

✓

Herzlichen Glückwunsch! Sie haben bestanden!

ZUM BESTEHEN 80 % oder höher

Lernen Sie weiter

BEWERTUNG

80 %

Weekly challenge 1

NEUESTE EINREICHUNGSBEWERTUNG

80%

1. Organizing available information and revealing gaps and opportunities are part of what process?

1 / 1 Punkten

- ☐ Identifying connections between two or more things
- ☒ Using structured thinking
- ☐ Categorizing things
- ☐ Applying the SMART methodology

✓ Richtig

Organizing available information and revealing gaps and opportunities are part of structured thinking.

2. In which phase of the data analysis process would an analyst consider, "How do my clients explain the problem they're facing?" or "How can I help my clients address their concerns?"

1 / 1 Punkten

- ☒ Ask
- ☐ Analyze
- ☐ Prepare
- ☐ Process

✓ Richtig

In the ask phase of the data analysis process, an analyst would consider, "How do my clients explain the problem they're facing?" or "How can I help my clients address their concerns?"

3. A data analyst creates data visualizations and a slideshow. Which phase of the data analysis process does this describe?

1 / 1 Punkten

- ☒ Share
- ☐ Prepare
- ☐ Process
- ☐ Act

✓ Richtig

This describes the share phase of the data analysis process.

4. A garden center wants to attract more customers. A data analyst in the marketing department suggests advertising in popular landscaping magazines. This is an example of what practice?

1 / 1 Punkten

- ☐ Collecting customer information
- ☒ Reaching your target audience
- ☐ Developing a data analytics case study
- ☐ Monitoring social media feedback

✓ Richtig

This is an example of reaching your target audience. In this scenario, people who read landscaping magazines are the target audience because they're likely to be interested in shopping at the garden center.

5. Making predictions is one of the six data analytics problem types. It deals with using data to inform decisions about how things may be in the future. Select the scenario that's an example of making predictions.

1 / 1 Punkten

- ☐ A data analyst at a gas company uses historical data to analyze which time of year customers use the most gas.
- ☐ A data analyst at a school system uses data to make a connection between home sales and new student enrollment.
- ☐ A data analyst at a technology company uses data to identify a unique drop in social media engagement.
- ☒ A data analyst at a shoe retailer uses data to inform the marketing plan for an upcoming summer sale.

✓ Richtig

A data analyst at a shoe retailer using data to inform the marketing plan for an upcoming summer sale is an example of making predictions.

6. Fill in the blank: Categorizing things involves assigning items to categories, whereas ____ takes those categories a step further, grouping them into broader classifications.

0 / 1 Punkten

- ☐ Making predictions
- ☒ Finding patterns
- ☐ Discovering connections
- ☐ Identifying themes

! Falsch

Review the section on the six data problem types for a refresher.

7. Which of the following examples are closed-ended questions? Select all that apply.

1 / 1 Punkten

- ☐ What are your thoughts about math?
- ☒ What grade did you get in your math class?

✓ Richtig

Closed-ended questions don't encourage people to elaborate and share valuable details.

- ☒ Is math your favorite subject?

✓ Richtig

Closed-ended questions don't encourage people to elaborate and share valuable details.

- ☒ How old are you?

✓ Richtig

Closed-ended questions don't encourage people to elaborate and share valuable details.

8. The question, "In what ways could we simplify the returns process for our online customers?" is action-oriented.

1 / 1 Punkten

- ☒ True
- ☐ False

✓ Richtig

The question, "In what ways could we simplify the returns process for our online customers?" is action-oriented because it's likely to result in specific answers that would lead to change.

9. Fill in the blank: A specific SMART questions is _____. Select all that apply.

0,75 / 1 Punkten

- ☐ broad
- ☒ simple

✓ Richtig

A specific SMART question is significant, simple, and focused.

- ☒ focused

✓ Richtig

A specific SMART question is significant, simple, and focused.

- ☐ significant

Sie haben nicht alle korrekten Antworten ausgewählt.

10. Which of the following questions make assumptions? Select all that apply.

0,25 / 1 Punkten

- ☒ It must be frustrating waiting on hold for so long, right?

✓ Richtig

A common example of an unfair question is one that makes assumptions. Unfair questions assume the respondent's answer to the question.

- ☐ Wouldn't you agree that product A is better than product B?

- ☒ Did you get through to customer service?

! Diese Antwort sollte nicht ausgewählt werden

Review the section on writing effective questions for a refresher.

- ☐ Keeping employees engaged is important, isn't it?