

✓ Herzlichen Glückwunsch! Sie haben bestanden!

ZUM BESTEHEN 80 % oder höher

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BEWERTUNG  
90 %

## Course challenge

NEUSTE EINREICHUNGSBEWERTUNG

90%

### 1. Scenario 1, questions 1-9

1 / 1 Punkten

You have been working as a junior data analyst at Bowling Green Business Intelligence for nearly a year. Your supervisor, Kate, tells you that she believes you are ready for more responsibility. She asks you to lead an upcoming client presentation. You will be responsible for creating the data story, identifying the right tools to use, building the slideshow, and delivering the presentation to stakeholders.

Your client is Gaea, an automotive manufacturer that makes eco-friendly electric cars. For the past year, you have been working with the data team in Gaea's Bowling Green, Kentucky, headquarters. For the presentation, you will engage the data team, as well as its regional sales representatives and distributors. Your presentation will inform their business strategy for the next three-to-five years.

You begin by getting together with your team to discuss the data story you want to tell. You know the first step in data storytelling is to engage your audience.

A big part of audience engagement is knowing how to eliminate less important details. What practice do you use to scan quickly through the data in order to identify the most important insights?

- Balancing
- Filtering
- Ranking
- Spotlighting

✓ Richtig

You use spotlighting to scan through data to quickly identify the most important insights. Spotlighting enables data analysts to identify broad, universal ideas and messages.

### 2. Scenario 1, continued

1 / 1 Punkten

After you identify the most important insights, it's time to create your primary message. Your team's analysis has revealed three key insights:

1. Electric vehicle sales demand is expected to grow by more than 400% by 2025.
2. The number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Currently, there are many locations with so few charging stations that electric car owners would run out of power when traveling between stations.
3. Vehicle battery range is also a significant factor for consumers. In 2020, the average battery range was 210 miles. However, the vast majority of survey respondents report they will not buy an electric car until the battery range is at least 300 miles per charge.

Based on these insights, you create your primary message. Which of the following reflect the expectations of a primary message?

- Electric vehicle demand is skyrocketing
- The number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Therefore, Gaea must begin building vehicle charging stations
- Electric vehicle sales demand is expected to grow by more than 400% by 2025. However, the number of publicly available vehicle charging stations is a significant factor in consumer buying decisions. Currently, there are many locations with so few charging stations that electric car owners would run out of power when traveling between stations. Vehicle battery range is also a significant factor for consumers. In 2020, the average battery range was 210 miles. However, the vast majority of people say they will not buy an electric car until the battery range is at least 300 miles per charge
- Although electric vehicle sales demand is on the rise, low availability of charging stations and short battery range are significant hurdles that Gaea must overcome

✓ Richtig

A primary message should be clear, direct, and succinct. Your primary message states: Although electric vehicle sales demand is on the rise, low availability of charging stations and short battery range are significant hurdles that Gaea must overcome.

### 3. Scenario 1, continued

1 / 1 Punkten

Next, you decide on your data narrative's characters, setting, plot, big reveal, and aha moment. The characters are the people affected by your story. This includes your stakeholders, Gaea's customers, and Gaea's potential future customers. For the setting, you describe the current situation, potential tasks, and background information about the analysis project.

As you begin to work on the plot for the data narrative, which of the following ideas would you include? Select all that apply.

- A list of your recommendations and details about why they will help Gaea be successful
- How your data analysis can help Gaea solve its business problems
- The challenges associated with the current lack of vehicle charging stations

✓ Richtig

The plot, or conflict, is used to create tension in the data story. For Gaea's situation, the plot would include two ideas: First, the plot should explain the challenges associated with lack of vehicle charging stations. Second, it should address why it's important for Gaea to increase its cars' battery range by 2025.

- Why it's important for Gaea to increase its cars' battery range by 2025

✓ Richtig

The plot, or conflict, is used to create tension in the data story. For Gaea's situation, the plot would include two ideas: First, the plot should explain the challenges associated with lack of vehicle charging stations. Second, it should address why it's important for Gaea to increase its cars' battery range by 2025.

