

Weekly challenge 5

NEUESTE EINREICHUNGSBEWERTUNG
96.87%

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 Punkten

✓

Richtig

Data analysts help companies learn from historical data in order to make predictions. A sale's affect on subscription purchases is an example of customer buying behavior analysis.

☒

Analyzing customer buying behaviors

☐

Analyzing the number of customers by calculating daily foot traffic

☐

Analyzing consumer preferences using artificial intelligence

☐

Analyzing social media engagement
2.

Fill in the blank: A doctor's office has discovered that patients are waiting 20 minutes longer for their appointments than in past years. To help solve this problem, a data analyst could investigate how many nurses are on staff at a given time compared to the number of ____.

1 / 1 Punkten

✓

Richtig

Analyzing staffing and patient numbers would likely provide useful insights about why patients are waiting longer for their appointment times and to help solve this problem.

☐

doctors on staff at the same time

☐

negative comments about the wait times on social media

☒

patients with appointments

☐

doctors seeing new patients
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 Punkten

✓

Richtig

A problem is an obstacle or complication to be solved, whereas a question is designed to discover information. These two things are the foundation of business tasks.

☒

True

☐

False
4.

Data analysts answer questions and solve problems. These are called business tasks.

1 / 1 Punkten

✓

Richtig

Data analysts answer questions and solve problems, which are called business tasks.

☒

True

☐

False
5.

Fill in the blank: Data-driven decision-making is described as using ____ to guide business strategy.

1 / 1 Punkten

✓

Richtig

Data-driven decision-making is using facts to guide business strategy.

☐

visualizations

☒

facts

☐

intuition

☐

gut instinct
6.

Data analysts ensure their analysis is fair for what reason?

1 / 1 Punkten

✓

Richtig

Data analysts ensure their analysis is fair in order to ensure their analysis doesn't create or reinforce bias.

☐

Fairness helps them communicate with stakeholders.

☒

Fairness helps them avoid biased conclusions.

☐

Fairness helps them stay organized.

☐

Fairness helps them pick and choose which data to include from a dataset.
7.

Fill in the blank: Fairness is achieved when data analysis doesn't create or ____ bias.

1 / 1 Punkten

✓

Richtig

Fairness is achieved when data analysis doesn't create or reinforce bias.

☐

highlight

☐

resolve

☒

reinforce

☐

constrain
8.

A gym wants to start offering exercise classes. A data analyst plans to survey 10 people to determine which classes would be most popular. To ensure the data collected is fair, what steps should they take? Select all that apply.

0,75 / 1 Punkten

☐

Survey only people who don't currently go to the gym.

☒

Collect data anonymously.

✓

Richtig

Ensuring participants represent a variety of profiles and backgrounds, collecting data anonymously, and surveying more than just 10 people would all help ensure the data analysis is fair.

☒

Ensure participants represent a variety of profiles and backgrounds.

✓

Richtig

Ensuring participants represent a variety of profiles and backgrounds, collecting data anonymously, and surveying more than just 10 people would all help ensure the data analysis is fair.

☐

Increase the number of participants.

Sie haben nicht alle korrekten Antworten ausgewählt.