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Course challenge

LATEST SUBMISSION GRADE

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1. Scenario 1, questions 1-5

1 / 1 point

You've been working at a data analytics consulting company for the past six months. Your team helps restaurants use their data to better understand customer preferences and identify opportunities to become more profitable.

To do this, your team analyzes customer feedback to improve restaurant performance. You use data to help restaurants make better staffing decisions and drive customer loyalty. Your analysis can even track the number of times a customer requests a new dish or ingredient in order to revise restaurant menus.

Currently, you're working with a vegetarian sandwich restaurant called Garden. The owner wants to make food deliveries more efficient and profitable. To accomplish this goal, your team will use delivery data to better understand when orders leave Garden, when they get to the customer, and overall customer satisfaction with the orders.

Before project kickoff, you attend a discovery session with the vice president of customer experience at Garden. He shares information to help your team better understand the business and project objectives. As a follow-up, he sends you an email with datasets.

Click below to read the email:



C3 Scenario 1_Client Email .pdf

PDF File



And click below to access the datasets:

Course 3 Final Challenge Data Sets - Customer survey data (1).csv

Course 3 Final Challenge Data Sets - Delivery times_distance (1).csv

Reviewing the data enables you to describe how you will use it to achieve your client's goals. First, you notice that all of the data is first-party data. What does this mean?

- ☐ It's data that was collected from outside sources.
- ☐ It's a type of data that's categorized without a set order.
- ☐ It's subjective data that measures qualities and characteristics.
- ☒ It's data that was collected by Garden employees using the company's own resources.



Correct

First-party data is data collected by an individual or group using their own resources.

2. **Scenario 1 continued**

1 / 1 point

Next, you review the customer satisfaction survey data. To use the template for the customer satisfaction survey data, click the link below and select "Use Template."

Link to template: [Customer Satisfaction Survey data](#)

OR

If you don't have a Google account, download the CSV file directly from the attachment below.

CustomerSurveyData - Customer survey data.csv

The question in column E asks, "Was your order accurate? Please respond yes or no." The responses listed in column E are an example of Boolean data.

- ☒ True
- ☐ False



Correct

A Boolean data type has only two possible values, such as yes or no.

3. **Scenario 1 continued**

0.25 / 1 point

Now, you review the data on delivery times and the distance of customers from the restaurant.

To use the template for the dataset, click the link below and select "Use Template."

Link to template: [Delivery Times/Distance](#)

OR

If you don't have a Google account, download the CSV file directly from the attachment below.

DeliveryTimes_DistanceData - Delivery times_distance.csv

The data in column E shows the duration of deliveries from Garden to customers. What type of data is this? Select all that apply.

- ☐ Discrete data
- ☐ Qualitative data
- ☒ Continuous data



This should not be selected

Review [the video on data formats](#) for a refresher.

☐ Quantitative data

4. **Scenario 1 continued**

1 / 1 point

The next thing you review is the file containing pictures of sandwich deliveries over a period of 30 days. **What type of data is this?**

☒ Unstructured

☐ Ordinal

☐ Relational

☐ Discrete



Correct

This is unstructured data, which is not organized in an easily identifiable manner.

5. **Scenario 1 continued**

1 / 1 point

Now that you're familiar with the data, you want to build trust with the team at Garden. You decide to impress them by taking the initiative to reach out to your social media followers. You explain that Garden is a new client, and you show them the pictures of Garden's sandwich deliveries from the client file. Then, you ask them if they have any photos of sandwich deliveries that you can evaluate.

This is an example of going above and beyond expectations and a great way to build trust.

☐ True

☒ False



Correct

Building trust involves not sharing private or sensitive client information.

6. **Scenario 2, questions 6-10**

1 / 1 point

You've completed this program and are interviewing for a junior data scientist position at a company called Sewati Financial Services.

Click below to review the job description:



C3 Course Challenge Junior Data Scientist Job Description .pdf

PDF File



So far, you've successfully completed the first interview with a recruiter. They arrange your second interview with the team at Sewati Financial Services.

Click below to read the email from the human resources director:



Course 3 Scenario 2_Second Interview Email.pdf
PDF File



You arrive 15 minutes early for your interview. Soon, you are escorted into a conference room, where you meet Kai Harvey, the senior manager of strategy. After welcoming you, he begins the behavioral interview.

Consider and respond to the following question. Select all that apply.

Our data analytics team often surveys clients to get their feedback. If you were on the team, how would you ensure the process does not cause potential bias?

- ☐ Instruct participants to share their name and contact information.
- ☒ Make sure the wording of the survey question does not encourage a specific response from participants.



Correct

The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias.

- ☒ Give participants enough time to answer each survey question.



Correct

The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias.

- ☒ Include clients with disabilities in the survey sample.



Correct

The way questions are written, the amount of time given to answer each question, and the inclusivity of the participants can cause potential bias.

7. Scenario 2 continued

1 / 1 point

Consider and respond to the following question. Select all that apply.

Our data analytics team often uses external data. Where can you access useful external data?

- ☐ Sewati Financial Services database in the cloud
- ☐ Sewati Financial Services website
- ☒ An open-data website



Correct

Data analysts access external data from open-data websites and public databases.

- ☒ A public database



Correct

Data analysts access external data from open-data websites and public databases.

8. **Scenario 2 continued**

1 / 1 point

Consider and respond to the following question. Select all that apply.

Our analysts often work within the same spreadsheet, but for different purposes. What tools would you use in such a situation?

- ☒ Freeze the header rows



Correct

Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

- ☐ Encrypt the spreadsheet so only you can access it

- ☒ Sort the data to make it easier to understand, analyze, and visualize



Correct

Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

- ☒ Filter to show only the data that meets a specific criteria



Correct

Sorting, filtering, and freezing header rows enable data analysts on the same team to use the same dataset for different purposes.

9. **Scenario 2 continued**

1 / 1 point

Next, your interviewer wants to better understand your knowledge of basic SQL commands. **He asks: How would you write a query that retrieves only data about people who joined our firm in 2019 from the Clients table in our database?**



```
SELECT Clients
WHERE start_date = '2019'
```

☐

```
SELECT *  
WHERE start_date = '2019'
```

☐

```
SELECT *  
WHERE Clients = '2019'
```

☒

```
SELECT *  
FROM Clients  
WHERE start_date = '2019'
```



Correct

To write a query that retrieves only data about people who joined the firm in 2019 from the Clients table, type `SELECT * FROM Clients WHERE start_date='2019'`.

10. **Scenario 2 continued**

0.5 / 1 point

For your final question, your interviewer explains that Sewati Financial Services cares about data privacy. The company needs its clients' trust, and this is an important responsibility for the data analytics team.

He asks: What does data privacy involve? Select all that apply.

☒ A person's legal right to their data



Correct

Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.

☒ Putting privacy measures in place to protect people's data



Correct

Data privacy deals with preserving a data subject's information and activity any time a data transaction occurs, a person's legal right to their data, and establishing privacy measures to protect people's data.

☐ Preserving a data subject's information and activity any time a data transaction occurs

☒ Encryption and sharing permissions



This should not be selected

Review [the section on privacy](#) for a refresher.