#### 4. Scenario 1, continued

1 / 1 Punkten

Now, it's time to consider which tools to use to create data visualizations that will clearly communicate the results of your analysis. You and your team decide to make both spreadsheet charts and Tableau data visualizations. In addition, you want to provide them with a tool that will achieve the following goals:

- Organize multiple datasets about electric vehicle battery ranges into a central location
- Enable tracking and analysis of electric vehicle data
- Simplify data visualizations about the number of available charging stations using maps of the different geographies

What tool do you create for your stakeholders?

- Algorithm
- Dashboard
- Database
- Spreadsheet

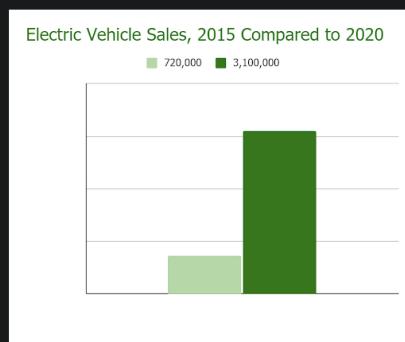
 Richtig

You create a dashboard. There are multiple benefits to using dashboards to tell data stories. They include being able to organize information from multiple datasets into one central location and enabling tracking and analysis of data. In addition, dashboards can simplify data visualization using tables, charts, and graphs.

#### 5. Scenario 1, continued

1 / 1 Punkten

Now that you have finished planning the data story with your team, it's time to create data visualizations. First, you consider electric vehicle sales worldwide in 2015 compared to 2020. You use a spreadsheet to create the following bar graph to compare the two values:



You add information on the x-axis to represent a scale of values for the total electric vehicle sales and on the y-axis to represent the time periods (2015 and 2020).

- True
- False

 Richtig

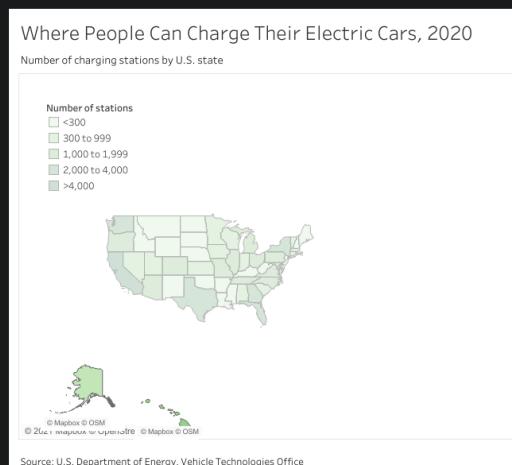
In bar graphs with vertical bars, the x-axis is used to represent time periods, categories, or other variables. The y-axis is used to represent a scale of values for the variables.

#### 6. Scenario 1, continued

1 / 1 Punkten

Next, you explore how access to public car-charging stations is influencing electric vehicle purchases. As your analysis has revealed, there are many areas without enough places for people to plug in and charge their cars. This lack of charging stations has a negative impact on demand for electric cars and overall vehicle sales.

You use Tableau to create the following draft of a visualization, which organizes the charging station data geographically:



After reviewing your draft, you realize that it could be improved. What steps do you take to make your map more effective? Select all that apply.

- Make the intensity of the colors stronger

 Richtig

A map's colors should be used to help the audience understand the data it contains. To make the map more effective, you make the intensity of the colors stronger, select more varied hues, and choose darker values. Intensity will make the colors brighter. Different hues will help the states stand out from one another. And darker values will make the color differences easier to see.

- Add more space between each state

- Choose darker values

Choose darker values

Richtig

To make the map more effective, you make the intensity of the colors stronger, select more varied hues, and choose darker values. Intensity will make the colors brighter. Different hues will help the states stand out from one another. And darker values will make the color differences easier to see.

Select more varied hues

Richtig

To make the map more effective, you make the intensity of the colors stronger, select more varied hues, and choose darker values. Intensity will make the colors brighter. Different hues will help the states stand out from one another. And darker values will make the color differences easier to see.

