis include: annual revenue showing increases in online purchases, a relationship between the holidays and higher traffic, and an increase of wildlife matching increased rainfall.

☐ A company's manufacturing plant had lower output in the past month

☒ An increase in wildlife presence coincides with unusual annual rainfall



Richtig

An initial hypothesis is a theory you're trying to prove or disprove with data. Examples of an initial hypothesis include: annual revenue showing increases in online purchases, a relationship between the holidays and higher traffic, and an increase of wildlife matching increased rainfall.

☒ A relationship between the holiday season and increased traffic congestion



Richtig

An initial hypothesis is a theory you're trying to prove or disprove with data. Examples of an initial hypothesis include: annual revenue showing increases in online purchases, a relationship between the holidays and higher traffic, and an increase of wildlife matching increased rainfall.

9. Which step in the McCandless Method is the last and most specific?

1/1 Punkten

- ☐ Answer obvious questions before they're asked
- ☐ Calling out data to support your insights
- ☐ State the insight of your graphic
- ☒ Telling your audience why your analysis matters

✓ Richtig

The McCandless Method is an approach to describing a data visualization from the most general to the most specific information. This is the final step of the McCandless Method, making it the most specific.