#### 7. Scenario 1, continued

1 / 1 Punkten

Now, you want to highlight what your team's analysis discovered about the number of charging stations available compared to the number of cars purchased. Your data has confirmed that the lack of charging stations causes the effect of fewer car sales. To communicate this effectively, you will need to convey causation to the stakeholders.

You explain that causation is the measure of the degree to which two variables move in relationship to each other. In the case of Gaea's business, charging station numbers and car sales move in the same direction.

True

False

Richtig

You explain that causation is when an action directly leads to an outcome, such as a cause-effect relationship. In the case of Gaea's business, the lack of charging stations directly leads to the outcome of fewer car sales.

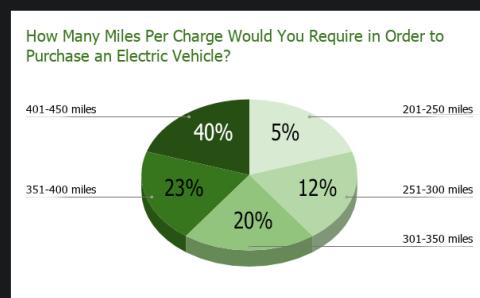
#### 8. Scenario 1, continued

1 / 1 Punkten

Once you finish creating data visualizations about the current state of the electric vehicle market, you turn to projections for the future. You want to communicate to stakeholders about the importance of longer vehicle battery range to consumers.

Your team's data includes feedback from a consumer survey that investigated the importance of longer battery when choosing whether to purchase an electric car. The current average battery range is about 210 miles. By 2025, that distance is expected to grow to 450 miles per charge.

You create the following pie chart:



Fill in the blank: After reviewing your pie chart, you realize that it could be improved. You resize the \_\_\_\_ so they visually show the different values.

axes

labels

values

segments

Richtig

To make this chart more effective, you resize the segments so they visually show the different values. When the segments are all the same size, even though they represent different values, this will confuse the audience.

#### 9. Scenario 1, continued

1 / 1 Punkten

It's time to build your Tableau dashboard for stakeholders. You consider what type of layout to use.

Describe the differences between vertical and horizontal layouts. Select all that apply.

Vertical layouts adjust the height of the views and objects contained

Richtig

Vertical layouts adjust the height of the views and objects contained. Horizontal layouts adjust the width of the views and objects contained.

Vertical layouts prevent items from being layered over other objects

Horizontal layouts adjust the width of the views and objects contained

Richtig

Vertical layouts adjust the height of the views and objects contained. Horizontal layouts adjust the width of the views and objects contained.

Horizontal layouts prevent items from being layered over other objects

#### 10. Scenario 2, questions 10-15

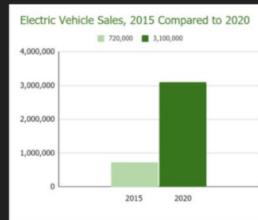
1 / 1 Punkten

You have created your narrative and visuals, so now it's time to build a professional and appealing slideshow. You choose a theme that matches the tone of your presentation. Then, you create a title slide with a title, subtitle, and the date.

Next, you create the following slide about electric vehicle sales in 2015 compared to 2020:

## How Have Electric Vehicle Sales Changed Between 2015 and 2020?

This chart shows that there were 720,000 electric vehicles sold in 2015. In 2020, that number grew to 3,100,000.



Electric vehicles are moving steadily into the spotlight. The annual sales of electric vehicles reached the 2,000,000 mark for the first time in 2019. This is a much-anticipated milestone and demonstrates changing consumer priorities. Gaea is well-positioned to make the most of this trend, as electric vehicle sales are only expected to continue rising in the coming years.

After reviewing your slide, you realize some of the text has a font size that is too small for your audience to read. The best way to address this problem is to increase the font size.

- True  
 False

Richtig

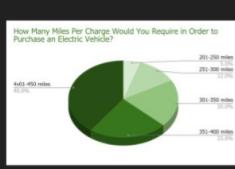
The best way to address this problem is to remove the text box at the bottom, as that text simply repeats the words you plan to say. You should also edit down the text to fewer than 25 words and five lines total.

### 11. Scenario 2, continued

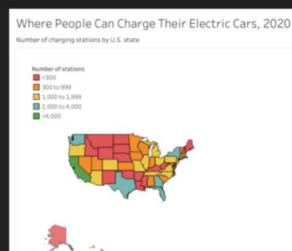
0 / 1 Punkten

You then create the following slide to demonstrate the challenges associated with battery range and charging stations:

#### Battery Range and Charging Station Challenges



The vast majority of potential Gaea customers require longer battery life and more charging stations in order to purchase an electric car.



After reviewing your slide, you realize that the visual elements could be improved. You decide to choose one data visualization to share on this slide, then create another slide for the second data visualization.

- True  
 False

Falsch

Review the section on sharing your narrative for a refresher.

### 12. Scenario 2, continued

1 / 1 Punkten

You complete your slideshow and share it with your team. Once it is approved by your supervisor, you begin preparing to give your presentation. You consider maintaining good posture, being aware of nervous habits, and making eye contact. In addition, you think about how you will speak.

**What strategies can help you speak effectively? Select all that apply.**

- Building in intentional pauses to give your audience time to think about what you have just said

Richtig

To speak effectively, you should practice using short words and sentences, keeping the pitch of your sentences level, and building in intentional pauses.

- Keeping the pitch of your sentences level so that your statements are not confused for questions

Richtig

To speak effectively, you should practice using short words and sentences, keeping the pitch of your sentences level, and building in intentional pauses.

- Speaking quickly so you are sure to have time to include all important data points

- Using short words and sentences

Richtig

To speak effectively, you should practice using short words and sentences, keeping the pitch of your sentences level, and building in intentional pauses.

### 13. Scenario 2, continued

0,5 / 1 Punkten

Next, you prepare for the question-and-answer session that will follow your presentation. What methods help you consider any limitations of your data? Select all that apply.

- Critically analyze the correlations  
 Look at the context

Richtig

To help you consider any limitations of your data, critically analyze the correlations, look at the context, and

understand the strengths and weaknesses of the tools.

- Understand the strengths and weaknesses of the tools

 Richtig

To help you consider any limitations of your data, critically analyze the correlations, look at the context, and understand the strengths and weaknesses of the tools.

- Eliminate the outliers

 Diese Antwort sollte nicht ausgewählt werden

Review the section on considering potential questions for a refresher.

#### 14. Scenario 2, continued

1 / 1 Punkten

Now that you have some idea of the questions the stakeholders will ask, you and a team member consider different objections that might arise.

Your team member asks you how you will respond if someone from Gaea questions your data-cleaning process. How do you prepare for this objection? Select all that apply.

- Keep a detailed log of your data-cleaning process

 Richtig

You prepare by keeping a detailed log of your data-cleaning process. Then, you add your data-cleaning log to the slideshow appendix and practice answering questions about your data-cleaning process.

- Add your data-cleaning log to the slideshow appendix

 Richtig

You prepare by keeping a detailed log of your data-cleaning process. Then, you add your data-cleaning log to the slideshow appendix and practice answering questions about your data-cleaning process.

- Be prepared to explain why data cleaning is not relevant at this stage of the project

- Practice answering questions about your data-cleaning process

 Richtig

You prepare by keeping a detailed log of your data-cleaning process. Then, you add your data-cleaning log to the slideshow appendix and practice answering questions about your data-cleaning process.

#### 15. Scenario 2, continued

1 / 1 Punkten

As a final step in the data-sharing process, you think about how to respond during the Q&A session. What strategies will you employ when answering questions? Select all that apply.

- Listen to the whole question, and repeat it, if necessary

 Richtig

When answering questions, you should listen to the whole question, and repeat it, if necessary. You should also be sure you understand the context of the question and involve the whole audience.

- Understand the context of the question

 Richtig

When answering questions, you should listen to the whole question, and repeat it, if necessary. You should also be sure you understand the context of the question and involve the whole audience.

- Involve your whole audience

 Richtig

When answering questions, you should listen to the whole question, and repeat it, if necessary. You should also be sure you understand the context of the question and involve the whole audience.

- Provide detailed, comprehensive responses